



Dillard College of Business Administration

Syllabus: Agricultural Price Analysis
AGBU4723 Section 101
Fall 2019
MW 11:00 am to 12:20 pm
Dillard Building 129

Contact Information:

Instructor: Dr. Pablo A. Garcia-Fuentes
Office: Dillard Building 292
Office Hours: MW 1:30 pm to 3:00 pm, T 10:00 am to 12:00 pm, or by appointment.
Phone: 940-397-4717
Email: pablo.fuentes@mwsu.edu

Text:

Goodwin, John W. 1994. *Agricultural Price Analysis and Forecasting*. John Wiley and Sons, Inc. New York. (*Required*)

Supplemental readings:

Inter-American Institute for Cooperation on Agriculture [IICA]. 2017. *Manual on the Basic Analysis of Agricultural Prices for Decision-making*. Creative Commons. (Recommended. This book is free and may be downloaded at [IICAManual](#))

Ismail, El Fadil Ahmed. 2010. *Market and price monitoring training manual*. National Capacity Building Programme. Famine Early Warning Systems Network (FEWS NET) and Food Security Technical Secretariat of the Ministry of Agriculture (FAO-SIFSI/Sudan Integrated Food Security Information for Action. Sudan. (Recommended. This book is free and may be downloaded at [FAOmanual](#))

Copyright:

The class materials associated with this course are provided to facilitate student learning and are protected by the United States copyright laws. Dissemination or sale of any class material (including the World Wide Web) is not permitted. Students should abide by these restrictions. The class materials are the publisher's copyright.

Course Description:

This course introduces students to the use and application of economic theory to the analysis of business information. It provides students the knowledge to understand the behavior of markets and the transmission of prices between products and markets. It is about the analysis and forecasting of agricultural prices, which is not limited to agricultural applications. It can be applied to other industries of the economy. It includes conducting analysis of demand and supply, explaining the role of market prices in a market economy, correcting for inflation and using index numbers, analyzing price movements over time, conducting analysis based on elasticity of demand and supply, estimating demand and supply, explaining marketing margins, and analyzing pricing in the different market structures.

Course Prerequisites:

ECON 2333 and ECON 2433, or consent of the chair.

Learning Goals:

The general objective of this course is to help students understand the use and application of economic theory to the analysis of agricultural prices, as well as to understand the behavior of markets and the transmission of prices between products and markets.

A. General Learning Goals:

1. Critical Thinking and problem solving. The students will demonstrate their critical thinking and problem solving abilities by applying economic theory to issues of agricultural price analysis when solving problems in the homework, quizzes, and examinations, or when engaging in class discussions.
2. Communication skills. The students will demonstrate their abilities in effectively communicating their analyses of the applications of economic theory to issues of agricultural price analysis.
3. Social Responsibilities. The students will demonstrate their abilities in understanding the importance of intercultural competency and civic knowledge when engaging in regional, national, and global economic issues.
4. Personal Responsibilities. The students will demonstrate their abilities in connecting choices, actions, and consequences to economic reasoning and ethical decision-making.
5. Global and multicultural awareness. The students will demonstrate their ability in understanding the influence of global and multicultural issues on business activities that are related to international business.

These general learning goals either represent or are related to those established by the Dillard College of Business Administration. The learning goals represent the skills that graduates will carry with them into their careers. While assessing student performance in

obtaining these general learning goals, the College seeks to assess its programs. The assessments will assist us to improve our curriculum and curriculum delivery.

B. Course Specific Learning Goals:

- Learn about the role of market price in a market economy.
- Learn about price determination and price discovery.
- Learn about correcting for inflation and index numbers.
- Learn about the behavior of prices over time.
- Learn about measuring cycles.
- Learn about estimation of demand and supply.
- Learn about elasticity and price analysis.
- Learn about marketing margins.
- Learn about pricing in the different market structures.

Teaching Method:

The method to present the class material will be based on lectures and discussions. The student is allowed to ask questions at any time during the lecture on a point that is not understood. The instructor has academic freedom to bring in class material and technology to the class in his own way. In this class, you will use the internet to access D2L to have access to the class notes. D2L will be used for posting announcements and scores, and perhaps bonuses.

Course Policies:

A. Attendance Policy:

Attendance is important because of announcements of specific course requirements, instructions for assignments, and more detailed discussions of critical material that are covered in class. Attendance will be checked each class day through a boarding pass. The student must get a boarding pass from the instructor at the beginning of the class and must hand in the boarding pass to the instructor at the end of the class. If a student loses his/her boarding pass, a 10-point penalty on the final score (total semester points) will apply. Entering class late will not be allowed because the doors will be locked at the beginning of the class. If a student comes to class at 11:01 am or later, the student will be late, will not have access to the boarding pass, and will lose attendance (please do not ask for the boarding pass). In addition, departing early will make the student lose attendance. Come to class on time. To avoid disturbing the class, you are not to walk in and out of the classroom during class except for an emergency. I may also consider your tendency of class participation in favor of a better grade if you only miss a higher score by a narrow margin.

