

**AGRIBUSINESS MANAGEMENT**  
**AGEC 349 – Fall 2023**  
**School of Agriculture – Western Illinois University**

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**INSTRUCTOR**

Dr. Graciela Andrango  
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**Office Hours:** 12:00 to 12:50 a.m. on M, W, TH, and F  
or by appointment.

**CLASS TIMES AND LOCATIONS:**

AGEC 349 will meet from 1:00 to 1:50 p.m. as follows:

- Lectures: Mondays, Wednesdays, and Thursdays in Knoblauch 306
- Labs: Fridays in Stipes 327 Computer room

**EMAILS:**

Please be sure to include the course in which you are enrolled in any email.

**TEXTS:**

The following textbook is recommended (not required):

- Barnard, Freddie L., Akridge, Jay T., Dooley, Frank J., Foltz, John C., Yeager, Elizabeth A. Agribusiness Management. Routledge. New York, NY. 5<sup>th</sup> edition. 2016.
- Kay, Ronald D., Edwards, William M., and Duffy, Patricia A. Farm Management. McGraw Hill. New York, NY. 9<sup>th</sup> edition. 2020.

**PREREQUISITE:**

AGRI 220 or equivalent.

**COURSE DESCRIPTION AND OBJECTIVES:**

AGEC 349 *Agribusiness Management* is a lecture-discussion course exploring management functions and economics of agribusinesses, including input-output analysis, efficient allocation of resources, enterprise combinations, and budget analysis.

**COURSE OBJECTIVES:**

1. To understand agribusiness's size, nature, and importance in the U.S. economy.
2. To involve students in actual agribusiness problem-solving and decision-making through case studies.
3. To increase students' ability to use economic concepts to understand and improve agribusiness performance.

**EXPECTATIONS OF STUDENTS:**

**Participation:** Attendance is required and will be graded through Kahoot! Quizzes. Students' participation in class is strongly encouraged.

**Absences:** If you have a **family emergency, funeral, or illness (including Covid)**, please contact the instructor via email before class and not after to excuse your absence. If the email is sent after class has started, then any graded assignment finished during the class period you missed will be recorded as zero. Excessive absences will cause students to fail the course. **The student remains responsible** for completing missed work as soon as possible and getting familiar with any material covered during the missed class period.

**Academic Integrity:** The rules and regulations outlined in the University's policy on academic integrity are applied to this course. See <http://www.wiu.edu/policies/acintegrity.php>. Any violation of the Student Handbook's Academic Dishonesty Policy will result in the course's automatic failure.

Plagiarism is not tolerated in this class. Works evidenced as plagiarism (accidental or willful use of someone else's words or ideas) will be penalized by a failing grade on the homework, quiz, project, or exam. **Furthermore, the instructor will follow the procedure according to the Student Academic Integrity Policy- see the link above.**

**Student Rights and Responsibilities:** Detailed information regarding student rights and responsibilities can be found at <http://www.wiu.edu/provost/student/>. It is your responsibility to be familiar with the posted information.

**Policy on disruptive behavior:** Students will face disciplinary action if they are found to be non-compliant with WIU's COVID-19 Health and Safety Policy ([http://www.wiu.edu/policies/covid\\_safety.php](http://www.wiu.edu/policies/covid_safety.php)). Non-compliance may be considered disruptive student behavior, and disciplinary action will follow the general process outlined in disruptive student behavior procedures (<http://www.wiu.edu/policies/disrupst.php>) and/or other applicable enforcement measures applicable to the Code of Student Conduct.

**Students with disabilities:** In accordance with University values and disability law, students with disabilities may request academic accommodations where there are aspects of a course that result in barriers to inclusion or accurate assessment of achievement. To file an official request for disability-related accommodations, please contact Disability Resources in the Student Development and Success Center at 309-298-1884, [disability@wiu.edu](mailto:disability@wiu.edu), or in 125 Memorial Hall. Please notify the instructor as soon as possible to ensure that this course is accessible to you in a timely manner.

