



**AGEC 4223 Agribusiness Management  
Spring 2024**

<b>Instructor:</b>	Alfred L. Parks ☐		
<b>Section # and CRN:</b>	Section P01 CRN 21186		
<b>Office Location:</b>	New Agriculture and Business Multipurpose Building, Room 308		
<b>Office Phone:</b>	(936)261-2529		
<b>Email Address:</b>	alparks@pvamu.edu		
<b>Office Hours:</b>	1:00 PM – 3:00 PM, MWF; TR 11 am – 12:00 noon; however, it's preferred that an appointment is made		
<b>Mode of Instruction:</b>	Face-to-face		
<b>Course Location:</b>	AG BUS- Room 214		
<b>Class Days &amp; Times:</b>	9:30 am – 10:50 am TR		
<b>Catalog Description:</b>	Credit 3 semester hours. Theories of the Agribusiness Management process; Agribusiness growth and productivity efficiency; control and coordination of the agents of production; risk and uncertainty; agribusiness organization and management; and managerial decision-making. The application of principles of economics to the management process, including analysis of input/output relationships, the acquisition of resources, organizational structure, human resources, financial analysis, capital management and technology.		
<b>Prerequisites:</b>	AGEC 1233		
<b>Co-requisites:</b>	None		
<b>Required Texts:</b>	Kay, Ronald D., W.M. Edwards, and P.A. Duffy, 2015, <i>Farm Management 8th Edition</i> , WCB/McGraw-Hill (Note: 7 <sup>th</sup> edition is acceptable)		
<b>Recommended Texts:</b>	Beierlein, J.C., K.C. Schneeberger, and D.D. Osburn, 2008, <i>Agribusiness Management 4th Edition</i> , Waveland Press, Inc. Castle, Emery N., Manning H. Becker and A. Gene Nelson, 1987, <i>Farm Business Management</i> , 3rd Edition, Macmillan Publishing Company.		
<b>Student Learning Outcomes:</b>			
	<b>Upon successful completion of this course, students will be able to:</b>	<b>Program Learning Outcome # Alignment</b>	<b>Core Curriculum Outcome Alignment</b>
1	To derive a clear understanding of the language and approach to management and decision-making.	Goal1: Mastery of Content	
2	To gain an understanding of how the strategic planning process works in problem solving.	Goal1: Mastery of Content	
3	To be able to apply relevant principles, theories, and techniques in problem solving and decision-making and business planning.	Goal1: Mastery of Content	
4	To broaden the educational knowledge base of the students.	Goal1: Mastery of Content	

**Major Course Requirements**

**Method of Determining Final Course Grade**

Course Grade Requirement	Value	Total
1) Exam 1	After completion of Section III, or week four (4)	100
2) Exam 2 – Midterm	After completion of Section V or per midterm	100
3) Exam 3	After completion of Section VII or week thirteen (13), whichever comes first.	100
4) Exam 4 – Final	After completion of Section IX and during last class meeting	100
5) Special project (Mandatory)	Each student must complete a Farm Business Plan or subcomponent project as assigned. The plan will be presented orally before the class.	200
6) Homework Assignments (At least five (5))	Several homework assignments will be assigned	500
7) Class attendance and participation		100
<b>Total:</b>	<b>100%</b>	<b>1200</b>

**Grading Criteria and Conversion:**

- A = 990-1100 pts
- B = 880-989 pts
- C = 770-879 pts
- D = 660-769 pts
- F = 660 or below

**Detailed Description of Major Assignments:**

Assignment Title or Grade Requirement	Description
Exams	Written exams designed to measure knowledge of presented course material.
Exercises	Written assignments designed to supplement and reinforce course material.
Projects	Development of farm business/agribusiness plan designed to measure ability to apply presented course material.
Class Participation	Daily attendance and participation in class discussions.
	Timely submission of assignments
	Respect for class protocol

**Course Procedures or Additional Instructor Policies**

**Task stream**

Taskstream is a tool that Prairie View A&M University uses for assessment purposes. At least one of your assignments is **REQUIRED** to be submitted as an "artifact," an item of coursework that serves as evidence that course objectives are met. More information will be provided during the semester, but for general information, you can visit Taskstream via the link in courses.