Students are expected to attend all scheduled classes for this course given the university attendance policy. *Missing 3 classes from 08/24/2019 to 10/28/2019 (the withdrawal*

date) is considered excessive by the instructor; therefore, students who reach this level of missed classes will be dropped by the instructor with a grade of "F", given the university attendance policy. Additionally, missing 5 classes during the semester is also excessive; therefore, students who reach this level of missed classes will get a final grade of "F", given the university attendance policy, as shown in the 2018-19 Student Handbook and Activities Calendar which may be found at [Handbook](#). In addition, the classroom is not a place for children and therefore cannot be used in lieu of daycare or babysitting. If you attend with a child, you will be dismissed from class and counted as absent.

B. Other Related Policies

Academic Integrity:

Regarding academic honesty, students are referred to the "Student Honor Creed" (See the Student Handbook).

Exam Policies:

Exam policies are related to academic integrity and can also be stated in the first page of the test.

Americans with Disability Act:

This class follows the guidelines suggested by the Center for Counseling and Disabilities Services for those students who qualify for disability services. Please notify the instructor of your special needs during the first week of classes (See the section on "Disability Support Services" in the Student Handbook).

Dillard Building Classroom Policy:

- No food or drink is allowed in the classroom.

Syllabus Change Policy:

- This syllabus is a guide for the course and is subject to change.

Correspondence:

All correspondence regarding class issues must be conducted in person or by email using your Midwestern State University (MSU) email only. I will not return answers to questions to other email accounts. Grades will be posted on D2L and on MSU Banner. I will not discuss grades or class standing over the phone or by emails. Since email is often the most convenient means of communication, it is recommended that students use and regularly monitor their MSU email account.

I suggest that you link your D2L email with your MSU email, so the messages sent through D2L will be forwarded to your MSU email. To do this,

- Log in to D2L.
- Click on your name on the right upper corner of the screen.
- Click on “account settings”.
- Click on “email”.
- Check “Forwarding incoming messages to an alternate email account” and enter your email in the box.
- Click on “save and close”.

Netiquette: Communication Courtesy Code:

Students are expected to follow rules of common courtesy in all email messages, class discussions, lecture hall posts, chats, etc. If I consider any of them to be inappropriate or offensive, I will forward the message to the Chair of the department and the online administrators and appropriate actions will be taken.

Deadlines:

We cannot totally rely on cyberspace—emails get lost and servers disconnect temporarily. Do not wait for the last hour to do your homework. Reply and check for replies on every email sent and received. The student is responsible for checking deadlines on D2L and for submitting the work to the instructor on time. *I will not reply to emails regarding homework issues during the last 7 hours prior to the deadline.*

Classroom decorum:

- Free discussion, inquiry, and expression are encouraged in this class.
- Classroom behavior that interferes with either (a) the instructor’s ability to conduct the class or (b) the ability of students to benefit from the instruction is not allowed.
- Doing another class assignment is not allowed. The student must focus on this class only.
- Routinely entering class late or departing early is not allowed. This will cause the student lose his/her attendance.
- Use of laptop computers, iPad, or other electronic devices is not allowed in this class. These devices must be turned off.
- Wearing headphones is not allowed. If the instructor believes the student is wearing a hooded sweater to hide headphones, the student will be asked to remove the hood from his/her head.
- Wearing hood or cap is not allowed in this class.
- Use of cellular phones is not allowed in this class. Cellular phones must be turned off and away from your desk. In the event of a situation that a student legitimately needs to carry a cellular phone to class, prior notice and approval of the instructor is required.

- Repeatedly talking in class without being recognized, talking while others are speaking, or arguing in a way that is perceived as “crossing the civility line” is not allowed.
- The first time a student violates any of these rules, the instructor will give the student a verbal warning. The second time a student violates any of these rules, the instructor will ask the student to leave the room and a 20-point penalty on the final score will be assessed.
- *A 20-point penalty on the student’s final score will be assessed for violating each of these rules.*
- Classroom behavior which is deemed inappropriate and cannot be resolved by the student and the faculty member will be handled as per the Code of Student Conduct as shown in the 2018-19 Student Handbook.

Exams, Coursework and Grades

Exams: During the semester, there will be two midterm exams (150 points each) and a comprehensive final exam (200 points). The three-exam scores will be for 500 points. Every student will be required to take the final exam. The exams’ structure can include definitions, problems, short essays, and multiple choice questions. You will need a calculator to solve some of the problems in the exams, so you are required to get a TI-30X IIS calculator. It is the only model accepted to do the exams.

If you miss an exam without prior approval from the instructor, please do not expect a make-up exam. With the instructor’s approval you may take a make-up exam during the week of finals. If you anticipate a valid reason for missing an exam, please inform the instructor in advance by email. An unexcused absence from an exam will result in a score of zero on that exam and may be compensated for by counting your final exam in its place with my approval, and a 20% penalty on that exam’s score will be assessed. The exam dates are noted in the Tentative Course Schedule in this syllabus. The instructor can change the exam dates if it is necessary. Any changes in those dates will be announced as soon as possible and posted prominently on D2L as well as being announced in class.

