

**Basic Course Information**

Semester:	Spring 2017	Instructor Name:	Dr. Michael Kanyi
Course No. & Title	AG 134 Agricultural Business Organization	Email:	michael.kanyi@imperial.edu
CRN #:	21011	Webpage (optional):	
Classroom:	2732	Office #:	3114
Semester Dates:	April 11 – June 8	Office Hours:	TR 12:50 PM – 1:50 PM MW 4:30 PM – 5:30 PM
Class Days:	Tuesday & Thursday	Office Phone #:	760-355-5717
Class Times:	Tuesday & Thursday 09:40 am – 12:50 pm	Emergency Contact:	Frances Arce-Gomez Industrial Technology Staff Secretary 760 -355-6361
Units:	3		

**Course Description**

Study of farm technological advance, marketing, consumer demand, and other such factors as determinants of growth, types, and forms of agricultural business organization. Farm and farm-related businesses considered from standpoint of primary functions, services, and problems, including investments, mortgage and working capital requirements, credit and collections, business with banks, failures and reorganization. Emphasis on California farm-related industries. (CSU)

**Student Learning Outcomes**

Upon course completion, the successful student will have acquired new skills, knowledge, and or attitudes as demonstrated by being able to:

1. Identify and explain the small business enterprise including types of ownership, production, marketing and sales (ILO1, ILO2, ILO4).
2. Demonstrate knowledge of business management including management of personnel and identify opportunities for employment in management (ILO1, ILO2, ILO4).
3. Discover and recognize the relationship between labor and management (ILO2, ILO4).

**Course Objectives**

Measurable course objectives and minimum standards for grade of "C."

Upon satisfactory completion of the course, students will be able to:

1. Explain how economic principles relate to agriculture business management.
2. Describe the basic management model
3. Identify and explain the small business enterprise (the changing face of agribusiness in the United States and globally).
4. Recognize and describe agricultural business organizational structures including: sole proprietorships, partnerships, joint ventures and alliances, corporations, franchises, and cooperatives.
5. Identify and explain the four functions of management and how they relate to the agribusiness organization.
6. Describe various styles of leadership.

7. Describe planning and decision making in agribusiness (the role of the agricultural manager).
8. Demonstrate knowledge of business management and identify opportunities for employment in management.
9. Recognize, evaluate, and propose solutions to problems in personnel, ethics and communication.
10. Demonstrate knowledge of the fundamentals of selling (marketing strategies: advertising).
11. Describe various modes of transportation and movement of agricultural goods.
12. Recognize the important economic scope of foreign trade (the influence of the global environment)
13. Develop an awareness of the basic laws, regulations, and regulatory agencies that interact with the agriculture community.

### Textbooks & Other Resources or Links

#### Required Text Book

Fleet, V. D, Fleet, E. V., & Seperich (2014). *Agribusiness: Principles of Management*. Cengage Learning ISBN: ISBN – 13:978-1-111-54486-7

#### Other recommended reference books

Beierlein, Schneeberger, Osburn 2013. *Principles of Agribusiness Management 5th*. Waveland Press ISBN: 978-1478605669.

Rue and Byars 2008. *Management: Skills and Application 13th*. McGraw -Hill/Irwin ISBN: 978-0073381503.

### Course Requirements and Instructional Methods

Learning activities for this class will include, but not limited to, instructor’s guided discussions, lecture and, individual and group presentations, assignments, and tests. **Participation in class learning activities is highly encouraged and will have a significant effect on the final grade.** Critical thinking approach in addressing agricultural business organization in the region, state, nation and beyond will be emphasized.

Course Syllabus		
	Topics	
1.	<b>Introduction to Agribusiness:</b> definition, the changing face of agribusiness in the united states, major industries in agriculture, development of agribusiness, basic management model	
2.	<b>Management today and the manager’s job:</b> management levels, evolution of management, contemporary management theory	
3.	<b>Managerial roles and skills:</b> challenges facing managers, integrative framework for the different managerial schools of thought, the essential managerial roles, knowledge and skills.	
4.	<b>Organizational environments:</b> nature of the organizational environment, components of the task environment, organizations response to their environments.	
5.	<b>The competitive environment:</b> the changing environment of management, basic economic challenges of managers today, the basic competitive challenges managers face today	

