



Course Syllabus

Course Information

AGR 430
Advanced Agribusiness Management
3 Credit Hours

Instructor Information

Matthew Willard
Doane University

Contact Information

Office: Remote
Email Address: matthew.willard@doane.edu
Phone: 605-323-7896

Communicating With the Instructor

This course uses a “three before me” policy in regards to student to faculty communications. When questions arise during the course of this class, please remember to check these three sources for an answer before asking me to reply to your individual questions:

1. Course syllabus
2. Announcements in Blackboard
3. The “Question Center” discussion board

This policy will help you in potentially identifying answers before I can get back to you and it also helps your instructor from answering similar questions or concerns multiple times.

If you cannot find an answer to your question, please first post your question to the “Question Center” discussion board. Here your question can be answered to the benefit of all students by either your fellow students who know the answer to your question or the instructor. You are encouraged to answer questions from other students in the discussion forum when you know the answer to a question in order to help provide timely assistance.

If you have questions of a personal nature such as relating a personal emergency, questioning a grade on an assignment, or something else that needs to be communicated privately, you are welcome to contact me via email or phone. My preference is that you will try to email me first. Please allow 24 hours for me to respond to emails Monday-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 Help Desk for assistance (contact information is listed below).

Course Catalog Description

This senior capstone course applies concepts, principles, and analytical tools in developing a marketing plan for an existing or new agricultural product or service. Students will define the market, perform competitive marketing analysis, outline market assumptions and objectives, and perform a three-year financial evaluation of the action plan. To develop analytical skills relevant to agribusiness management, students will a) apply economic principles to problems of farms, ranches, and other institutions in the food and fiber industries, and b) demonstrate technological skills used in quantitative analysis. In addition, to develop effective leadership and management skills, students will a) produce a project through working as a team, and b) develop a business plan or case study on an agribusiness topic. Finally, to develop critical thinking and problem solving skills, students will a) apply the scientific method in an area relevant to agribusiness and economics, and b) propose and assess economic policy solutions to agricultural and food issues.

Course Prerequisites

AGR 305, Agricultural Futures and Options

Course Textbook and Materials

Required

Barringer, Bruce, Preparing Effective Business Plans, Pearson, 2015. ISBN 978-0-12-350697-6.

Barnard, Freddie, et. al, Agribusiness Management, Routledge, 2016. ISBN 978-1-138-89193-7

Microsoft Excel Software, <https://products.office.com/en-us/student/office-in-education>

Learning Objectives

Course Objectives

At the completion of this course students will be able to:

1. Apply the scientific method to problem solve an agribusiness problem that can be translated into a new agribusiness product or service.
2. Develop a business plan for an agribusiness.
3. Develop a marketing plan for an agribusiness.
4. Demonstrate collection of basic agribusiness information and formatting and presenting data.
5. Produce a project through working as a team.

