

# BUTTE COLLEGE

## COURSE OUTLINE

### I. CATALOG DESCRIPTION

**AB 26 - Introduction to Agriculture Business**

**3 Unit(s)**

**Prerequisite(s):** NONE

**Recommended Prep:** Reading Level IV; English Level III; Math Level II

**Transfer Status:** CSU

51 hours Lecture

This course provides students with a basic understanding of the business and economics of the agricultural industry; an introduction to the economic aspects of agriculture and their implications to the agricultural producer, consumer and the food system; management principles encountered in the day to day operation of an agricultural enterprise as they relate to the decision making process. (C-ID AG-AB 104).

### II. OBJECTIVES

Upon successful completion of this course, the student will be able to:

- A. Explain how economic principles relate to commodity marketing sub sectors in agriculture.
- B. Recognize and describe agricultural business organizational structures including; sole proprietorships, partnerships, corporations, franchises, and cooperatives. Identify and explain the four functions of management and how they relate to the agribusiness organization.
- C. Develop an awareness of the basic laws, regulations, and regulatory agencies that interact with the agriculture community.
- D. Describe various styles of leadership.
- E. Identify the role of the agricultural manager.
- F. Recognize, evaluate, and propose solutions to problems in personnel, ethics and communication.

### III. COURSE CONTENT

#### **A. Unit Titles/Suggested Time Schedule**

Lecture	
<u>Topics</u>	<u>Hours</u>
1. The role and organization of the agribusiness	8.50
a. The place of agribusiness in California, United States, and the global economy	
b. Types of agribusiness	
c. The organization of an agribusiness	
d. Types of business structure	
e. Managing the agribusiness	
2. Management	8.50
a. Planning	
b. Leading	
c. Organizing	
d. Controlling	
3. Managerial Problem Solving in Agriculture	8.50
a. Diagnosis of the situation	
b. Generating alternative	
c. Evaluating alternatives	
d. Selecting the best alternative	
e. Implementing the alternative	

f. Evaluation of results	
4. Financial Management and Control of Agribusiness	8.50
a. General business economics	
b. Overview of financial statements	
5. Human Resource Management	8.50
a. The role of the agriculture manager	
b. Agriculture employee motivation	
c. Team and team building	
d. Labor relations	
6. Business Land and Ethics in Agriculture	8.50
a. Agriculture values	
b. Agriculture business ethnics	
c. Personal values	
d. Agricultural Law and the regulatory environment	
Total Hours	51.00

#### **IV. METHODS OF INSTRUCTION**

- A. Lecture
- B. Group Discussions
- C. Homework: Students are required to complete two hours of outside-of-class homework for each hour of lecture
- D. Reading Assignments
- E. Case Studies

#### **V. METHODS OF EVALUATION**

- A. Quizzes
- B. Oral Presentation
- C. Projects
- D. Homework
- E. Short papers
- F. Essays and research papers
- G. Business Plan

#### **VI. EXAMPLES OF ASSIGNMENTS**

- A. Reading Assignments
  - 1. Read and interpret an article pertaining to current events in agriculture, posted on the class portal. Be prepared to discuss the issues and take a pro/con position.
  - 2. Read the case study in your text dealing with "Going Broke While Making a Profit". Identify how this happened and how it could have been avoided.
- B. Writing Assignments
  - 1. Write a 7-10 page Business Plan for an agricultural endeavor of your choice. The Business Plan should include a description of the business, a marketing plan, and financial statements.
  - 2. Write a two-three research page paper covering the management style of the Simplot Corporation. Identify the companies approach to hiring, advancement, and outlook on the future.
- C. Out-of-Class Assignments
  - 1. Locate two examples of advertising for an agricultural commodity. One should be commodity based and the other product specific. Be prepared to discuss in class.
  - 2. Interview an individual currently working in your proposed field of employment. Write a

two page paper discussing the nature of the work, the best and worst parts of the job, and the employment outlook. Be prepared to discuss in class.

## VII. **RECOMMENDED MATERIALS OF INSTRUCTION**

Textbooks:

- A. Beierlein, J. Principles of Agribusiness Management. 5th Edition. Waveland, 2013.
- B. Barnard, F. Agribusiness Management. 4th Edition. Routledge, 2012.

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