<b>Course Syllabus</b>		
6.	<b>The global environment:</b> recent trends, challenges, managing internationalization, and international market.	
	<b>Test 1</b>	<b>Test 1</b>
7.	<b>The ethical and social environment:</b> relationship between ethics and management, social responsibility, government in business's social responsibility.	Group presentation
8.	<b>Basic managerial planning:</b> nature of planning, steps in the goal-setting process, three major kinds of plans, time frames, contingency planning.	Group presentation
9.	<b>Strategic planning:</b> functional strategies	Group presentation
10	<b>Planning tools and techniques:</b> organizational planning techniques, appropriate project planning tools.	Group presentation
11	<b>Managerial problem solving and decision making:</b> problem-solving, decision-making process, techniques; payoff matrices and decision trees,	Group presentation
12	<b>Organizing concepts:</b> grouping of jobs, concept of the group effectiveness, <i>line</i> and <i>staff</i> positions and their roles in organizational analysis.	Group presentation
13	<b>Organization design:</b> organization design and the role of organization charts, bureaucratic design and system 4 design, contingencies that affect organization design.	Group presentation
14	<b>Organization change and innovation:</b> planned organization change, and the steps in change, people resistance to change, strategic, structural, technological, and people-focused approaches to change, innovation and revitalization in organizations.	Group presentation
15	<b>Staffing and human resources:</b> staffing process, recruitment, selection, and orientation, legal constraints, performance appraisal.	Group presentation
16	<b>Individual and interpersonal processes:</b> performance-based differences at work.	
	<b>Test 2</b>	<b>Test 2</b>
17	<b>Leadership:</b> difference between leadership and management, types of power, approaches to leadership; LPC model, the path-goal model, the participation model	Group presentation
18	<b>Employee motivation:</b> theories, motivation from the perspectives of expectancy, satisfaction, equity, goal setting, and participation, reinforcement, rewards.	Group presentation
19	<b>Groups and teams:</b> Why people join groups, characterization, dimensions; role dynamics, cohesiveness, and norms.	Group presentation
20	<b>Managerial communication:</b> oral, nonverbal, and written communication, effective listening, communication barriers, effective communication, informal communication, formal communication in organizations: vertical and horizontal communication, information systems, the chief information officer.	Group presentation
21	<b>Organizational control:</b> resistance to control, approaches to control: steering, concurrent, post-action multiple controls	Group presentation
22	<b>Managing quality:</b> quality and productivity	Group presentation
23	<b>Operations and technology management:</b> inventory control, quality control, scheduling control, and cost control, basic operations control techniques, technology management.	Group presentation
24	<b>Information systems:</b> forms and types of information systems available	
	<b>Final Exam</b>	<b>Final Exam</b>

\*\*\*This syllabus may be subject to change \*\*\*

## Course Grading Based on Course Objectives

Students are advised to acquaint themselves with all rules and regulations of Standards of Student Conduct outlined in the Imperial Valley College General Catalog. For writing assignments, it is expected that each student will demonstrate proficiency in the use of the English Language. Grammatical errors and writing that do not express ideas clearly will affect your grade.

### *Individual Research Paper and Presentation*

There will be one research paper write-up (100 point) about an agricultural economics issue of your choosing. Specific details about this paper, including due dates will be announced in class.

### *Group Work and Presentation*

There will be one group presentation (group membership will be determined). Class time will be set for this task. However, students might need some extra time outside the set class time to complete their work. Details about this assignment will be communicated in the due course.

### *Exams*

There will be two continuous assessment tests and a final test. Exams may include true/false, short answer, multiple choice, and short essay questions. All students are advised to strictly adhere to the dates and times for the tests which will be communicated.

### *Distribution of grading points*

- Topical essay and Presentation 100 points
- Attendance and class participation 100 points
- Tests (@ 50 points) 100 points
- Final Exams 100 points

### *Grading*

Final score will be calculated out of possible 400 points (100%). Final grade will be as follows:

- A= 100-90%
- B = 89-80%
- C = 79-70%
- D = 69-60%
- F =<59%

## Attendance

- A student who fails to attend the first meeting of this class will be dropped by the instructor as of the first official meeting. Should readmission be desired, the student's status will be the same as that of any other student who desires to add a class. It is the student's responsibility to drop or officially withdraw from the class. See [General Catalog](#) for details.

- Regular attendance in all classes is expected of all students. A student whose continuous, unexcused **absences exceed the number of hours the class is scheduled to meet per week may be dropped.** For online courses, students who fail to complete required activities for two consecutive weeks may be considered to have excessive absences and may be dropped.
- Absences attributed to the representation of the college at officially approved events (conferences, contests, and field trips) will be counted as ‘excused’ absences.