Homework and Quizzes: There will be 14 homework and quizzes corresponding to each of the chapters that we will cover during the semester. All of these assignments will be completed on D2L. There will be no make-up assignments under any circumstances. The student is responsible for having an appropriate internet connection. The student is responsible for submitting each assignment by the deadline set online. The student will have an adequate amount of time for each assignment and must not fall behind. Missing an assignment means earning zero credits. The homework and quizzes scores will be for 300 points.

In order to help students keep track of their progress toward course objectives, the instructor for this class will provide a Midterm Progress Report on WebWorld of the students that are at risk of earning an D or an F in this class. Midterm grades will not be reported on the students’ transcript; nor will they be calculated in the cumulative GPA.

They simply give students an idea of where they stand at the midpoint of the semester. Students earning below a C at the midway point should see the instructor as soon as possible to discuss about strategies (e.g., tutoring) that can contribute to earning a better grade.

Course Grade:

Course work		Grade Scale	Percentages*	
14 Problems and applications (HW)	150 pts	720 to 800 pts	90% & above	A
14 Quizzes (Q)	150 pts	640 to 719 pts	80% to 89%	B
2 Mid-term Exam Scores**	300 pts	560 to 639 pts	70% to 79%	C
Final Exam Score	200 pts	480 to 559 pts	60% to 69%	D
Total	800 pts	below 480 pts	below 60%	F

Notes: * Percentages are only given for relative levels. Your final score is a total of all your exam, quiz, and homework scores with any bonus points added separately. Therefore 89% is not 1 point short of an A. 89% is only 712 points which is 8 points short of an A. ** Each midterm exam is 150 points.

Senate Bill 11

Senate Bill 11 passed by the 84th Texas Legislature allows licensed handgun holders to carry concealed handguns on campus, effective August 1, 2016. Areas excluded from concealed carry are appropriately marked, in accordance with state law. For more information regarding campus carry, please refer to the University's webpage at [campus handgun policy](#).

Outline of the course

AGBU4723-101

Fall 2019

(Subject to some changes and additional readings)

Week and dates	Chapter	Topic
Week 1 (Aug 26, 28)	1	Syllabus and D2L; Introduction
Week 2 (Sep 2, 4)	2	Holiday (9/2); Price determination and price discovery
Week 3 (Sep 9, 11)	3	Inflation and index numbers
Week 4 (Sep 16, 18)	4	Price movements and trends; Exam 1 review
Week 5 (Sep 23, 25)	Exam 1, 5	Exam 1, Chapters 1, 2, 3 and 4, 09/23/2019; Simple linear regression and trends
Week 6 (Sep 30, Oct 2)	6	Price movements and cycles
Week 7 (Oct 7, 9)	7	Measuring cycles
Week 8 (Oct 14, 16)	8	Price movements and seasonality
Week 9 (Oct 21, 23)	9	Supply; Exam 2 review
Week 10 (Oct 28, 30)	Exam 2, 10	Exam 2, Chapters 5, 6, 7, 8 and 9, 10/28/2019; Demand
Oct 28, 2018		Last day for “W” at 4:00pm. Drops after this deadline receive an “F”
Week 11 (Nov 4, 6)	10	Demand
Week 12 (Nov 11, 13)	11	Demand and elasticity
Week 13 (Nov 18, 20)	12	Estimation of demand and supply-graphic correlation
Week 14 (Nov 25, 27)	13	Estimation of demand and supply-regression; Thanksgiving Holiday (11/27)
Week 15 (Dec 2, 4)	14	Marketing margins; Final exam review
Final Exam		Monday, Dec 9, 10:30 am to 12:30 pm, DB 129

Note: The instructor can change the exam dates if it is necessary.

Enhancing Undergraduate Research Endeavors and Creative Activities (EURECA)

Research and Creative Activity Opportunities at MSU

Enhancing Undergraduate Research Endeavors and Creative Activities (EURECA) is a program that provides opportunities for undergraduates to engage in high-quality research and creative activities with faculty. EURECA provides incentives and funding through a system that supports faculty and students in a cooperative research process. For more information, contact the Office of Undergraduate Research, (940) 397-6275 or by sending a message to eureca@mwsu.edu or better yet, stop by the UGR office located in the atrium of the Clark Student Center, room 161. More information is available at [EURECA](#).

Council on Undergraduate Research (CUR)

To support undergraduate research and creative activities, Midwestern State University holds an enhanced institutional membership with the Council on Undergraduate Research (CUR). This institutional membership includes unlimited memberships for any interested faculty, staff, and students. Students may find information on benefits and resources at [CUR](#). The CUR Undergraduate Resources Webpage contains:

- Research Opportunities;
- Presentation Opportunities;
- Undergraduate Research Journals;
- CUR-Sponsored Student Events;
- The Registry of Undergraduate Researchers;
- And more!

Magaly Rincón-Zachary, Ph.D.
Director of EURECA
Clark Student Center, Room 161
Wichita Falls, TX 76308
Office: (940) 397-6275;
magaly.rincon@msutexas.edu