



**DOANE**  
UNIVERSITY

## Course Syllabus

2024/HPAU Online

### Course Information

AGRB 100-ONL

Introduction to Agribusiness

3 Credit Hours

### Question Center Discussion

The Question Center Discussion is a great place for you to ask questions and get answers from your peers and from me. You are encouraged to post your questions here before reaching out directly to me unless it is a time-sensitive matter. If you have questions of a personal nature such as relating to a personal emergency, questioning a grade on an assignment, or something else that needs to be communicated privately, you are welcome to contact me directly via email.

### Response Time

If you need to contact me directly, I prefer you to email me. Please allow 24 hours for me to respond to emails Monday through Friday and 48 hours on the weekend.

If you have a question about the technology being used in the course, please contact the Doane University Service Center for assistance; their contact information is listed later in the syllabus.

### Course Catalog Description

This course introduces agribusiness management principles and how firms operate and make decisions in domestic and international agri-food markets. The course focuses on how firms can be successful in the current competitive and vertically integrated agricultural industry and how different agribusiness management skills help firms accomplish specific goals. At the completion of this course, students will be able to: 1) understand principles of agribusiness management and apply them to the current issues in the agri-food system, 2) learn how firms and organizations are planning, making decisions, organizing, leading, and managing in agribusiness, 3) identify how agribusiness management functions and strategies help firms to maximize profits by using limited resources efficiently, 4) explain the domestic and local implications of globalization and international trade in agribusiness.



## Course Prerequisites

None

## Course Textbook and Materials

### Required

#### **Just the Facts: Introduction to Agribusiness 2nd**

Author/s: Parker, R. and Kenny, K.

Edition number and year of publication: 2nd Edition, 2019

ISBN: 978-1-7923-2413-0

Publisher Website: [https://national-ag-institute.org/  
Bookstore Link](https://national-ag-institute.org/Bookstore Link)

### Required Technology

See the requirements below.

## Course Lab

No course lab

## Learning Objectives and Course Outline

By the end of this course, students will be able to:

1. Understand principles of agribusiness management and apply them to the current issues in the agri-food system.
2. Learn how firms and organizations are planning, making decisions, organizing, leading, and managing in agribusiness.
3. Identify how agribusiness management functions and strategies help firms to maximize profits by using limited resources efficiently.
4. Explain the domestic and local implications of globalization and international trade in agribusiness.

Week	Topic
1	Introduction to Agribusiness <ul style="list-style-type: none"><li>• Careers</li><li>• Agricultural Diversification and Specialization</li><li>• Enterprise Analysis</li><li>• Value of Corporations</li></ul>
2	Agricultural Economics and Finance <ul style="list-style-type: none"><li>• Economic Principles</li><li>• Supply, Demand, and Price Determination</li><li>• Physical Production Relationships</li><li>• Fixed and Variable Costs</li></ul>



3	<p>Agribusiness Management</p> <ul style="list-style-type: none"> <li>• Managing Risk</li> <li>• Management Principles</li> <li>• The Role of the Manager</li> </ul>
4	<p>Agribusiness Ownership Considerations</p> <ul style="list-style-type: none"> <li>• Business Entities and Structure</li> <li>• Decision Making</li> <li>• Record Keeping</li> </ul>
5	<p>Agricultural Accounting and Financial Planning</p> <ul style="list-style-type: none"> <li>• Basic Accounting Principles</li> <li>• Cash Flow Statements</li> <li>• Inventory and Depreciation</li> <li>• Financial Analysis</li> </ul>
6	<p>Agricultural Credit</p> <ul style="list-style-type: none"> <li>• Credit in Agribusiness</li> <li>• Sources of Credit</li> <li>• Costs of Credit</li> <li>• Purchasing Options</li> </ul>
7	<p>Agricultural Marketing</p> <ul style="list-style-type: none"> <li>• Key Factors in Marketing</li> <li>• Marketing Strategies</li> <li>• Developing a Market Plan</li> <li>• International Markets</li> <li>• Selling in Agriculture</li> </ul>
8	<p>Other Agribusiness Considerations</p> <ul style="list-style-type: none"> <li>• Taxation and Insurance</li> <li>• Agricultural Law</li> <li>• Operational Safety</li> <li>• Government Agencies and Services</li> </ul>

## Course Requirements

This is an online course and there will not be any face-to-face class sessions. All assignments and course interactions will utilize Internet technologies. You must have a **reliable internet connection** throughout the duration of the course.

### Attendance/Participation

Attendance in an online course means logging into Canvas on a regular basis and participating in all of the activities that are posted in the course. In addition, check your Doane University email account regularly, as I may send important information about the course.

