

University of Arkansas
Dale Bumpers College of Agricultural, Food and Life Sciences
Agricultural Economics and Agribusiness

AGEC 2303 - Introduction to Agribusiness

Instructor: Colson Tester

Office: Agriculture Building Room 217aa

Virtual Office Hours: Monday 1:00 PM - 3:00 PM, Thursday 10:00 AM - 12:00 PM

Email: catester@uark.edu

Prerequisites: AGECEC 1103 or ECON 2023

Course Summary:

Introduction to agribusiness issues as they relate to the food processing, wholesale and retail sectors of the agricultural industry. Coverage of methods and tools agribusiness managers use to evaluate business opportunities. Case studies serve to communicate concepts of product distribution, design, promotion and pricing in the development of a marketing plan.

Course Structure:

This course will be conducted as a remote course. This means there will be live virtual lectures during the scheduled class time. Live lectures can be accessed through the course Blackboard page found at learn.uark.edu. Additionally, there will be weekly blog assignments and a quiz to complete in Blackboard.

Remote Instruction:

This course will use Zoom/Collaborate Ultra for synchronous (“real time”) class meetings. Meeting dates and times will be MWF 11:50 – 12:40. You may choose to use Zoom on your mobile device (phone or tablet).

Things to Know About Using Zoom for Class Meetings:

- You must sign in to the Zoom session by 11:50 AM to be on time for class.
- The Zoom sessions are recorded. Improper classroom behavior is not tolerated within Zoom sessions and may result in a referral to the Office of Student Conduct.
- You can contact the Help Desk at help.uark.edu or 479-575-2905 if you have any technical issues accessing Zoom.

Remote Learning Expectations:

As remote learners, students must be proactive in their studies, able to balance academic responsibilities with life events, and able to dedicate an appropriate amount of time to a course. The most crucial skills are communication, time management, and staying organized.

- Log in to the course in Blackboard to check for class materials and announcements.
- Check university email for course communications daily.

- Attend scheduled (synchronous) class sessions in Blackboard, arriving on time and leaving at the end of the class session.
- Participate in video/real time lessons.
- Participate in synchronous and asynchronous conversations and activities.
- In live sessions use your video camera unless your bandwidth is poor.
- If possible, use a headset with a built-in microphone rather than your computer's speakers and microphone to reduce echo and extraneous noise.
- Make sure you are in a quiet location and mute your microphone when not speaking.

Required Technology:

Material for this course including Zoom, lectures, syllabus, homework, class notes, test reviews and links to suggested reading materials can be found on Blackboard. You can reach Blackboard at <http://learn.uark.edu>.

Office Hours:

I will conduct office hours through Zoom. Additionally, you can contact me through email to set up a Zoom call outside of scheduled office hours.

Required Text:

Principles of Agribusiness Management, 5th Edition, by Beirelein, Schneeberger, and Osburn

Grading:

According to the UA instructions for reporting final grades, they generally will reflect the following:

- A – Outstanding achievement (90%+)
- B – Good achievement (80%+)
- C – Average achievement (70%+)
- D – Poor, but passing work (60%+)
- F – Failure, given for unsatisfactory work (any grade below 60%)

General Education Learning Outcomes:

To address goal 4 learning outcome 4.1 students will:

1. Examine and interpret an intercultural experience from both one's own and another's worldview.
2. Identify and analyze significant global challenges and opportunities in the human and natural world.
3. Identify and analyze the historical and/or contemporary interrelationships among multiple global cultures.

Student Learning Outcomes:

At the end of this course:

1. Students will describe how agribusiness firms operate throughout the global agri-food system from “farm-to-fork” to deliver food to our tables.
2. Students will describe the role that business management has in the successful operation of an agribusiness firm.

3. Students will demonstrate the importance (difficulty) of planning and why agribusiness firms need to have a business plan and marketing plan in place to help strategically guide the business.
4. Students will examine the common business management principle that unifies everything a manager does -- the desire to maximize the long run profits of the firm by profitably satisfying customers' needs.
5. Students will utilize basic accounting documents and financial management tools used by agribusinesses.

Grading Breakdown

Homework (top 10 x 20 points)	200 points
Lesson Quizzes (top 10 x 20 points)	200 points
Exam 1	100 points
Exam 2	100 points
Final Exam	100 points
Total	700 points

Homework:

For each of the fourteen (14) lessons there will be a homework assignment that corresponds to the current readings and lecture videos. The four (4) lowest homework grades will be dropped for an effective total of ten (10) homework scores worth 20 points each. No late work will be accepted

Quizzes:

Fourteen (14) lesson quizzes will be given throughout the semester. The four (4) lowest quiz grades will be dropped for an effective total of ten (10) quiz scores. Quiz questions will be based on lecture materials and chapter readings and are worth 15 points each. No late work will be accepted.

Exams:

There will be two (2) exams worth 100 points each and one (1) final exam worth 100 points. Students cannot drop any of the exams.

Disabilities:

If you need to request reasonable accommodations for this class due to a disability, you must first register with the Center for Educational Access (CEA) and email or visit with me during office hours to discuss.

Academic Dishonesty:

"Each University of Arkansas student is required to be familiar with and abide by the University's 'Academic Integrity Policy' which may be found at <http://provost.uark.edu/>. Students with questions about how these policies apply to a particular course or assignment should immediately contact their instructor."

Emergency Procedures:

Many types of emergencies can occur on campus; instructions for specific emergencies such as severe weather, active shooter, or fire can be found at <http://emergency.uark.edu>

Violence / Active Shooter (CADD):

- CALL- 9-1-1
- AVOID- If possible, self-evacuate to a safe area outside the building. Follow directions of police officers.
- DENY- Barricade the door with desk, chairs, bookcases or any items. Move to a place inside the room where you are not visible. Turn off the lights and remain quiet. Remain there until told by police it's safe.
- DEFEND- Use chairs, desks, cell phones or whatever is immediately available to distract and/or defend yourself and others from attack.

Dropping this Class:

Situations can arise that warrant dropping a class. However, please see me before you drop the class so we can properly assess whether this is in your best interest. Often times things may not be as bad as they seem. Please do not drop without talking to me first.

Course Schedule:

The schedule for class is available on Blackboard.