Module Objectives

TOPIC	MODULE OBJECTIVES	ASSESSMENTS	ACTIVITIES
Week/Module 1 Develop an idea for a product or service to be offered by a new or existing agribusiness.	1.1 Review a variety of agribusiness types (farming, retail, biofuels, etc.) 1.2 Identify a problem in an agribusiness of your choice that you can solve and translate into a new agribusiness product or service 3.1 Identify the target market for the proposed product/service 4.1 Review and summarize different corporate structures/approaches to offering the product/service.	Module 1 Group Report (MO 1.1, 1.2, 3.1, 4.1) (12 - 15 hrs)	Self introduction Discussion (1 hr) Module 1 Discussion (MO 1.1) (2 hr)
Week/Mod 2 Feasibility Study	2.3 Assess the organizational feasibility. 2.4 Assess the financial feasibility. 3.2 Assess the industry/market feasibility.	Module 2 Group Report (MO 2.3, 2.4, 3.2) (12 - 15 hrs)	Module 2 Discussion (MO 2.3, 2.4, 3.2) (2 hrs)
Week/Mod 3 Market Assessment	3.3 Assess the size of the target market for your proposed product/service 4.2 Collect, synthesize and present information on the business, market and competition. 4.3 Develop a competitive assessment of the proposed product/service. 4.4 Create an industry assessment.	Module 3 Group Report (MO 3.3, 4.2, 4.3, 4.4) (12 - 15 hrs)	Module 3 Discussion (MO 3.3, 4.2, 4.3, 4.4) (2 hrs)
Week/Mod 4 Marketing and Branding	1.3 Identify and discuss key agribusiness marketing 2.5 Analyze the potential capture of the market 3.4 Analyze the target market and develop a brand for your new product and service. 3.5 Develop a marketing strategy to "get to" target market including branding, pricing, packaging, promotion and distribution. 4.5 Collect, synthesize and present information on the business, market and competition. approaches.	Module 4 Group Report (MO 1.3, 2.5, 3.4, 3.5, 4.5) (12 - 15 hrs)	Module 4 Discussion (MO 1.3, 2.5, 3.4, 3.5, 4.5) (2 hrs)
Week/Mod 5 Marketing Implementation	3.1 Identify the target market for the proposed product/service 3.4 Analyze the target market and develop a brand for your new product and service. 3.5 Develop a marketing strategy to "get to" target market including branding, pricing, packaging, promotion and distribution.	Module 5 Group Marketing Website Development (MO 3.1, 3.4, 3.5) (15 - 18 hrs)	
Week/Mod 6 Management and Operations Plan	2.6 Create an operations plan for the business including location, facilities, and operating philosophy. 2.7 Develop an assessment of the cost of operations with a particular of focus on the cost of creating the product or service. 2.8 Assess capital expenditures and costs of goods sold. 2.9 Determine the structure and composition of	Module 6 Group Report (MO 2.6, 2.7, 2.8, 2.10) (12 - 15 hrs)	Module 6 Discussion (MO 2.6, 2.7, 2.8, 2.10) (2 hrs)

	your management team. 2.10 Examine the costs of your management team and any ancillary services that your business will require.		
Week/Mod 7 Business Plan Final Write Up	2.11 Examine sources of potential funding for the business. 2.12 Develop the steps necessary to create and start the business. 2.13 Complete the financial model for the business. 2.14 Create a presentation template for presenting your business and marketing plan. 4.7 Identify key risks and critical problems to be solved in creating a successful business.	Module 7 Group Report (MO 2.11, 2.12, 2.13, 2.14, 4.7) (15 - 18 hrs)	
Week/Mod 8 Business Plan Final Presentation	2.12 Develop the steps necessary to create and start the business. 2.13 Complete the financial model for the business. 2.14 Create a presentation for presenting your business and marketing plan. 4.6 Identify and discuss key aspects of the business and marketing plan. 4.7 Identify key risks and critical problems to be solved in creating a successful business.	Module 8 Group Presentation (MO 2.12, 2.13, 2.14, 4.6, 4.7) (15 - 18 hrs)	

Course Requirements

Attendance Policy

You should plan to work on this course everyday. This means that you absolutely must have a reliable and consistent internet connection throughout the duration of the course. This also strongly suggests that you should not plan to take any vacations during this course. This is a condensed, fast-pace, course and it would be extremely difficult to catch up after a prolonged absence.

Online Course

This is an online course and therefore there will not be any face-to-face class sessions. All assignments and course interactions will utilize internet technologies.

Computer Requirements

Minimum computer requirements for the successful use of Blackboard:

http://www.doane.edu/about-doane/offices/its/help-and-support#min_requirements

Minimum computer requirements for success in this course:

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

You are responsible for having a reliable computer and internet connection throughout the course.

Email and Internet

You must have an active Doane University e-mail account and access to the Internet. *All instructor correspondence will be sent to your Doane University e-mail account.* Please plan on checking your Doane Gmail account regularly for course related messages.

This course uses Blackboard for the facilitation of communications between faculty and students, submission of assignments, and posting of grades. The Blackboard Course Site can be accessed at <http://bb2.doane.edu>

Campus Network or Blackboard Outage

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

Attendance/Participation

Preparation for class means reading the assigned readings & reviewing all information required for that week. *Attendance* in an online course means logging into the Blackboard and on a regular basis and *participating* in the all of activities that are posted in the course.

