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Course Title	Advanced Agribusiness Management
Course Number	AGR 430 ONL
Number of Credits	3
Course Dates	8/17/2020-10/10/2020
Instructor	Pete Poppert
Email Address	pete.poppert@doane.edu
Office Hours/Availability	Accessible by email, phone or text anytime
Phone Number	402-467-9004 (O) or 402-417-4329 (C)
Textbook Information: (e.g. title, edition, publisher, ISBN)	Leadership and Self Deception, 2 nd Edition The Arbinger Institute ISBN 13: 978-1-57675-977-6 Publisher: Berrett-Koehler Publishers, Inc.
Additional Course Materials	GoVentureCEO simulation seat license (provided and required)
Course 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.
Program Outcomes	 Students will be prepared to understand business concepts, practices and terminology that are pertinent to the agriculture industry. Students will broaden their knowledge about technology and production practices that are important to the sustainability of the agricultural industry. Students will integrate agricultural practices and business concepts in innovative ways to transform the industry. Students will develop inclusive leadership skills that will help them impact agriculture. Students will demonstrate the importance of integrity and socially responsible behavior in business practices.
Course Learning Outcomes/Objectives	 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. 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. 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.
	4. Develop	critical thinking and problem solving skills, students will
	а	. 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.
Technology Requirements	https://www requirement	v.doane.edu/faq/minimum-computer- ts

Course Schedule

Week or Module	Topic	Content	Assessments Matched to Learning Outcomes	
1-8/17/20	Starting an agricultural company and making decisions	√ TEXT: Chap 1–6 √ Practice Simulation Rounds 1 & 2	✓ Text Assignment #1✓ Opinion Paper #1✓ Discussion Board	
2—8/24/20	The importance of leadership	✓ TEXT: Chapters 7–11✓ Practice SimulationRounds 3 & 4	✓ Text Assignment #2✓ Opinion Paper #2✓ Discussion Board	
3—8/31/20	Data Driven Agriculture	 ✓ TEXT: Chapters 12–14 ✓ Practice Simulation Rounds 5 & 6 ✓ Develop Marketing and Management strategies 	✓ Text Assignment #3✓ Opinion Paper #3✓ Discussion Board	
4—9/7/20	Developing marketing and management strategies	✓ Write Autobiography✓ Graded Simulation Rounds 1 & 2	 ✓ Business Concepts and Terminology Test ✓ Autobiography ✓ Discussion Board ✓ Marketing Strategy ✓ Management Strategy 	

5—9/14/20	Applying strategies and setting objectives for a company		TEXT: Chapters 15- 19 Graded Simulation Rounds 3 & 4	\ \ \ \	Text Assignment #4 Opinion Paper #4 Discussion Board Proctored Business Concept and Terminology Competency Test
6—9/21/20	Innovative agriculture model	√ (TEXT: Chapters 20- 24 Graded Simulation Rounds 5 & 6	√ √ √	Text Assignment #5 Opinion Paper #5 Discussion
7—9/28/20	The future of agriculture	√ (TED videos Graded Simulation Rounds 7 & 8	√ √ √	Text Assignment Review Opinion Paper Review Discussion
8—10/5/20	Bring it all together	√ F	Presentation of simulation results Portfolio of class assignments	√ √ ✓ ✓	Simulation Results Presentation Grading Written Summary of Simulation Results Portfolio of class assignments

Grading Assessments

Type of Assessment	Points for BUS 496

Text Book Assignments – 6 @ 20 points	120 points
Opinion Papers – 6 @ 20 points	120 points
Autobiography	100 points
Competency terms and concept test	100 points
Strategies - Marketing Strategy – 40 points - Management Strategy – 40 points	80 points
Simulation Results Report	100 points
Presentation of Simulation Results	50 points
Portfolio of Class Activities	50 points
Simulation Activity Grade	100 points
Discussion Board – 7 @ 10 points	70 points
Point Totals	890 points

Online Courses ONLY

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.

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 Canvas
- 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, 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.

Phone: 402-826-8411 Email: helpdesk@doane.edu Web: http://www.doane.edu

Computer Requirements

Minimum computer requirements for the successful use of Canvas: 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 <u>Doane Gmail</u> account <u>regularly</u> for course related messages.

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

Submitting Assignments

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

Campus Network or Canvas Outage

When access to Canvas 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).

Grade 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.

А	< 94%	to 89.5%
В	< 89.5%	to 79.5%
С	< 79.5%	to 69.5%
D	< 69.5%	to 59.5%
F	< 59.5%	to 0%

Grade Information

Doane University awards letter grades.

- A Superior Performance
- B High Quality
- C Satisfactory Achievement
- D Unsatisfactory Performance
- F Failure

Participation Policy	Preparation for class means reading the assigned readings & reviewing all information required for that week. Attendance in an online course means logging into the Canvas and on a regular basis and participating in the all of activities that are posted in the course.
	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-paced course and it would be extremely difficult to catch up after a prolonged absence.
Study 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. This actual time for study varies depending on students' backgrounds.
Late Work	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.
Submitting Assignments	All assignments, unless otherwise announced by the instructor, MUST be submitted via Canvas. Each assignment will have a designated place to submit the assignment.
Communication Policy including Assignment Feedback	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. 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 Canvas, please notify me immediately.
Academic Integrity Policy	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."

Academic Support	 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=133 Please contact academicsupport@doane.edu https://www.doane.edu/graduate-and-adult/academic-support
Disability Services	https://www.doane.edu/disability-services Doane University supports reasonable accommodations to allow participation by individuals with disabilities. Any request for accommodation must be initiated by the student as soon as possible. Each student receiving accommodations is responsible for his or her educational and personal needs while enrolled at Doane University.
Military Services	https://www.doane.edu/graduate-and-adult/military
Anti-Harassment Policy	http://catalog.doane.edu/content.php?catoid=5&navoid=452
Grade Appeal Process	http://catalog.doane.edu/content.php?catoid=5&navoid=238

Credit Hour Definition	Doane University follows the federal guideline defining a credit hour as one hour (50 minutes) of classroom or direct faculty instruction and a minimum of two hours of out-of-class student work each week for approximately fifteen weeks (one semester), or the equivalent amount of work over a different time period (e.g., an 8-week term). This definition applies to courses regardless of delivery format, and thus includes inperson, online, and hybrid courses (combination of in-person and online). It also applies to internship, laboratory, performance, practicum, research, student teaching, and studio courses, among other contexts.
Syllabus Changes	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.