



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

**COURSE OUTLINE**

**AGMT 450 – AGRIBUSINESS MANAGEMENT CAPSTONE**

**PREPARED BY: William T. Jones**

**SCHOOL OF BUSINESS AND LIBERAL ARTS  
May 2016**

A. COURSE TITLE: Agribusiness Management Capstone

B. COURSE NUMBER: AGMT 450

C. CREDIT HOURS: 3

D. WRITING INTENSIVE COURSE: Yes

E. COURSE LENGTH: 15 weeks

F. SEMESTER (S) OFFERED: Spring

G. HOURS OF LECTURE: 3 lecture hours a week

H. CATALOG DESCRIPTION:

This multidisciplinary capstone course integrates materials from Agribusiness Management courses to allow students to gain practical skills and knowledge of the varied fields of Agribusiness and the role agribusiness managers have within the multiple systems. Students analyze and evaluate advanced Agribusiness issues, i.e. impact from evolving Federal and State laws relating to Agribusiness facilities, providers, and consumers. Students also study contemporary challenges by incorporating knowledge gained through Agribusiness courses and required readings.

I. PRE-REQUISITES/CO-COURSES:

Pre-requisite(s): 90 credits earned, in Agribusiness Management; or permission of instructor.

J. GOALS (STUDENT LEARNING OUTCOMES): By the end of this course, the student will be able to:

<u>Course Objective</u>	<u>Institutional SLO</u>
a. Examine advanced issues in Agribusiness management	1. Crit. Thinking 2. Prof. Competence
b. Examine contemporary developments in Agribusiness Management	1. Crit. Thinking 2. Prof. Competence
c. Assess current trends across multiple fields of Agribusiness	1. Crit. Thinking 2. Prof. Competence
d. Identify the strategic, financial and market position of an existing agribusiness firm, from an internal perspective as well as in the context of the market chain where it operates;	1. Crit. Thinking 2. Prof. Competence
e. Synthesize and evaluate scholarly articles related to	1. Crit. Thinking

the advanced topics in Agribusiness and write a research paper related to issues and challenges in Agribusiness.	2. Prof. Competence
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K. TEXTS: None

L. REFERENCES: The following reference is required:

Barnard F.L., J.T. Akridge, F.J. Dooley, J.C. Foltz, and E.A. Yeager (2016). *Agribusiness Management*. Fifty Edition, Routledge.

Kay, R.D., W. M. Edwards and P. Duffy. (2016). *Farm Management*. Eight Edition. McGraw-Hill Book Company.

Knutson, R.D., Penn, J.B., Flinchbaugh, B.L. and J.L. Outlaw (2007). *Agricultural and Food Policy*. Sixth edition, Pearson Prentice Hall.

Norwood, F.B. and J.L. Lusk (2008). *Agricultural Marketing and Price Analysis*. Pearson Prentice Hall.

Schneider, Susan A. (2010). *Food, Farming, and Sustainability: Readings in Agricultural Law*. Durham, NC.: Carolina Academic Press

M. EQUIPMENT: None

N. GRADING METHOD: A - F

O. MEASUREMENT CRITERIA/METHODS: Assignments, discussions, final culminating project, and simulation will be used to measure attainment of objectives.

P. DETAILED COURSE OUTLINE:

I. Leadership and Management:

- a. Contemporary models of leadership and leadership style;
- b. Why do Agribusiness Managers have a greater need for ethical behavior?
- c. Employment issues surrounding culture diverse employees

II. Strategic Planning issues in Agribusiness

- a. Importance of strategic planning process
- b. Internal and external environment in providing strategic direction
- c. Strategic plan outline

- III. Agribusiness Marketing
  - a. Access, delivery, and quality as related to the marketing function
  - b. Role of Agribusiness marketing in the strategic planning process
- IV. Agribusiness Finance
  - a. Managing cost and revenues
  - b. Capital management cycles
  - c. Capital allocation process and key ratios
- V. Strategic Management of Human Resource
  - a. Factors affecting communication
  - b. Motivation, training, and development
- VI. Current issues in Agribusiness
  - a. Land management
  - b. Animal management
  - c. Environmental Issues
- VII. Agribusiness Ethics and Law
  - a. Federal Law
  - b. State Law
  - c. County and Local Laws
- VIII. Food Safety and Security Policy
  - a. Federal and State regulations
- IX. Understanding Agricultural Prices
  - a. Agricultural Price Seasonality
  - b. Market Supply and Demand Shocks
  - c. Agricultural Price Cycles
- X. International Agricultural Trade
  - a. Trade between Countries
  - b. Exchanges Rates in Trade
  - c. Barriers to Trade

Q. LABORATORY OUTLINE: None