<b>Semester Calendar</b>	
<b>Week One: 1/16-1/19 Topic Description</b>	<b>Couse introduction, scope and nature of the course</b>
Readings:	Course Syllabus and Introduction to the course. Scope and nature of the course; Read Chapters 1-2
Assignment (s):	Update tables and figures in Ch. 1-2
<b>Week Two: 1/22-1/26 Topic Description</b>	<b>Farm Management and the Decision-Making process</b>
Readings:	: Chapter 2: Mgmt. and the Decision-Making Process Chapter 3: Acquiring and organizing Information
Assignment (s):	Update tables and figures in Chapter 3 &4; Homework 1
<b>Week Three- Four:1/29-2/9</b>	<b>Coordinated Financial Statements</b>
Readings:	Ch.4: Balance Sheets Ch. 5: Income Statements; : Ch. 6: Farm Business Analysis
Assignment(s):	Homework 2; Exam 1 at end of week Four
<b>Week Five- seven:2/12-3/1</b>	<b>Applying Economic Principles</b>
Readings:	Ch. 7-Economic Principles-Choosing Production Levels Ch.8- Economic Principles-Input/output Levels Ch. 9-Cost Concepts in Economics
Assignment(s):	Homework 3
<b>Week Eight:3/4-3/8</b>	<b>Budgeting and Enterprise techniques</b>
Readings:	Ch.10-Enterprise Budgeting and Midterm Exam
<b>Week Nine: 3/11-3/15</b>	<b>Budgeting and Enterprise</b>
Assignment	Homework 4: Work on Preliminary outline for Farm Business Plan
<b>Week Ten-Eleven 3/18-3/29</b>	<b>Budgeting and Enterprise Techniques cont.</b>
Readings:	Ch.12: Partial Budgeting Ch. 13: Cash Flow Budgeting Ch. 11: Whole Farm Budgeting
<b>Week Twelve- Thirteen 4/1-4/12</b>	<b>Improving Management Skills</b>
Readings:	Ch14: Farm Business Organization and Transfer Ch. 15: Managing Risk and Uncertainty Ch. 16: Managing Income Taxes
<b>Week: Fourteen- Fifteen 4/15-4/26</b>	<b>Resource Acquisition and Management</b>
Readings:	Ch. 19: Acquiring Resources for Management Ch. 20: Land- control and Use <b>Ch. 21. Human Resource Management</b>

	<b>Ch.22. Machinery Management</b>
Assignment(s):	Homework 5: Review and continue work on Farm Business Plan
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<b>Week Sixteen:4/29-5/3</b>	<b>Oral presentation of Special Project Plan and Final Exam</b>

## **Student Support and Success**

### **John B. Coleman Library**

The library and its partners have as their mission to provide resources and instructional material in support of the evolving curriculum, as a partner in Prairie View A&M University's mission of teaching, research, and service and to support the University's core values of access and quality, diversity, leadership, relevance, and social responsibility through emphasis on ten key areas of service. It maintains library collections and access both on campus, online, and through local agreements to further the educational goals of students and faculty. <https://www.pvamu.edu/library/> Phone: 936-261-1500

### **The Learning Curve (Center for Academic Support)**

The Learning Curve offers Tutoring via peer tutoring. The services include workshops (i.e., Save My Semester, Recalculate Your Route), seminars (i.e., Tools You Can Use: TI-84), group review sessions (i.e., College Algebra Topic Reviews, GRE Preparation), group study opportunities (i.e., TSIA, HESI, Study Break, Exam Cram), and test-taking strategies (How to take Notes, Study Buddy, 5 Day Study Guide). The Learning Curve is a nationally certified tutoring program through the National Tutoring Association. The peer tutors are trained and certified by the coordinator each semester. Location: J.B. Coleman Library Rm. 207F. Phone: 936-261-1561

### **The Center for the Oversight and Management of Personalized Academic Student Success (COMPASS)**

The Center for the Oversight and Management of Personalized Academic Student Success (COMPASS) is designed to help Prairie View students in their second year and beyond navigate towards graduation by providing the following services: Academic Advisement, Targeted Tutorials for Personalized Learning, Campus-Wide Referrals, and Academic & Social Workshops. Location: J.B. Coleman Library Rm. 306. Phone: 936-261-1040

### **Writing Center**

The Writing Center provides student consultants on all aspects of the writing process and a variety of writing assignments. Writing Center consultations assist students in such areas as prewriting, brainstorming, audience awareness, organization, research, and citation. Students taking on-line courses or courses at the Northwest Houston Center or College of Nursing may consult remotely or by email. Location: Hilliard Hall Rm. 121. Phone: 936-261-3724.