Studying and Preparation Time

The course requires you to spend time preparing and completing assignments. A three-credit course requires 144 hours of student work. Therefore expect to spend approximately 18 hours a week preparing for and actively participating in this 8-week course.

Late or Missed Assignments

ALL assignments must be finished and turned in to complete the course. Unless the instructor is notified BEFORE the assignment is due, it is automatically docked 20% each day it is late.

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

Submitting Assignments

All assignments, unless otherwise announced by the instructor, **MUST** be submitted via Blackboard. Each assignment will have a designated place to submit the assignment.

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.

Subject to change notice

All material, assignments, and deadlines are subject to change with prior notice. It is your responsibility to stay in touch with your instructor, review the course site regularly, or communicate with other students, to adjust as needed if assignments or due dates change.

Academic Integrity

Doane University expects and requires all its students to act with honesty and 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 in four categories:

- a. Cheating - "Intentionally using or attempting to use unauthorized information or study aids in an academic exercise."
- b. Fabrication - "Intentional and unauthorized falsification of invention or any information or citation in an academic exercise."
- c. Facilitating Academic Dishonesty - "Intentionally or knowingly helping or attempting to help another to commit an act of dishonesty," and/or coercing others to do the same.
- d. Plagiarism - "Intentionally or knowingly representing the words or ideas of another as one's own in any academic exercise," in both oral and written projects.

Gehring, D., Nuss, E.M., & Pavela, G. (1986). Issues and perspectives on academic integrity. Columbus, OH: National Association of Student Personnel Administrators

For more information on the sanctions for academic dishonesty, please visit the website:

<https://catalog.doane.edu/content.php?catoid=16&navoid=1333>

Course Grading

Grades, Grading Scale, Feedback

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.

A	100 – 90
B	89 – 80
C	79 – 70
D	69 – 60
F	59 and below

Feedback

Please allow 3-5 days for feedback on assignments. This timeframe is dependent upon the level of detail that I provide and the number of students in the course. I expect you to read my feedback and make changes if needed. If you do not know how to look at feedback using the My Grades tool in Blackboard, please notify me immediately.

How to Succeed in this Course

- Check your Doane email regularly
- Log in to the course web site daily
- Communicate with your instructor
- Create a study schedule so that you don't fall behind on assignments

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.

Accessibility Services

Doane University Access/Services for Students with Disabilities

<http://www.doane.edu/disability-services>

Contact Person: Cuddy MacNeill Phone: 402.467.9031 Email: cuddy.macneill@doane.edu

Self-Identification Form: <https://www.doane.edu/student-disability-identification-form>

Academic Support

Contact Person: Tere Francis Phone: 402.466.4774 Email: terese.francis@doane.edu

<https://www.doane.edu/graduate-and-adult/academic-support>

Student Services

<http://www.doane.edu/gps/student-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. Please learn additional information (including confidential resources) at doane.edu/cape-project

Student Conduct Statement

Students are required to adhere to the behavior standards listed in **Doane University Policy Manual**

Appropriate classroom behavior is defined by the instructor. This includes the number and length of individual messages online. Course discussion messages should remain focused on the assigned discussion topics. Students must maintain a cordial atmosphere and use tact in expressing differences of opinion. Inappropriate discussion board messages may be deleted if an instructor feels it is necessary. Students will be notified privately that their posting was inappropriate.

Student access to the course Send Email feature may be limited or removed if an instructor feels that students are sending inappropriate electronic messages to other students in the course.

Technical Support Contact Information

For technical assistance 24 hours a day, 7 days a week, please contact the Doane University Technology Office Help Desk: <https://helpdesk.doane.edu/portal>

Phone: 402-826-8411

Email: helpdesk@doane.edu

Instructional Technology Accessibility and Privacy Policies

<http://www.doane.edu/instructional-design-services/policies>

Syllabus Disclaimer

The instructor views the course syllabus as an educational contract between the instructor and students. Every effort will be made to avoid changing the course schedule but the possibility exists that unforeseen events will make syllabus changes necessary. The instructor reserves the right to make changes to the syllabus as deemed necessary. Students will be notified in a timely manner of any syllabus changes face-to-face, via email or in the course site Announcements. Please remember to check your Doane University email and the course site Announcements often.