I. **TITLE:** Entrepreneurship in Agribusiness

II. **CATALOG DESCRIPTION:**
A study of fundamental principles of entrepreneurship as applied to agribusinesses. Attention is given to entrepreneurial creativity, business plans, marketing, accounting and finance, and management practices and strategies in small businesses. (Spring 2009)

III. **PURPOSE:**
To expose students in agriculture to agribusiness from an entrepreneurial perspective and to develop students’ appreciation for the role of local agribusinesses in providing social capital and infrastructure to rural communities.

IV. **COURSE OBJECTIVES:**
This course is designed to approach development of new agribusinesses or the succession of existing agribusinesses from an entrepreneurial theory standpoint.

By the end of the course, you will be able to...
1. Understand and use the basic language of entrepreneurship as applied to agribusiness development.
2. The opportunities, risks, and rewards potentially associated with launching a venture.
3. Perform a feasibility study.
4. Conduct an industry analysis.
5. Understand the business plan process and its importance in obtaining financial backing.
6. Learn and identify the components and importance of a marketing plan

V. **CONTENT OUTLINE:**
A. Entrepreneurship, opportunity recognition, and creativity
B. Part and full-time agricultural entrepreneurs
C. Understanding the market for an agricultural product
D. Entrepreneurial agribusiness marketing
E. Distribution of product
F. Developing a marketing plan
G. Cash, accounting and finance for small businesses
H. Management and organization
VI. **INSTRUCTIONAL ACTIVITIES:**
The class will consist of three lecture/discussion sessions per week, several reading assignments, homework assignments, mini-projects, and a final project. Practical applications of entrepreneurial principals to agribusiness will be stressed.

A. Classroom activity – lecture, discussion, and participatory in-class projects.

B. Reading assignments
   Reading assignments will be provided through the texts, handouts and postings on Blackboard from time to time. You will be expected to have read the assignments, so that you may ask relevant/important questions and participate in the class discussion. You will also be required to read some current events articles, press reports, etc. to complete assignments.

C. Homework assignments
   Several assignments will be given throughout the semester to emphasize key concepts from the course material. All out of class assignments are due at the **BEGINNING** of the designated class period. Late work will be accepted until 4:30 p.m. of the due date, although there is a 5 point penalty for any late assignment. No work will be accepted after 4:30 p.m. of the due date. Absences do not excuse you from submitting your work on time.

D. Mini Projects
   Four mini projects will be given throughout the semester to emphasize key concepts from the course material. Mini project due date requirements adhere to the same requirements as homework assignments.

E. Project
   A final project will be required. Details and requirements for the final project will be provided by the second week of course meetings.

F. Other information
   1. Obtaining assignments and the pursuant work is the responsibility of the individual student.
   2. Conditions of this syllabus may be changed and announced at any class meeting.
   3. Every effort will be made to inform the student of course expectations. Trickery and subterfuge will be avoided. Students are encouraged to consult with the professor on academic progress or any other matter affecting class performance. Extra group or individual study periods will be scheduled if requested by the student(s).
VII. **FIELD AND CLINICAL EXPERIENCES:**
Students will be expected to seek out and interview entrepreneurs in their region for the final project.

VIII. **RESOURCES:**
A. Personal computer with internet and printer access: Blackboard will be used extensively to post course materials. You are responsible for checking the website prior to class and bringing any updated materials with you. You may access the Blackboard course page at the following address http://estudy.murraystate.edu/webapps/login/. In addition, the internet will be used for the completion of many assignments.
B. Agribusiness entrepreneurs in the region: personal interview and visit to their operation

IX. **GRADING PROCEDURES:**
Point values used to assign grades earned for the class will be as follows:

<table>
<thead>
<tr>
<th>Item</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assignments</td>
<td>100 (5 @ 20 points each)</td>
</tr>
<tr>
<td>Mini Projects</td>
<td>300 (3 @ 100 points each)</td>
</tr>
<tr>
<td>Final Project</td>
<td>200</td>
</tr>
<tr>
<td>Attendance</td>
<td>100</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>700</strong></td>
</tr>
</tbody>
</table>

Letter grades are derived from the point system as explained above.

- 90% – 100% = A
- 80% – 89% = B
- 70% – 79% = C
- 60% – 69% = D
- Below 60% = E

Extra work to raise your grade at the end of the semester is not allowed. Students are advised to keep up as class progresses.

No make-up of quizzes and/or in-class assignments is permitted. Quizzes and assignments that are not completed will receive a grade of zero (0).

X. **ATTENDANCE POLICY:**
Attending class is crucial to your success in this course. Please refer to the most current copy of the Murray State University’s Undergraduate Bulletin and Graduate Bulletin for academic regulations concerning attendance (http://www.murraystate.edu/provost/catalogs/G601University.html#Attendance).
You are permitted two absences during the semester. After two absences you will lose 10 points from your attendance grade per absence. Points deducted for absences due to any reason may be made up by preparing a two-page paper (double-spaced) on a topic assigned by the instructor. The two-page paper must be handed in to the instructor within one week following the date of the absence for your attendance points to be restored for that particular absence. It is your responsibility to contact the instructor regarding work to make up your attendance grade.

XI. ACADEMIC HONESTY POLICY:
(Adopted 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. Additionally, the Academic Honesty Policy is available on Blackboard under the “Course Information” tab.

Plagiarism, cheating, or fabrication of material will result in a failing grade for the course. No exceptions will be made.

XII. TEXT AND REFERENCES:


XIII. PREREQUISITES:
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XIV. **SPECIAL ACCOMMODATIONS:**

If any student has any type of special needs or other need requiring special services, please notify the instructor immediately at the beginning of the semester and accommodations will be arranged.

XV. **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).

XVI. **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.

XVII. **ADDITIONAL COURSE POLICIES**

A. **Score Revisions**

Instructors are human – there will be an occasional grading error. If the problem is with the grading of an essay answer on an exam, or if there are several problems, then please come by to see me in my office. If there is a simple problem, just see me before or after class or in my office. When requesting grading revisions, please come with a “perfect” answer in mind, and we’ll compare that to what you have written. If the score is too low, it will be raised immediately. Be sure to have a system to keep handouts, quizzes, assignments, exams, etc. and be prepared to present graded papers when reporting grade recording errors.

B. **Tobacco Use**

Tobacco use of any kind is not permitted in this class. The use of mouth tobacco will result in you being asked to leave the class.