

AECN 316: Agribusiness Management

Fall 2019

Instructor: Dr. Kate Brooks
Office: 304C Filley Hall
Phone: 472-1749
Email: kbrooks4@unl.edu (Through Canvas is the best)
Office Hours: I do have an open-door policy so feel free to stop by anytime. To guarantee that I am in my office, you can set up an appointment through CANVAS.

TA: Kara Zimmerman kzimmerman7@unl.edu
Office Hours: By appointment

Class Time and Location: Tuesday & Thursday, 2:00 – 3:15 p.m., Food Industry Complex, 42

COURSE DESCRIPTION:

This course is an agribusiness management class designed for students who are interested in careers eventually leading to managerial positions in agricultural and food industries. The goal of this course is to provide students with an introductory knowledge and a basic set of managerial skills that prepare them for advanced course work in agribusiness management and/or rudimentary competency in managing an agribusiness firm, farm or ranch. Presentation is by lecture integrated with experiential learning. Students will be involved in actual business problem-solving and decision making through an agribusiness management simulation and case studies.

PREREQUISITES:

AECN 141 (or Econ 210 or 212), AECN 225, and three hours of accounting.

COURSE OBJECTIVES:

The students in this course should be able to:

1. Explain and apply a set of basic business management and economic principles to decision making within agribusiness firms;
 2. Describe and use a set of planning and decision making tools that can enhance the overall performance of agribusiness firms;
 3. Provide a general overview of key issues associated with organizing and managing an agribusiness;
 4. Use specific management tools in order to measure performance and improve decision making within an agribusiness firm;
 5. Involve students in business problem-solving and decision making through computer simulation and case studies.
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Important Notice: *Information in this syllabus regarding schedules for class assignments and exams is subject to change during the semester. Announcements made in class and/or on Canvas will take precedence over information in the syllabus.*

REQUIRED MATERIAL:

The assigned text for the course is below. Additional readings will be provided on Canvas and/or in class. Students need to have read material prior to class in order to participate in class discussions.

- Van Fleet, D, E. Van Fleet, and G Seperich. *Agribusiness: Principles of Management*, Clifton Park, New York, 2014. (Publisher: Delmar Cengage Learning)
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EVALUATION:

- **Quizzes:** Quizzes will be administered through Canvas. There will be a quiz at the end of every week (excluding exam weeks) as well as a syllabus quiz for a total of at least 12 Canvas quizzes. The quiz will open after class on Thursday and be available until the following Monday at 5 p.m. The time allowed to complete the quiz once started will vary depending on quiz material and length. Students will have one attempt to take the quiz. These quizzes will cover material from previous lectures. Unannounced in-class quizzes will be given at the discretion of the professor, and may serve as attendance type quizzes. Students may **drop the three lowest quiz scores** from the final grade tabulation. **No make-up quizzes will be given** since you are allowed to drop three.
- **Homework:** Homework may consist of in class and outside of class assignments. Assignments completed outside of class are due at the beginning of the class period on the date due, unless otherwise specified. If the assignment is submitted by close of business (5 pm) on the due date, the grade will be reduced by 25%; a 50% reduction will occur afterwards. No credit for an assignment will be awarded if received after the beginning of the next scheduled class period. Students with an excused absence that miss in-class assignments will have until the next class period to turn in the assignment.
- **Simulation:** The simulation project will be a management decision simulator to reinforce the management concepts discussed in the course. The “game” is a computer simulation of a hypothetical farm supply store in the Midwest. Groups will complete assignments/decisions as well as prepare a business plan. Some class time will be allocated for the simulation. Students absent during these in-class sessions or who do not actively participate in the decision, will receive no credit for their team’s work.

- **Exams:**
Three exams will be given. The three exams may be comprehensive as the material builds upon itself. Exams are kept as property of the instructor. The student is responsible for the material covered in the assigned readings, which serve as background for the lectures. Students are also responsible for the material presented during lectures and therefore, responsible for acquiring lecture notes, handouts, or exercises for missed class periods. Simulation material may also be covered on each exam. The anticipated exams dates are: Exam 1 – September 19th, Exam 2 – October 31st, and Exam 3 during the scheduled final exam time on Monday, December 18th from 3:30 to 5:30 p.m. Students requesting to take a make-up exam, must have approval by the instructor prior to the exam.

