**Course Syllabus**

**AREC 213: Starting an Agriculture Horticulture Business**

**Course Information:**

Time: Monday and Wednesday 10:00 am to 11:50 am

Location: MKH-201

Instructor: David Vasquez

Email: vasquezd@oregonstate.edu

Dates: September 30 to December 11

Office Hours: By Appointment

**Course Objectives:**

**Learning Objectives**

At the conclusion of this course, students should be able to

1. Describe their venture idea in business terms.
2. Assess the appropriate business structure and consequences.
3. Quantitatively articulate break-even and profitability forecasts.
4. Write a start-up business plan.

**Description**

This course provides a high level introduction to starting a business in agriculture or horticulture.

Skills, models, decision making tools, and strategic alternatives analysis will be discussed and practiced using a number of different computer software programs. Students become familiar with business planning including business structure selection, market assessment, risk analysis and mitigation, financial and tax planning, and Federal programs and incentives. Resources for the entrepreneur are discussed. Agricultural and horticultural case studies and examples are emphasized.

Business goals and strategy, structure/models, marketing, sales, financial management, tax planning and funding sources are among the topics that will be discussed. Students become familiar with the business planning process and will produce a start-up business plan for their business idea. Students leave this class with a basic knowledge of the elements of starting and running an agriculture or horticulture based business.

**Goals**

1. Teach future business owners the basics of sound business management and the basis of informed decision making that will increase the odds that they will be successful in their business goals.
2. Introduce a structured business planning approach and process that sets a solid foundation for successful business management launch and/or growth.
3. Identify resources available to the agriculture/horticulture entrepreneur and how best to access and implement them.
4. Introduce future business owners to the Small Business Development Center and the resources it offers.

**Course Text:**

**Course Text**

Barringer, Bruce R., and R. Duane Ireland. *Entrepreneurship: successfully launching new ventures*. Boston, Pearson, 2016. (4th or 5th Edition)

**Useful Web Sites**

* <http://startupclass.samaltman.com/>
* <http://www.paulgraham.com/articles.html>
* http://www.sba.gov/business-plan
* www.business.oregon.gov
* https://sos.oregon.gov/business/Documents/business-guides/start-business-guide.pdf

**Grading and Assignments:**

|  |  |
| --- | --- |
| **Item** | **Total** |
| In Class Activities | 200 |
| Assignment: In Class Presentation | 50 |
| Business Plan: Final Project | 300 |
| Business Plan: Final Presentation | 50 |
| Midterm 1 | 200 |
| Midterm 2 | 200 |
| **Total** | **1000** |

|  |  |
| --- | --- |
| **Ordinary A-F Grading Scale (also available as Pass/No Pass)** | |
| 90-100% | A |
| 80-89% | B |
| 70-79% | C |
| 60-69% | D |
| <60% | F |

**In Class Activities:**

There will be in class activities that will be done on most days of the course. Participation will encompass a range of aspects including being involved in course discussions, attendance and in class activities. Using your cell phone, talking, using your computer for unrelated tasks and showing up late are not acceptable and will lower your participation score.

**Business Plan Project and Presentation:**

This will be a group project with a team comprised of 2 to 3 people. You will need to come up with a venture idea, a business plan and also make a presentation in class. More information will be given on this separately.

**In Class Presentation:**

You will present a short presentation to the class. The presentation length should be around 5 minutes. You are free to be creative in your presentation methods and what you choose to present on. Topics will be discussed further in class but could include a presentation on a founder, a successful (or failed) startup, an emerging trend or something of interest that relates to the course as a whole.

**Midterms:**

There will be two midterms and both will be taken during class.

**Final:**

We will **not** have a final but instead your project will be due during finals week.

