

**STATE UNIVERSITY OF NEW YORK  
COLLEGE OF TECHNOLOGY  
CANTON, NEW YORK**



**COURSE OUTLINE**

**AGMT 310 – AGRIBUSINESS MANAGEMENT**

**Prepared By: Dr. Edouard Mafoua**

**SCHOOL OF BUSINESS AND LIBERAL ARTS  
BUSINESS DEPARTMENT  
May 2016**

- A. **TITLE:** Agribusiness Management
- B. **COURSE NUMBER:** AGMT 310
- C. **CREDIT HOURS:** 3
- D. **WRITING INTENSIVE COURSE:** No
- E. **COURSE LENGTH:** 15 weeks
- F. **SEMESTER(S) OFFERED:** Spring
- G. **HOURS OF LECTURE, LABORATORY, RECITATION, TUTORIAL, ACTIVITY:**  
3 lecture hours per week
- H. **CATALOG DESCRIPTION:**  
This course provides students with understanding of the size, scope and importance of the agribusiness food chain including agricultural producers, processors, distributors, farmers and ranchers. It examines marketing, financial, operations and human resource management principles applied to agribusiness firm. Topics such as organization of an agribusiness, economics for agribusiness managers, international agribusiness, financing agribusiness, evaluation of operating and investment decisions, production planning and management, and supply chain management for agribusiness are discussed.
- I. **PRE-COREQUISITES:**
- Pre-requisites: Principles of Microeconomics (ECON 103) and Introduction to Finance (FSMA 210) or permission of instructor.
  - Co-requisites: None
  - Pre- or Co-requisite: Principles of Management (BSAD 301)
- J. **GOALS (STUDENT LEARNING OUTCOMES):**  
By the end of this course, the student will be able to:

<i>Course Objective</i>	<i>Institutional SLO</i>
a. Describe the unique characteristics of the food and agribusiness industries	3. Prof. Competence
b. Identify important factors involved in selecting the best form for an agribusiness	2. Crit. Thinking
c. Explain the fundamental concepts and tools an agribusiness manager uses in identifying the target market	3. Prof. Competence
d. Analyze the financial statements and discuss the tools for making financing, operating and capital investment decisions in an agribusiness	3. Prof. Competence 2. Crit. Thinking
e. Develop an understanding of production planning and supply chain management in food and agribusiness industries	2. Crit. Thinking

- K. TEXT:**  
Barnard F.L., J.T. Akridge, F.J. Dooley, J.C. Foltz, and E.A. Yeager (2016). *Agribusiness Management*. Fifty Edition, Routledge.
- L. REFERENCES:**  
Beierlein J. G., K.C. Schneeberger, and D.D. Osburn (2014). *Principles of Agribusiness Management*. Fifty Edition, Waveland Press Inc.  
  
Van Fleet D.D., E.W. Van Fleet, and G.J. Seperich (2014). *Agribusiness: Principles of Management*. DELMAR CENGAGE Learning.  
  
Ricketts C. and K. Ricketts (2009). *Agribusiness: Fundamentals and Applications*. DELMAR CENGAGE Learning.
- M. EQUIPMENT:** Technology enhanced classroom.
- N. GRADING METHOD:** A-F
- O. MEASUREMENT CRITERIA/METHODS:** Case studies analysis, class participation and presentation, research paper, quizzes, tests, essays, and/or exams
- P. DETAILED COURSE OUTLINE:**
- I. Agribusiness Management Scope, Functions, and Tasks
    - A. Food Production and Marketing System
    - B. Key Functions of Management in Agribusiness
    - C. Economics for Agribusiness Managers
  - II. Agribusiness Management Organization
    - A. Organization of an Agribusiness
    - B. International Agribusiness
  - III. Marketing Management for Agribusiness
    - A. Strategic Market Planning
    - B. Marketing Mix
    - C. Marketing Decision Tools for Agribusiness
  - IV. Financial Management for Agribusiness
    - A. Understanding and Analyzing Financial Statements
    - B. Financing the Agribusiness
    - C. Evaluating Agribusiness Operating Decisions
    - D. Evaluating Agribusiness Capital Investment Decisions
  - V. Operations Management for Agribusiness
    - A. Production Planning and Management
    - B. Supply Chain Management for Agribusiness
  - VI. Human Resource Management for Agribusiness
    - A. Agribusiness Organizational Structures
    - B. Agribusiness Managers Leadership Styles
    - C. Human Resource Management

Q. **LABORATORY OUTLINE:** None