- **Grading:** Course grades will be determined as follows:

○ Quizzes	15%
○ Homework	20%
○ Simulation (group)	20%
○ Exams (3)	45%

- **Grading Policy:** A=90 – 100, B=80-89, C=70-79, D=60-69, F=below 60. **Plus and minus grades will be given within these ranges.** Students electing to take this course as a Pass/No Pass are expected to earn an average course score of C or better to receive a Pass grade for the course.

General Information, Policies and Rules:

- 1) All students are expected to be present in all class sessions and actively participate in class discussions.
- 2) No disruptive behavior and no talking when the instructor or other students are conducting class.
- 3) Remove hats/caps during class. **Hats/Caps are not allowed during exams.**
- 4) Turn off cell phones and other devices that may make noise during class.
- 5) No tobacco products of any kind will be permitted in the classroom.
- 6) Do not leave class or begin gathering your belongings until class is dismissed.
- 7) Revisions to this syllabus may be made at the discretion of the instructor. Changes in dates and topics will be announced in class and may not be communicated in writing.

Academic Integrity

Students are expected to adhere to guidelines concerning academic dishonesty outlined in Section 4.2 of University's Student Code of Conduct (<http://stuaafs.unl.edu/ja/code/>). Students are encouraged to contact the instructor for clarification of these guidelines if they have questions or concerns. The Department of Agricultural Economics has a written policy defining academic dishonesty, the potential sanctions for incidents of academic dishonesty, and the appeal process for students facing potential sanctions. The Department also has a policy regarding potential appeals of final course grades. These policies are available for review on the department's website: (<http://agecon.unl.edu/undergraduate>).

Students with Disabilities Policy

Students with disabilities are encouraged to contact the instructor for a confidential discussion of their individual needs for academic accommodation. It is the policy of the University of Nebraska-Lincoln to provide flexible and individualized accommodation to students with documented disabilities that may affect their ability to fully participate in course activities or to meet course requirements. To receive accommodation services, students must be registered with the Services for Students with Disabilities (SSD) office, 132 Canfield Administration, 472-3787 voice or TTY.

Emergency Response

The following is provided for student information in the event of an emergency:

- **Fire Alarm (or other evacuation):** In the event of a fire alarm: Gather belongings (purse, keys, cellphone, N-Card, etc.) and use the nearest exit to leave the building. Do not use the elevators. After exiting notify emergency personnel of the location of persons unable to exit the building. Do not return to building unless told to do so by emergency personnel.
- **Tornado Warning:** When sirens sound, move to the lowest interior area of building or designated shelter. Stay away from windows and stay near an inside wall when possible.
- **Active Shooter**
 - **Evacuate:** If there is a safe escape path, leave belongings behind, keep hands visible and follow police officer instructions.
 - **Hide out:** If evacuation is impossible secure yourself in your space by turning out lights, closing blinds and barricading doors if possible.
 - **Take action:** As a last resort, and only when your life is in imminent danger, attempt to disrupt and/or incapacitate the active shooter.
- **UNL Alert** - Notifications about serious incidents on campus are sent via text message, email, unl.edu website, and social media. For more information go to: <http://unlalert.unl.edu>.
- **Additional Emergency Procedures** - Additional information is posted on Blackboard in the Information folder for AECN 345 as well as at http://emergency.unl.edu/doc/Emergency_Procedures_Quicklist.pdf.

Tentative Course Outline

Exam 1: (Anticipated date: September 19th)

- Lesson 1: Introduction to Agribusiness Management (Chapters 1-3)
- Lesson 2: Agribusiness Management Environment (Chapters 4-7)
- Lesson 3: Planning (Chapters 8-9)
- Lesson 4: Economics for Agribusinesses & Price Setting (Online readings in Canvas)

Exam 2: (Anticipated date: October 31st)

- Lesson 5: Controlling (Chapter 21)
- Lesson 6: Inventory Management (Online readings in Canvas)
- Lesson 7: Financial Management (Online readings in Canvas)
- Lesson 8: Cash Flow Management (Online readings in Canvas)

Exam 3: Final Exam time: Wednesday Dec. 18th from 3:30p.m to 5:30 p.m.

- Lesson 9: Long Term Financial Analysis (Online readings in Canvas)
- Lesson 10: Organizing in Agribusiness (Chapters 12-14)
- Lesson 11: Leading/Directing in Agribusiness (Chapters 17-19)

Note: This is a tentative schedule and is subject to change. While each exam will mainly cover material as listed above, due to material building upon itself throughout the semester, exams may be cumulative in nature. Information from the simulation may also be present on the exams.