

**AGEC 43103: Agribusiness Management
COURSE SYLLABUS**

Instructor: Dr. Jada Thompson
Office: 216 Agriculture Building
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Class hours: MWF 11:50 – 12:40, Plant Science 009
Office hours: Wednesday, 9:00 to 10:00 a.m. or by appointment (email for appointment).

Course Objectives

This course will focus on advanced business concepts including applications of marketing analysis and business strategy. Specific topics include advanced business analytics related to pricing and promotion, understanding how risk and uncertainty affect firms, marketing of new product lines, and supply chain processes.

Instruction Outcomes:

- Become familiar with food industry supply chain from production to marketing
- Develop skill in forecasting, trade, pricing and promotion, and risk analysis
- Learn sales and marketing skills
- Work with team members to develop professional oral presentation skills, write reports, and effectively communicate business analytics to a varied audience

<p>What I expect from <u>YOU</u>:</p> <ul style="list-style-type: none"> • Attend class regularly • Participate in discussions • Complete all assignments before class • Treat your classmates with respect • Honor deadlines 	<p>What you should expect from <u>ME</u>:</p> <ul style="list-style-type: none"> • Come to class prepared • Make the class interesting and engaging • Treat you fairly and respectfully • Be clear about assignments and grading
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Grading

Grades will be assigned using the following scale.

A	90-100%	D	60-69%
B	80-89%	F	<60%
C	70-79%		

Your grade will be based on three midterm exams, quizzes/homework, in-class presentations, and written reports. The weights assigned to these are as follows:

Item	Weight
Three midterm exams (20% each)	60%
Quizzes and/or homework assignments	10%
Course Group Project:	30%
Total	100%

Exams:

I will give you at least one week notice for each midterm exam date. Exams will draw on class

lectures and material. The exams will consist of three parts: (1) conceptual understanding, (2) short answer, and (3) analytical thinking. You may bring a single (3" x 5") index card to any exam.

Quizzes and/or Homework Assignments:

Homework assignment and/or quizzes will be given throughout the semester. Quizzes may be unannounced. The purpose of the homework is to improve your understanding of the material. These are learning tools. You will do much better in the course if you do them. The deadline for all homework is in class the day that they are due. Late assignments will not be accepted without prior approval from the instructor.

Group Project:

Groups projects are outlined on Blackboard. Every member must participate in every presentation and report.

Make-up Policy:

Make-up quizzes and exams will be given for student with excused absences that are pre-approved (one week prior to the exam date) by the instructor, or because of university-excused absence. If you are sick on exam day, please notify the instructor.

Course Organization

The course is organized as a series of lectures and in-class discussions. There is homework and class discussions where you will apply course materials to real-world businesses and written reports. Exams will cover what is discussed in class which may not have supplemental material online. It is highly recommended that you come to class.

There is not a required text for the class. I have pulled some background material from:

Economics of Farm Management in a Global Setting by Kent D. Olson
Principles of Management by Redacted [Open Library Link](#)
Core Concepts of Marketing by John Burnett [Online PDF](#)

Additional course material will be on Blackboard: You will find course readings, as well as optional readings and other handouts on the course site. You are not required to read optional readings, but they may strengthen your understanding.

Attendance

You are expected to attend classes. Attendance won't be regularly taken, but absences during any course presentations should be cleared prior to class.

Email Policy

If you talk to me about something in class that requires action, you are expected to follow-up with an email. This provides a trail for both of us. If there isn't an email, you cannot guarantee any action on my part.

Changes to Course

The instructor reserves the right to revise the course during the semester with adequate notice to the students.

Academic Integrity

As a core part of its mission, the University of Arkansas provides students with the opportunity to further their educational goals through programs of study and research in an environment that promotes freedom of inquiry and academic responsibility. Accomplishing this mission is only possible when intellectual honesty and integrity prevail. Each University of Arkansas student is required to abide by the University's 'Academic Integrity Policy' which may be found at [here](#).

Artificial Intelligence

Students have permission to use generative artificial intelligence tools to complete academic work in this course. Please be aware of the limitations of such tools. Additionally, you are expected to properly attribute any content generated by artificial intelligence tools using Chicago format. Please refer to the examples/guidance provided by this [Guide on AI](#) for more information. The use of content generated by AI, without proper citation, will be considered academic dishonesty and reported to the Office of Academic Initiatives and Integrity.

Disability Services

Any student who feels they may need an accommodation based on the impact of a disability should contact the Center for Educational Access (CEA). Please request your accommodations letter early in the semester and contact me privately, so that we have adequate time to arrange your approved academic accommodations.

If you have not yet established services through CEA but have a documented disability and require accommodations (conditions include but not limited to: mental health, attention-related, learning, vision, hearing, physical, health or temporary impacts), contact CEA directly to set up an Access Plan. CEA facilitates the interactive process that establishes reasonable accommodations. For more information on CEA registration procedures contact 479-575-3104, ada@uark.edu or visit <https://cea.uark.edu>.

If you got this far, email an interesting random fact by the end of the first week and get 1 bonus point on the first exam.

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 <https://safety.uark.edu/emergency-preparedness/>

Inclement Weather

Classes will be canceled if the university closes. Alerts for this go out through RazAlert, learn more and to sign up [here](#).

Technology

If you have technology issues, contact 575-2905 or 575-4357.

You can check out [equipment](#) and you can get access to free software at <https://help.uark.edu/> using the Get Software link including Office 365 suite (e.g., Word, PowerPoint, Excel, Teams).