**Military/Veteran Support Statement:** As a military-friendly institution, and in accordance with federal regulations and Illinois statutes, Western Illinois University has established policies and procedures to accommodate military service students. In addition to the supports available at WIU's Veterans Resource Center ([www.wiu.edu/student\\_success/veterans/](http://www.wiu.edu/student_success/veterans/) / 309-298-3505), veterans, members of the National Guard or Reserves, and active-duty military personnel with military obligations (e.g., deployments, training, drill) are encouraged to communicate these, in advance whenever possible, to the instructor. The Military Service Policy can be found at <http://www.wiu.edu/policies/military.php>

**University values:** University values, Title IX, and other federal and state laws prohibit sex discrimination, including sexual assault/misconduct, dating/domestic violence, and stalking. If you, or someone you know, has been the victim of any of these offenses, we encourage you to report this to the Title IX Coordinator at 309-298-1977 or anonymously online at: [http://www.wiu.edu/equal\\_opportunity\\_and\\_access/report.php](http://www.wiu.edu/equal_opportunity_and_access/report.php). If you disclose an incident to a faculty member, the faculty member must notify the Title IX Coordinator—the complete Discrimination, Harassment, and Sexual Misconduct Policy. The policy is available at: <http://www.wiu.edu/policies/dhsm.php>.

#### **Technical Support for Western Online:**

- Provided through the Western Online Brightspace Virtual Assistant by clicking on the **Get Help! link/icon at the bottom right corner of every page** in Western Online.
- Instructions for using the Virtual Assistant can be found at [https://wiu.edu/citr/home/get\\_help.php](https://wiu.edu/citr/home/get_help.php).
- All other technical support, including issues with enrollment in online courses, should be requested by contacting:

**University Technology (uTech) Support Center**

**Website:** [http://www.wiu.edu/university\\_technology/](http://www.wiu.edu/university_technology/)

**Phone:** (309)298-TECH (8-8324)

**University Writing Center:** The University Writing Center (UWC) is your go-to resource at any stage of the writing process! Appointments are available in three formats: in-person (3rd Floor, Malpass Library or QC Complex 2219), online (real-time with video or chat and document sharing), and e-tutoring

(asynchronous feedback on an uploaded paper).

Visit [wiu.mywconline.com](http://wiu.mywconline.com) to schedule an appointment, or call (309) 298-2814. **Fall 2023 UWC Hours at the 3rd Floor, Malpass Library:** M – Th: 9 AM - 9 PM, F: 9 AM - 4 PM, and Sun: 2 - 9 PM

### USE OF CELLULAR PHONES/ SMART WATCHES AND LAPTOPS/TABLETS:

As a courtesy to other students and the instructor, all cell phones should be turned off prior to class. Continued disregard of this policy may result in ejection from the course. If a student needs an exception to this policy due to medical or public safety concerns, the student should inform the instructor before class. Cell phones are not allowed under any circumstances on exams.

The use of laptops or tablets is only allowed in class if it is required by the instructor to conduct research or any class activity related to the topic being covered. Lecture notes will be available at Western Online and must be printed in advance. **Texting or surfing the internet** is not allowed during class, and repeated violations may lead to dismissal from the course with an assigned grade of F.

### TOBACCO POLICY:

Tobacco use of any kind will not be tolerated in class. This includes chewing tobacco.

### IMPORTANT DATES:

Monday, Sep 4	Labor Day – No Class/ University Closed
Friday, Oct 20	Fall Break – No Class/ University Closed
Sunday, Oct 29	Last day to drop classes or withdraw from the university
Nov 20 – 24	Thanksgiving Break – No Class/ University Closed
Wednesday, Dec 13	Final Comprehensive Exam: 1:00 p.m. – 2:50 p.m.

### GRADING POLICY:

The course grade will be based on the following factors, with weightings as indicated:

Exam I	12%	A = 93% or above	C = 73 - 76.99%
Exam II	12%	A- = 90 - 92.99%	C- = 70 - 72.99%
Exam III	12%	B+ = 87 - 89.99%	D+ = 67 - 69.99%
Comprehensive Final Exam	12%	B = 83 - 86.99%	D = 63 - 66.99%
Homework and Class Exercises	10%	B- = 80 - 82.99%	D- = 60 - 62.99%
Lab Projects	10%	C+ = 77 - 79.99%	F = <60%
Independent initiative	5%		
Term Project	12%		
Weekly in-class quizzes	10%		
Participation & Kahoot! Quizzes	5%		
Total		100%	

Grade breaking points may be lowered, but they will never be raised. These breaking points will be evaluated only after calculating final numerical grades.