### **Student Counseling Services**

The Student Counseling Services unit offers a range of services and programs to assist students in maximizing their potential for success: short-term individual, couples, and group counseling, as well as crisis intervention, outreach, consultation, and referral services. The staff is licensed by the State of Texas and provides assistance to students who are dealing with academic skills concerns, situational crises, adjustment problems, and emotional difficulties. Information shared with the staff is treated confidentially and in accordance with Texas State Law. Location: Owens-Franklin Health Center Rm. 226. Phone: 936-261-3564

### **Testing**

The Department of Testing administers College Board CLEP examinations, the HESI A2 for pre-nursing majors, LSAT for law school applicants and MPRE for second-year law students, the Experiential Learning Portfolio option, the Texas Success Initiative (TSI) Assessment, which determines college readiness in the state, and exam proctoring, among other service such as SAT and ACT for high school students. Location: Delco Rm. 141. Phone: 936-261-4286

### **Office of Diagnostic Testing and Disability Services**

As a federally mandated educational support unit, the Office of Disability Services serves as the repository for confidential disability files for faculty, staff, and students. For persons with a disability, the Office develops individualized ADA letters of request for accommodation. Other services include learning style inventories, awareness workshops, accessibility pathways, webinars, computer laboratory with adapted hard and software, adapted furniture, proctoring of non-standardized test administrations, ASL interpreters, ALDs, digital recorders, live scribe, Kurtzweil, and a comprehensive referral network across campus and the broader community. Location: Evans Hall Rm. 317. Phone: 936-261-3585

### **Veteran Affairs**

Veterans Services works with student veterans, current military and military dependents to support their transition to the college environment and continued persistence to graduation. The Office coordinates and certifies benefits for both the G.I. Bill and the Texas Hazlewood Act. Location: Evans Hall Rm. 323. Phone: 936-261-3563

### **Office for Student Engagement**

The Office for Student Engagement delivers comprehensive programs and services designed to meet the co-curricular needs of students. The Office implements inclusive and accessible programs and services that enhance student development through exposure to and participation in diverse and relevant social, cultural, intellectual, recreational, community service, leadership development and campus governance. Location: Memorial Student Center Rm. 221. Phone: 936-261-1340

### **Career Services**

Career Services supports students through professional development, career readiness, placement and employment assistance. The Office provides one-on-one career coaching, interview preparation, resume and letter writing, and career exploration workshops and seminars. Services are provided for students at the Northwest Houston Center and College of Nursing in the Medical Center twice a month or on a requested basis. Distance Learning students are encouraged to visit the Career Services website for information regarding services provided. Location: Evans Hall Rm. 217. Phone: 936-261-3570

## **University Rules and Procedures**

### **Disability Statement (Also See Student Handbook):**

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides reasonable accommodation of their disabilities. If you believe you have a disability requiring accommodation, please contact Disability Services, in Evans Hall, Room 317, or call 936-261-3585/3.

### **Academic Misconduct (See Student Handbook):**

You are expected to practice academic honesty in every aspect of this course and all other courses. Make sure you are familiar with your Student Handbook, especially the section on academic misconduct. Students who engage in academic misconduct are subject to university disciplinary procedures.

### **Forms of Academic Dishonesty:**

1. Cheating: deception in which a student misrepresents that he/she has mastered information on an academic exercise that he/she has not mastered; giving or receiving aid unauthorized by the instructor on assignments or examinations.
2. Academic misconduct: tampering with grades or taking part in obtaining or distributing any part of a scheduled test.
3. Fabrication: use of invented information or falsified research.
4. Plagiarism: unacknowledged quotation and/or paraphrase of someone else's words, ideas, or data as one's own in work submitted for credit. Failure to identify information or essays from the Internet and submitting them as one's own work also constitutes plagiarism.

### **Nonacademic Misconduct (See Student Handbook)**

The university respects the rights of instructors to teach and students to learn. Maintenance of these rights requires campus conditions that do not impede their exercise. Campus behavior that interferes with either (1) the instructor's ability to conduct the class, (2) the inability of other students to profit from the instructional program, or (3) campus behavior that interferes with the rights of others will not be tolerated. An individual engaging in such disruptive behavior may be subject to disciplinary action. Such incidents will be adjudicated by the Dean of Students under nonacademic procedures.

