

**AGEC 671**  
**Agribusiness Management**  
**SUMMER 2006**  
**ONLINE**

**Instructor: Joey Mehlhorn, Ph.D.**

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**Office Hours: by appointment**

**Course Description:**

3 credits. Prerequisite: (Graduate Standing). Principles and procedures for determining most profitable farm organization and system of operation. Nature of managerial processes. Records and their uses and budgeting procedures. Operations of firms selling farm supplies and merchandising agricultural products. Application of microeconomic theory to the problems of resource allocation, enterprise selection, and scale of operation of agricultural firms.

**Course Objective:** Upon completion of the course students will be able to:

1. Evaluate agribusiness cases and provide possible solutions
2. Learn how to function in a group setting
3. Expand your knowledge of the American business system through readings and exercises.
4. Identify business and management problems

**Required Texts:**

**The World is Flat: A Brief History of the 21<sup>st</sup> Century**, Thomas Friedman. Farrar, Straus, & Giroux (2005) ISBN: 0-374-29279-5

**Course Requirements:**

<u>Activity</u>	<u>% of Course Grade</u>
Cases	20%
Exams (3)	45%
Book Report	20%
Weekly Quizzes	<u>15%</u>
	100%

## **Grading:**

A	90% or above
B	80% to 89%
C	70% to 79%
D	60% to 69%
F	Below 60%

## **Course Policies and Procedures**

- 1. Students are encouraged to access course materials regularly.**
- 2. Students are expected to complete all reading assignments prior to the group discussions. (This is extremely important when discussing cases)**
- 3. All homework is expected at the beginning of the class period on the date due.** The homework grade will be reduced by 50% if not handed in by the due date. If homework is not received by the beginning of the next scheduled class period the grade will be zero.
- 4. Cheating will not be tolerated!!!!** This includes acquiring answers or providing answers during examinations or assigned work. Presenting work, ideas of another without giving credit and proper documentation.
- 5. If you have a disability that may require assistance or accommodation, or make you have questions related to any accommodations for testing, note takers, readers, etc., please speak with me as soon as possible.**
6. This course will utilize case study assignments that will allow students to incorporate information from previous courses. Students will be responsible for the cases on a group basis. Groups will be assigned by the instructor.
7. Each student will be responsible for developing a written report of The World is Flat, By Friedman. The report should thoroughly cover the text. All reports should be typed, double spaced with a font of 12pt. All reports are due July 3, 2006.
10. No make up exams will be given in this course. If you have to miss an exam you must contact me **BEFORE** the exam is given to make arrangements.
11. This course will utilize the Blackboard Course Management system. I will post weekly quizzes for you to complete. These quizzes will require you to login to the AGEC 671 Blackboard Course website.

**Tentative Course Schedule  
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**Section 1: Role and Organization of Agribusiness**

- What is agribusiness?
- Basic Farm management issues
- Management of agribusiness firms
- Organizational forms
- Economics of agribusiness
- Understanding financial information
- Analyzing financial statements

Exam 1

**Section 2: Marketing in Agribusiness**

- The agricultural marketing system
- Pricing goods and services
- Marketing plans
- Market planning
- Agricultural sales

Exam 2

**Section 3: Operating the Agribusiness**

- Human resource management
- Managing people
- Business ethics
- Motivation
- Leadership for managers
- Exercising influence

Exam 3