**Attention Education Majors:** Changes within the state teaching license require all education majors to receive a grade of a "C-" or better in this course to meet Illinois teaching license requirements. With the university +/- grading system, receiving a "D+" or below will require you to retake this course or find a substitute course to meet the School of Agriculture graduation requirements.

## **EXAMS:**

There will be three midterms and one final exam. Exams will consist mainly of multiple choice, essay, and/or problem-solving questions. **The final exam will be comprehensive** (same format as semester exams). Makeup exams will only be given in extreme situations.

## **HOMEWORK AND CLASS EXERCISES:**

Case studies, discussion, and problem-solving questions are designed to strengthen students' analytical skills while reinforcing key concepts. You will have one assignment related to the material covered during the week, including the lab session. Late assignments will be docked 10% per day and will not be accepted after the assignment key has been uploaded on Western Online or the rest of the students have received back their homework graded. Homework will be submitted every Friday by 11:59 p.m.

Class exercises will be used to reinforce your understanding of each topic. I will provide you with a problem or case study in class. To solve it, you are allowed to use your notes. **Class exercises must be submitted immediately after the class session. No submission of a class exercise will be reported as a zero.**

## **LAB PROJECTS:**

Lab projects will focus on exploring agribusiness management topics, as well as learning & mastering some of the most common features of Excel and basic data analysis. These projects will be primarily Excel-based. However, the use of other tools to collect and analyze data may also be presented. Projects will include collecting, analyzing, and interpreting primary and secondary data to enhance students' analytical skills and decision-making through analyzing current data.

**Every Friday, we will meet at Stipes 327-** Computer lab. The instructor will provide a lab project, which will be solved during the lab session. Each student will submit the solved exercise at the end of the lab session in the Western Online Dropbox. Students will also have a homework assignment related to the lab project. No lab exercise or homework assignment submission will be reported as a zero.

The Excel spreadsheet from the lab session and the homework assignment must show complete work and the use of the Excel functions for calculations. Submissions showing correct results without using the Excel functions will be reported as zero.

## **TERM PROJECT:**

### **Research paper**

You must write a research paper about a relevant topic in agribusiness. The project is individual. You will need to submit a Word document by November 10. The document must be typed using Times New Roman, 12-point, single-spaced, and 1-inch margins. All tables and charts must be included in the Word document. However, tables and graphs must also be submitted as a separate **Excel file** and must be formatted. Students must visit the instructor by the third week of classes to discuss the research topic. Possible topics:

- Commodities' prices
- Commodities' demand
- Management in agribusiness
- Trust
- Retailers
- Food deserts
- Local food
- Food waste
- Corporate social responsibility on green innovation
- Agricultural trade and agribusiness
- Agricultural policies and agribusiness

## **INDEPENDENT INITIATIVE ACTIVITY (IIA):**

During the Fall 2023 semester, you must participate in three activities outside of the classroom that have contributed to your knowledge within the scope of this course. You must submit one page that contains a description of the activity and how it helped you understand a specific concept related to agribusiness management.

Possible activities:

- Active participation in the Agribusiness Club.

- Attendance of talks related to agribusiness management (guest speakers in any other of your classes do not count).

### **WEEKLY IN-CLASS QUIZZES:**

Ten-point quizzes on lectures, readings, and/or other references – True/False, fill-in-the-blank, multiple choice, essay, and/or problem-solving questions will be **scheduled every Thursday in class**. There will be no makeup, no taking the quizzes early or coming to class late to take quizzes only. If a student has an official excused absence in writing (illness, judging team, etc.) reported before Thursday's class starts, the student will be allowed to take the quiz at any time before 1 pm on the following Monday. **The student is responsible for working with the instructor to arrange the time and day to take the quiz.** Students cannot take the quiz after it has been discussed in class. After the following Monday at 1:50 pm, missed quizzes will be reported as zero. The instructor reserves the right to: 1) use both announced and unannounced quizzes; and 2) drop the lowest score quiz at the end of the semester, provided the student has not missed any quiz during the semester.