### **Sexual Misconduct (See Student Handbook):**

Sexual harassment of students and employers at Prairie View A&M University is unacceptable and will not be tolerated. Any member of the university community violating this policy will be subject to disciplinary action.

### **Title IX Statement**

Prairie View A&M University (PVAMU) is committed to supporting students and complying with the Texas A&M University System non-discrimination policy. It seeks to establish an environment that is free of bias, discrimination, and harassment. If you experience an incident of sex- or gender-based discrimination, including sexual harassment, sexual assault or attempted sexual assault, we encourage you to report it. While you may talk to a faculty member about an incident of misconduct, the faculty member must report the basic facts of your experience to Ms. Alexia Taylor, PVAMU's Title IX Coordinator. If you would like to speak with someone who may be able to afford you privacy or confidentiality, there are individuals who can meet with you. The Title IX Coordinator is designated to handle inquiries regarding non-discrimination policies and can assist you with understanding your options and connect you with on- and off-campus resources. The Title IX Coordinator can be reached by phone at 936-261-2123 or in Suite 013 in the A.I. Thomas Administration Building.

### **Class Attendance Policy (See Catalog for Full Attendance Policy)**

Prairie View A&M University requires regular class attendance. Attending all classes supports full academic development of each learner whether classes are taught with the instructor physically present or via distance learning technologies such as interactive video and/or internet.

Excessive absenteeism, whether excused or unexcused, may result in a student's course grade being reduced or in assignment of a grade of "F". Absences are accumulated beginning with the first day of class during regular semesters and summer terms. Each faculty member will include the University's attendance policy in each course syllabus.

### **Student Academic Appeals Process**

Authority and responsibility for assigning grades to students rests with the faculty. However, in those instances where students believe that miscommunication, errors, or unfairness of any kind may have adversely affected the instructor's assessment of their academic performance, the student has a right to appeal by the procedure listed in the Undergraduate Catalog and by doing so within thirty days of receiving the grade or experiencing any other problematic academic event that prompted the complaint.

## **TECHNICAL CONSIDERATIONS**

### **Minimum Recommended Hardware and Software:**

- Intel PC or Laptop with Windows 7; Mac with OS X; Smartphone or iPad/Tablet with Wi-Fi
- High speed Internet access
- 8 GB Memory
- Hard drive with 320 GB storage space
- 15" monitor, 800x600, color or 16 bits
- Sound card w/speakers
- Microphone and recording software.
- Keyboard & mouse
- Most current version of Google Chrome, Safari, Internet Explorer, or Firefox

**Note:** Be sure to enable Java & pop-ups in the Web browser preferences

### **Participants should have a basic proficiency of the following computer skills:**

- Sending and receiving email
- A working knowledge of the Internet
- Proficiency in Microsoft Word (or a program convertible to Word)
- Proficiency in the Acrobat PDF Reader
- Basic knowledge of Windows or Mac O.S.

### **Netiquette (online etiquette):**

Students are expected to participate in all discussions and virtual classroom chats as directed. Students are to be respectful and courteous to others on discussions boards. Foul or abusive language will not be tolerated.

**Technical Support:**

Students should go to <https://mypassword.pvamu.edu/> if they have password issues. The page will provide instructions for resetting passwords and contact information if login issues persist. For other technical questions regarding courses, call the Office of Distance Learning at 936-261-3283

**Communication Expectations and Standards:**

Emails or discussion postings will receive a response from the instructor, usually in less than 48 hours. Urgent emails should be marked as such. Check regularly for responses.

**Discussion Requirement:**

Online courses often require minimal to no face-to-face meetings. However, conversations about the readings, lectures, materials, and other aspects of the course can take place in a seminar fashion. This will be accomplished by the use of the discussion board. The exact use of discussion will be determined by the instructor.

**It is strongly suggested** that students type their discussion postings in a word processing application and save it to their PC or a removable drive before posting to the discussion board. This is important for two reasons: 1) If for some reason your discussion responses are lost in your online course, you will have another copy; 2) Grammatical errors can be greatly minimized by the use of the spell-and-grammar check functions in word processing applications. Once the post(s) have been typed and corrected in the word processing application, it/they should be copied and pasted to the discussion board.