

**STATE UNIVERSITY OF NEW YORK  
COLLEGE OF TECHNOLOGY  
CANTON, NEW YORK**



**COURSE OUTLINE**

**AGMT 100 – INTRODUCTION TO AGRIBUSINESS**

**Created by: HIREN BHAVSAR**

**SCHOOL OF BUSINESS AND LIBERAL ARTS**

**DEPARTMENT OF BUSINESS**

- A. **TITLE:** INTRODUCTION TO AGRIBUSINESS
- B. **COURSE NUMBER:** AGMT 100
- C. **CREDIT HOURS:** 3 credit hours, 3 lecture hours per week for 15 weeks
- D. **WRITING INTENSIVE COURSE:** NO
- E. **GER CATEGORY:** NONE
- F. **SEMESTER(S) OFFERED:** FALL

G. **COURSE DESCRIPTION:**

An introduction to the management, entrepreneurship, and other tools needed to solve practical problems in agribusiness. The course will help students place agribusiness management in perspective and develop an understanding of agribusiness organizations, the challenges they face, and how to measure their effectiveness. Particular emphasis will be placed on how to develop successful agribusiness ventures, including overall organization, human resource management, finance, and marketing.

H. **PRE-REQUISITES/CO-REQUISITES:**

- a. Pre-requisite(s): None
- b. Co-requisite(s): None
- c. Pre- or co-requisite(s): None

I. **STUDENT LEARNING OUTCOMES:**

<i><u>Course Student Learning Outcome</u></i> <i><u>[SLO]</u></i>	<i><u>PSLO</u></i>	<i><u>ISLO</u></i>
a. Describe how agribusiness firms operate in a global agri-food system	Understand the theoretical economic framework and real-world markets in which all agribusinesses operate.	5. Industry, Professional, Discipline Specific Knowledge and Skills
b. Explain role of agribusiness managers and why business management skills are required in modern agriculture.	Develop and utilize skills and techniques to allow for successful communication of ideas and concepts to a variety of audiences.	2. Critical Thinking 1. Communication Skills
c. Summarize and explain management principles, functions, and why business management is an art supported by science.	Acquire a working knowledge of business management principles as they apply in the agricultural arena that	3. Foundational Skills

	will translate directly into vital competencies for careers in agribusiness.		
d. Explain difference between managing things and leading people, and why agribusiness management is a dynamic, continuous process.	Achieve a level of academic ability and intellectual curiosity to facilitate successful transition to managerial positions or graduate school.	4. Social Responsibility	
e. Explain the four functions of management and how concepts used are applicable in practical problem solving.	Interdisciplinary approach to problem solving and situational analysis in the agribusiness arena.	2. Critical Thinking 5. Industry, Professional, Discipline Specific Knowledge and Skills	

J. **APPLIED LEARNING COMPONENT:** Yes \_\_\_\_\_ No X \_\_\_\_\_

K. **TEXTS:** Principles of Agribusiness Management, Fifth Edition, by Beierlein, Schneeberger, and Osburn. ISBN-13: 978-1478605669

L. **REFERENCES:** None

M. **EQUIPMENT:** None

N. **GRADING METHOD:** A – F

O. **SUGGESTED MEASUREMENT CRITERIA/METHODS:** Case studies, Discussions, Class Participation, Quizzes, Tests, Essays, and/or Exams

P. **DETAILED COURSE OUTLINE:**

I. Global Agri-Food System – An Overview,

- a. Scope of Agribusiness and Economic Importance
- b. Basic Concepts, An Introduction to Agribusiness Management

II. Role of Marketing and Marketing Management

- a. The Role of Consumer Demand
- b. Forecasting
- c. Budgeting

III. Organization of Agribusiness Firms

- a. Approaches to Organizational Structure (legal structure).
- b. Organization Production Using Economic Principles – Production function
- c. Management of an Agribusiness Firm – Case Study

IV. Break-even Analysis

- a. Basic Accounting Documents
- b. Capital Budgeting I: Principles
- c. Capital Budgeting II: Applications – Uncertainty and Risk

V. Human Resource Leadership

- a. Staffing and Organization – Human Resource Management

VI. Other Relevant Topics

**Q. LABORATORY OUTLINE: None**