I. **TITLE:**

Principles of Agribusiness

II. **CATALOG DESCRIPTION:**

The organization of agribusiness, its development in local communities, and the roles played by farmers, farm suppliers, processors, wholesalers, retailers, consumers and government. Analysis of job opportunities in agribusiness.

III. **PURPOSE:**

To help students understand that agribusiness firms must be marketers and not sellers of inputs, commodities and food products. The critical step is the adoption of the total marketing concept, where profitably meeting the needs of a well-defined target market becomes the focal point of all the firm does.

IV. **COURSE OBJECTIVES:**

This course is designed to:

A. Provide a broad overview of the basic skills needed to be an effective manager of an agribusiness.
B. To apply effective management principles with the aid of a computer simulation.

V. **CONTENT OUTLINE:**

A. Introduction to Agribusiness Management
B. The Planning Function
C. The Organization Function
D. The Controlling Function
E. The Directing Function
F. Evaluation

VI. **INSTRUCTIONAL ACTIVITIES:**

This is a participation intensive class. You will be assigned to a farm store management team and work with this team as a learning group throughout the semester. Class activities will be oriented toward group interaction and
application. Students must be able to demonstrate the ability to apply the material in a real world situation. The instructor will act more as a facilitator or coach, and less as a lecturer. It is important to understand that passive learning is not the focus of this course.

The class will meet two times a week. Quizzes can be expected every two to three weeks. The five highest quiz scores will be used in calculating the final grades.

Any changes in the syllabus or in the schedule of class activities will be clearly announced during regular class time. The instructor reserves the right to make any changes in the course which in his judgment are necessary.

VII. **FIELD AND CLINICAL EXPERIENCES:**

Individual class members will interview at least one agribusiness retailer for the purpose of learning about the operation of the business.

VIII. **RESOURCES:**

A computer simulation will be provided to represent a typical local feed and fertilizer market. Students will be broken into management teams and compete for business.

IX. **GRADING PROCEDURES:**

A. Top five quizzes @ 20 points each 100
B. Top two hour exams @ 100 points 200
B. Management team competition 100
C. Class Participation 50
D. Comprehensive Final 150

600 points

A= (90 - 100%)
B= (80 - 89%)
C= (70 - 79%)
D= (60 - 69%)
E= Lower

Make-up exams and quizzes will not be given. If necessary, the final exam percentage will be substituted for a missing hour exam.
X. ATTENDANCE POLICY:

Please refer to the most current copy of the Murray State University’s Undergraduate Bulletin and Graduate Bulletin.

XI. ACADEMIC HONESTY POLICY:

(Amended by the MSU Board of Regents)
Cheating, plagiarism (submitting another person’s material as one’s own), or doing work for another person which will receive academic credit are all impermissible. This includes the use of unauthorized books, notebooks, or other sources in order to secure or give help during an examination, the unauthorized copying of examinations, assignments, reports, term papers, or the presentation on unacknowledged material as if it were the student’s own work. Disciplinary action may be taken beyond the academic discipline administered by the faculty member who teaches the course in which the cheating took place.

NOTE: The School of Agriculture Faculty have adopted and implemented an Academic Honesty Policy in addition to the University Honesty Policy, which can be found in the current Undergraduate Bulletin and Graduate Bulletin. The policy sets guidelines regarding acts of dishonesty and the procedure to follow should an event occur. It is each Agriculture student’s responsibility to obtain and read a copy of this document. The School’s Academic Honesty Policy can be obtained by asking for a copy from any Agriculture Faculty member or the Secretary.

XII. TEXT AND REFERENCES:

B. Computer assisted farm store management simulation (provided by instructor)
C. Selected readings from trade journals (provided by instructor)
D. Hand held calculator

XIII. PREREQUISITES:

None.

XIV. STATEMENT OF AFFIRMATIVE ACTION AND EQUAL OPPORTUNITY:

Murray State University endorses the intent of all federal and state laws created to prohibit discrimination. Murray State University does not discriminate on the basis of race, color, national origin, gender, sexual orientation, religion, age, veteran status, or disability in employment, admissions, or the provision of services and provides, upon request, reasonable accommodation including
auxiliary aids and services necessary to afford individuals with disabilities equal access to participate in all programs and activities. For more information, contact Sabrina Y. Dial, Director of Equal Opportunity, Murray State University, 103 Wells Hall, Murray, KY 42071-3318. Telephone: 270-809-3155 (voice), 270-809-3361 (TDD).

XV. **MSU SCHOOL OF AGRICULTURE CELL PHONE POLICY**

The School of Agriculture recognizes that in today’s world cell phones are a familiar and often necessary form of communication for students.

It shall be the policy of the School that no cell phone usage shall be allowed in class and/or labs without the prior consent of the course instructor. This shall include verbal calling, incoming calls, email, text messaging, and use of cell phone calculators on tests and quizzes.

Cell phones must be kept off and out of sight (i.e. secured to a person’s belt or kept in a bag or purse away from desks and lab counters).

Should a student’s cell phone be visible, ring, or other form of unauthorized usage that is interruptive to the class or lab, the student may be asked to leave class and not return for that class/lab period.

Upon prior consent of the instructor, a student may obtain permission to have their phone on in case of an emergency or in critical family situations.

This policy also includes pagers and other electronic equipment such as blackberries and/or computers/laptops.