### Class Preparation

Preparation for class means reading the assigned readings and reviewing all information required for that week. You should plan to work on this course every day. This is a condensed, fast-paced, course. Expect to spend approximately 18 hours a week preparing for and actively participating in this 8-week course.



## Computer Requirements

For the successful use of Canvas please refer to Doane University's [minimum computer requirements](#). This also includes:

- Reliable computer and internet connection
- A web browser (Chrome or Mozilla Firefox)
- Adobe Acrobat Reader (free)
- Word processing software—Microsoft Word or Google Docs
- Webcam and mic

## Campus Network or Canvas Outage

When access to Canvas is not available for an extended period of time (greater than one entire evening - 6 pm until 11 pm) you can reasonably expect that the due date for assignments will be changed to the next day.

## Drop and Add Dates

If you feel it is necessary to withdraw from the course, please contact your advisor for full details on the types of withdrawals that are available and their procedures.

Federal requirements state that students must complete 75% of the coursework to be eligible to receive an incomplete for the course. If students fall more than two weeks behind, they cannot meet this requirement.

## Academic Integrity

Doane University students are expected to conduct themselves with personal and professional integrity, and respect the rights of others in carrying out all academic assignments. Academic dishonesty, the act of knowingly and willingly attempting or assisting others to gain academic success by dishonest means, is defined as cheating, fabrication, facilitating academic dishonesty, and plagiarism. Please review [Doane University's Academic Integrity Policy](#).

## Course Grading

### Submitting Assignments

All assignments, unless otherwise announced by me, must be submitted via Canvas. Each assignment will have a designated place to submit your work. All materials, assignments, and deadlines are subject to change with prior notice. It is your responsibility to stay in touch with me and review the course site regularly to learn about changes to assignments or due dates.

### Grading Scale

Assignment of letter grades is based on a percentage of points earned. The letter grade will correspond with the following percentages achieved. All course requirements must be completed before a grade is assigned.

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## Grading Scheme

Terminology and Concept matching assignments - 25%

Application Quizzes – 25%

Projects – 30%

Discussions – 15%

Course Success - 5%

## Late or Missed Assignments

All assignments must be completed and turned in to finish the course. Unless you discuss a late assignment with me prior to the assignment's due date, your assignment will lose 10% each day it is late.

## Feedback

Please allow 2-6 days for feedback on assignments. Be sure to review all of my feedback, as this will help you reflect on what you have learned while receiving suggestions for improvement.

## Technical Support

If you are in need of technical assistance, please access the [Self-Service Portal](#). You may reach the help desk at 402-826-8411 or by email at [helpdesk@doane.edu](mailto:helpdesk@doane.edu).

## Accessibility Statement

In compliance with the Rehabilitation Act of 1973, Section 504, and the Americans with Disabilities Act of 1990, professional disability specialists and support staff at Doane University facilitate a comprehensive range of academic support services and accommodations for qualified students with disabilities. Doane University staff coordinate student transitions from high schools and community colleges, conduct in-service training for faculty and staff, enable the resolution of accessibility issues, conduct community outreach, and facilitate collaboration among Doane University staff on disability policies, procedures, and accommodations.

## Disability Services

[Doane University's Disability Services Office](#) will provide guidance on accommodations and universal access. To request accommodations please complete the [Self-Identification Form](#) and visit the website for additional information.

## Academic Support

Doane University offers all of its students access to [Academic Support](#) Services.

## Title IX Requirements: Mandatory Reporting

At Doane, all university employees, including faculty, are considered Mandatory Reporters. As a Mandatory Reporter, I am required to report incidents of sexual misconduct and relationship violence



to the Title IX Coordinator and, thus, cannot guarantee confidentiality. This means that if you tell me about an incident of sexual harassment, sexual assault, domestic violence, dating violence, stalking and/or other forms of prohibited discrimination, I have to share the information with the University's Title IX Coordinator. My report does not mean that you are officially reporting the incident. This process is in place to ensure you have access to and are able to receive the support and resources you need. For additional information, including confidential resources, please visit the [Campus Advocacy, Prevention, and Education \(CAPE\) Project](#).

## **Instructional Technology Accessibility and Privacy Policies**

If your course uses additional technology tools, information on the [technology's accessibility and privacy are available on our website](#).

## **Syllabus Disclaimer**

I (the instructor) view the course syllabus as an educational contract between myself and each student. Every effort will be made to avoid changing the course schedule but the possibility exists that unforeseen events will make syllabus changes necessary. I reserve the right to make changes to the syllabus as deemed necessary. Students will be notified in a timely manner of any syllabus changes via email or in the course site Announcements. Please remember to check your Doane University email and the course site Announcements often.

