

Discipline: Agriculture	Sub-discipline: Agricultural Business
General Course Title: Introduction to Agriculture Business	Min. Units: 3 Semester
Proposed Suffix:	
<p>Course Description: Provides a basic understanding of the business and economics of the agricultural industry; an introduction to the economic aspects of agriculture and their implications to the agricultural producer, consumer and the food system; management principles encountered in the day to day operation of an agricultural enterprise as they relate to the decision making process.</p>	
Required Prerequisites or Co-Requisites ¹	
Advisories/Recommended Preparation ²	
<p>Course Objectives: <i>At the conclusion of this course, the student should be able to:</i></p> <ul style="list-style-type: none"> • Explain how economic principles relate to commodity marketing sub sectors in agriculture. • Recognize and describe agricultural business organizational structures including; sole proprietorships, partnerships, corporations, franchises, and cooperatives. Identify and explain the four functions of management and how they relate to the agribusiness organization. • Develop an awareness of the basic laws, regulations, and regulatory agencies that interact with the agriculture community. • Describe various styles of leadership. • Identify the role of the agricultural manager • Recognize, evaluate, and propose solutions to problems in personnel, ethics and communication. 	
<p>Course Content:</p> <ol style="list-style-type: none"> 1. The role and organization of the Agribusiness <ol style="list-style-type: none"> a. Agribusiness's place in California, United States, and the global economy b. Types of agribusiness c. The Organization of an agribusiness d. Managing the agribusiness 2. Models of management, organizations, and work. <ol style="list-style-type: none"> a. Survey and exploration of careers in the Ag Business industry b. Managerial work c. The agriculture organization d. Working in the agriculture organization 3. Goals in the agribusiness organization <ol style="list-style-type: none"> a. The nature of goals b. Multiple organizational goals c. Managerial process of goal setting d. Evaluation of goal attainment <p>Introduction to Agriculture Business (Content Continued)</p> <ol style="list-style-type: none"> 4. The Decision Maker <ol style="list-style-type: none"> a. Image formation 	

¹ Prerequisite or co-requisite course need to be validated at the CCC level in accordance with Title 5 regulations; co-requisites for CCCs are the linked courses that must be taken at the same time as the primary or target course.

² Advisories or recommended preparation will not require validation but are recommendations to be considered by the student prior to enrolling.

- b. Behavioral decision methods
 - c. Quantitative decision methods
5. Financial Management and Control of Agribusiness
 - a. General business economics
 - b. Overview of financial statements
 - c. Controlling and managing the agribusiness
 - d. Sources of financing
 6. Communication in the Agribusiness Organization
 - a. The communication process
 - b. Communication and organization structure
 - c. Communication an the managerial process
 7. Leadership
 - a. The nature of leadership
 - b. Factors that influence the leadership role
 - c. The role of the agriculture manager
 8. Planning in the Agribusiness
 - a. A model of planning
 - b. Designing plans
 - c. Organizing for planning
 9. Ethics in Agriculture
 - a. Agriculture values
 - b. Agriculture ethics
 - c. Personal values
 10. Agriculture Employee Motivation
 - a. Nature of human motivation
 - b. Equity in the workplace
 - c. Labor relations
 11. Groups and Teams
 - a. The nature of groups
 - b. The character of groups
 - c. Teams and team building
 12. Managerial Problem Solving in Agriculture
 - a. Diagnosis of the situation
 - b. Generating alternative
 - c. Evaluating alternatives
 - d. Selecting the best alternative
 - e. Implementing the alternative
 - f. Evaluation of results

Laboratory Activities: Individual Laboratory Activities are designed to support course objectives.

Methods of Evaluation: Lecture Comprehensive Quizzes and Exams Written Critical Thinking Scenarios Problem Analysis and Solution Research and Term Papers	Methods of Evaluation: Laboratory Laboratory Skill Validation by Observation Laboratory Reports Laboratory Research Projects and Reports Laboratory Skill Practicum Exams
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Typical Textbooks, Manuals, or Other Support Materials
Principles of Agribusiness Management, Beierlein,

Schneeberger, Osburn 3rd Edition ISBN 1-577660267-9
Waveland Press
Contemporary Management, Van Fleet and Peterson, 3rd
Edition Houghton Mifflin Publisher, ISBN 0-395-69216-4
Management, Skills and Application, Rue and Byars, 6th Edition
Irwin Publisher, ISBN 0-256-110002-6
Agribusiness Management, Downey & Erickson (1987)

**Statewide Articulation: CPSLO-AGB 101, CPP-FMA 201, CSUF-AGEC 5, UCD-ARE1,
other universities as lower division elective**

FDRG Lead Signature:

Date:

Mark E. Bender, PhD CSU Stanislaus

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Internal Tracking Number