**Schedule:**

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| --- | --- | --- | --- | --- | --- |
| **Week** | **Meeting Day** | **Meeting Date** | **Lecture Topic** | **Reading** | **ICA** |
| Week 1 | Monday | September 30 | Introduction to Course and Business Plans | Chapter 1 and Chapter 6 | ICA 1 |
|  | Wednesday | October 2 | Ideation, Value Proposition and Business Plans | Chapter 2 | ICA 2 |
| Week 2 | Monday | October 7 | Business Models and Business Types | Chapter 4 | ICA 3 |
|  | Wednesday | October 9 | Feasibility Analysis | Chapter 3 | ICA 4 |
| Week 3 | Monday | October 14 | Market Assessment and Industry Analysis | Chapter 5 | ICA 5 |
|  | Wednesday | October 16 | Finance and Accounting | Chapter 8 | ICA 6 |
| Week 4 | Monday | October 21 | No Class |  |  |
|  | Wednesday | October 23 | Finance and Accounting | Chapter 10 | ICA 8 |
| Week 5 | Monday | October 28 | Midterm |  |  |
|  | Wednesday | October 30 | Information Technology |  | ICA 9 |
| Week 6 | Monday | November 4 | Marketing and Sales | Chapter 11 | ICA 10 |
|  | Wednesday | November 6 | Marketing and Sales |  | ICA 11 |
| Week 7 | Monday | November 11 | Marketing and Sales |  | ICA 12 |
|  | Wednesday | November 13 | Legal, Ethical and IP | Chapter 7 and Chapter 12 | ICA 13 |
| Week 8 | Monday | November 18 | Business Operations | Chapter 9 | ICA 14 |
|  | Wednesday | November 20 | Business Operations and Midterm Review | Chapter 13 | ICA 15 |
| Week 9 | Monday | November 25 | Midterm II |  |  |
|  | Wednesday | November 27 | Thanksgiving |  |  |
| Week 10 | Monday | December 2 | Presentations |  |  |
|  | Wednesday | December 4 | Presentations |  |  |
| Week 11 | Monday | December 9 | Final Project Due by 5pm |  |  |

**Course Information:**

**Special Accommodations:**

Students who may need accommodations due to documented disabilities, or who have medical information which the instructor should know, or who need special arrangements in an emergency, should speak with the instructor during the first week of class. If you believe you may need accommodation services, please contact Center for Accessibility Resources, 917-4789. If you have documented your disability, remember that you must make your request for accommodations through the Center for Accessibility Resources Online Services web page every term, in order to receive accommodations.

**Learning Center:**

LBCC has many free programs to help you be successful. The Learning Center is the campus place for academic support and tutoring. The Learning Center will help with issues that get in the way of your success. It is located above the Library in Willamette Hall.

**Incomplete Policy:**

An incomplete (IN) will only be issued when a student is unable to complete the last chapter submission by the end of the term, but has otherwise completed 75% of the work in class prior to the final exam. Each incomplete grade will be accompanied by a signed contract specifying the conditions necessary to complete the course. This contract will be signed by the student and the instructor and placed on file in the Division office. The Y grade can only be issued if the student has attended no more than 25% of class time and less than 25% of the course work was submitted.

**Late Work:**

Late work will most likely not be accepted unless previous arrangements have been made or an unforeseeable circumstance has come up.

**Academic Dishonesty:**

Academic dishonesty is defined as an intentional act of deception in which a student seeks to claim credit for the work or effort of another person or uses unauthorized materials or fabricated information in any academic work. All cases of suspected academic dishonesty will be handled in strict accordance with University and College

Specifically, academic dishonesty may include:

a) Unauthorized assistance or communication to another through written, visual, or oral means.

b) Presentation of material which has been obtained by someone else's effort and used as part of an exam, assignment or project.

c) Unauthorized possession of course related material.

d) Plagiarism, whereby another's work is used without any indication of the source, thereby attempting to convey the impression that such work is the student's own, including the failure to credit ideas or material taken.

e) Students who assist others in any of these activities can be considered equally responsible.

When a violation of student academic behavior standards becomes known, the instructor shall take appropriate measures, including the assignment of an F for the class gradeto the recommendation of further disciplinary action. This action is permitted by Academic Regulations and Procedures as described in the Schedule of Classes. I expect you to know and understand these policies and procedures. If there is any doubt about their meaning and interpretation, simply ask your Professor for clarification.

**Cell Phones:**

As a courtesy to your fellow students and instructor, please turn off all cell phones and pagers during the instructional period. Please do not talk or text-message on your cell phone during a class session. Anyone who answers a phone in class is creating a disturbance. Anyone who needs to have a phone connected (e.g., spouse close to labor, a child sick at home) must clear it with the instructor at the beginning of the class period.