### Classroom Etiquette

- Electronic Devices: Cell phones and electronic devices must be turned off and put away during class, unless otherwise directed by the instructor.
- Food and Drink are prohibited in all classrooms. Water bottles with lids/caps are the only exception. Additional restrictions will apply in labs. Please comply as directed by the instructor.
- Disruptive Students: Students who disrupt or interfere with a class may be sent out of the room and told to meet with the Campus Disciplinary Officer before returning to continue with coursework. Disciplinary procedures will be followed as outlined in the [General Catalog](#).
- Children in the classroom: Due to college rules and state laws, no one who is not enrolled in the class may attend, including children.

### Online Netiquette

- What is netiquette? Netiquette is internet manners, online etiquette, and digital etiquette all rolled into one word. Basically, netiquette is a set of rules for behaving properly online.
- Students are to comply with the following rules of netiquette: (1) identify yourself, (2) include a subject line, (3) avoid sarcasm, (4) respect others’ opinions and privacy, (5) acknowledge and return messages promptly, (6) copy with caution, (7) do not spam or junk mail, (8) be concise, (9) use appropriate language, (10) use appropriate emoticons (emotional icons) to help convey meaning, and (11) use appropriate intensifiers to help convey meaning [do not use ALL CAPS or multiple exclamation marks (!!!!)].

### Academic Honesty

Academic honesty in the advancement of knowledge requires that all students and instructors respect the integrity of one another’s work and recognize the important of acknowledging and safeguarding intellectual property.

There are many different forms of academic dishonesty. The following kinds of honesty violations and their definitions are not meant to be exhaustive. Rather, they are intended to serve as examples of unacceptable academic conduct.

- Plagiarism is taking and presenting as one’s own the writings or ideas of others, without citing the source. You should understand the concept of plagiarism and keep it in mind when taking exams and preparing written materials. If you do not understand how to “cite a source” correctly, you must ask for help.
- Cheating is defined as fraud, deceit, or dishonesty in an academic assignment, or using or attempting to use materials, or assisting others in using materials that are prohibited or inappropriate in the context of the academic assignment in question.

Anyone caught cheating or plagiarizing will receive a zero (0) on the exam or assignment, and the instructor may report the incident to the Campus Disciplinary Officer, who may place related documentation in a file. Repeated acts of cheating may result in an F in the course and/or disciplinary action. Please refer to the [General](#)

[Catalog](#) for more information on academic dishonesty or other misconduct. Acts of cheating include, but are not limited to, the following: (a) plagiarism; (b) copying or attempting to copy from others during an examination or on an assignment; (c) communicating test information with another person during an examination; (d) allowing others to do an assignment or portion of an assignment; (e) using a commercial term paper service.

### **Additional Student Services**

Imperial Valley College offers various services in support of student success. The following are some of the services available for students. Please speak to your instructor about additional services which may be available.

- [Canvas Support Site](#). The Canvas Support Site will provides a variety of complementary services to the class work.
- [Learning Services](#). There are several learning labs on campus to assist students through the use of computers and tutors. Please consult your [Campus Map](#) for the [Math Lab](#); [Reading, Writing & Language Labs](#); and the [Study Skills Center](#).
- [Library Services](#). There is more to our library than just books. You have access to tutors in the [Study Skills Center](#), study rooms for small groups, and online access to a wealth of resources.

### **Disabled Student Programs and Services (DSPS)**

Any student with a documented disability who may need educational accommodations should notify the instructor or the [Disabled Student Programs and Services](#) (DSP&S) office as soon as possible. The DSP&S office is in Building 2100, telephone 760-355-6313. Please contact them if you feel you need to be evaluated for educational accommodations.

### **Student Counseling and Health Services**

Students have counseling and health services available, provided by the pre-paid Student Health Fee.

- [Student Health Center](#). A Student Health Nurse is available on campus. In addition, Pioneers Memorial Healthcare District provide basic health services for students, such as first aid and care for minor illnesses. Contact the IVC [Student Health Center](#) at 760-355-6128 in Room 1536 for more information.
- [Mental Health Counseling Services](#). Short-term individual, couples, family, and group therapy are provided to currently enrolled students. Contact the IVC [Mental Health Counseling Services](#) at 760-355-6196 in Room 2109 for more information.

### **Student Rights and Responsibilities**

Students have the right to experience a positive learning environment and to due process of law. For more information regarding student rights and responsibilities, please refer to the IVC [General Catalog](#).

### **Information Literacy**

Imperial Valley College is dedicated to helping students skillfully discover, evaluate, and use information from all sources. The IVC [Library Department](#) provides numerous [Information Literacy Tutorials](#) to assist students in this endeavor.