### **PARTICIPATION & KAHOOT! QUIZZES:**

Kahoot! quizzes will be taken during class and count as your participation score. Kahoot! quizzes will be based on lectures, readings, and/or other references. We will use True/False, fill in the blank, and multiple choice Kahoot! quiz format. **No participation in Kahoot! or another type of quiz without a prior excuse will be reported as a zero.**

### **GRADING DISAGREEMENTS:**

If a student disagrees with a particular answer, it is the student's responsibility to provide a logical reason in writing as to the reason for their disagreement. This does not apply to scoring errors. All instructors are human and occasional errors in grading will occur. Please bring any such errors to the instructor's attention immediately.

### **ACCREDITATION:**

The School of Agriculture is housed in the College of Business and Technology, accredited by AACSB-International.

## COURSE OUTLINE

Week	Date	Topic/ Material	Chapter	Assignments/ Activities/ Due dates
1	Aug 21 – Aug 25	The business of agribusiness	1	<i>Due: Friday, Aug 25</i> ▪ Quiz 1
2	Aug 28 – Sep 01	Managing the agribusiness	2	<i>Due: Friday, Sept 01</i> ▪ Quiz 2
3	Sept 04 – Sep 08	Economics for agribusiness managers <i>Sept 04 – Labor Day – No class</i>	3	<i>Due: Friday, Sept 08</i> ▪ Quiz 3
4	Sept 11 – Sep 15	Economics for agribusiness managers	3	<i>Due: Friday, Sept 15</i> ▪ Midterm 1: Ch 1 – 3 ▪ IIA report
<i>Midterm I. Friday, Sept 15</i>				
5	Sept 18 – Sep 22	International agribusiness	5	<i>Due: Friday, Sept 22</i> ▪ Quiz 4
6	Sept 25 – Sep 29	Strategic market planning	6	<i>Due: Friday, Sept 29</i> ▪ Quiz 5
7	Oct 02 – Oct 06	The marketing mix	7	<i>Due: Friday, Oct 06</i> ▪ Quiz 6
8	Oct 09 – Oct 13	Marketing decision tools for agribusiness	8	<i>Due: Thursday, Oct 12</i> ▪ Midterm 2: Ch 9 – 10 ▪ IIA report
<i>Midterm II. Thursday, Oct 12</i>				
9	Oct 16 – Oct 20	The balance sheet and its analysis <i>Oct 20 – Fall Break – No Class</i>	9 – 10	<i>Due: Friday, Oct 20</i> ▪ No quiz
10	Oct 23 – Oct 27	The balance sheet and its analysis	9 – 10	<i>Due: Friday, Oct 27</i> ▪ Quiz 7
11	Oct 30 – Nov 03	The income statement and its analysis	9 – 10	<i>Due: Friday, Nov 03</i> ▪ Quiz 8
12	Nov 06 – Nov 10	The income statement and its analysis	9 – 10	<i>Due: Friday, Nov 10</i> ▪ Quiz 9
13	Nov 13 – Nov 17	Tools for evaluating operating decisions	12	<i>Due: Thursday, Nov 16</i> ▪ Midterm 3: Ch 5 – 8, 12 ▪ IIA report
<i>Midterm III. Thursday, Nov 16</i>				
<i>14</i>	<i>Nov 20 – Nov 24</i>	<i>Thanksgiving Break</i>		<i>No Class</i>
15	Nov 27 – Dec 01	Presentations		
16	Dec 04 – Dec 08	Presentations		
17	Dec 11 – Dec 15	<i>Final Comprehensive Exam – Chapters 1 – 3, 5 – 10, and 12</i> <i>Wednesday, Dec 13, from 1:00 am to 2:50 pm</i>		

**NOTE:** Please be advised that this syllabus is tentative. All classes are different, and we may only be able to address some of the content areas or stick with the anticipated number of exams. Any deviations from the syllabus will be announced as soon as possible.