



SYLLABUS: Intro to Agribusiness MGMT - AGBU 2783, Section 201

Spring Semester 2025 (Monday, Wednesday) 9:30 AM to 10:50 AM - Dillard 329

Instructor: Tony Dunkerley
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To contact the instructor, please use the email address provided.

We will mainly communicate about the course through D2L. Please note that all official university communications will be sent to your MSU-provided email address, not your personal email address.

Course Materials

- Required: Connect Access and Textbook: Kay, R., Edwards, W., & Duffy, P. (2024). *Farm Management* (10th ed.). New York, NY: McGraw Hill.
- Additional readings as posted to D2L
- Desire2Learn course site
- Reliable internet access is essential. While not mandatory, having access to a printer can be beneficial. All homework assignments will be completed online through the Desire2Learn (D2L) platform, which will also be used extensively for posting grades and important class information. You will also need access to a computer (PC/laptop/tablet) equipped with a webcam. Additionally, you should have access to software, such as Microsoft Excel, that can open and read files in the following formats: *.csv, *.pdf, *.doc, and *.pptx.
- Beef Quality Assurance (BQA) online certification website
- Ambrook online accounting and financial management platform student access

Course Description

This course provides a comprehensive introduction to key areas within agribusiness, including marketing, production, risk management, human resource management, accounting, and financial management.

Students will gain practical skills by applying economic principles and utilizing industry-standard tools like QuickBooks Accounting Software, Excel spreadsheets, and other decision-making aids. This hands-on approach prepares students for real-world challenges by focusing on essential business functions such as management, marketing, and finance within the context of agricultural production and supply chains.

General Learning Goals:

- Demonstrate problem-solving and decision-making abilities through the critical analysis, evaluation, and interpretation of business information.
- Establish competency in speaking and writing for common business scenarios.

- Be able to utilize available technology for common business applications.
- Demonstrate ethical reasoning skills within a business environment.
- Understand the influence of global and multicultural issues on business activities.

Course Specific Learning Goals:

After completing this course, students should be able to:

- Identify the role of the manager and decision maker for production agribusinesses.
- Demonstrate industry expected communication skills and appearance standards.
- Employ decision-making tools (e.g., records, budgeting, breakeven analysis, capital investment, risk management) useful to the manager in planning and controlling agribusinesses.
- Use spreadsheets and industry related software as agricultural decision-making aids
- To identify the factors which affect the decision-making process and the profitability of an agribusiness.
- Understand the culture and core values of successful agribusiness.
- Apply accounting principles effectively and efficiently using industry-recognized digital accounting software (i.e. QuickBooks Online).

Desire2Learn (D2L)

This is the website for the course. Students are expected to check this website regularly for important course information, course documents, and correspondence from the instructor.

Attendance Policy

Students are expected to attend all class meetings, following the university attendance policy (see Undergraduate Catalog). You are allowed a maximum of three absences in this course. While participation points are deducted for any missed classes, exceeding three absences gives the professor the right to drop you from the course. Each class will run as scheduled. Please do not walk in and out of the classroom during class time unless it's an emergency. Cell phone use (including texting) is prohibited and will result in significantly reduced participation points.

A student is considered tardy if they arrive more than two minutes after the scheduled class start time. Students are permitted two tardies; after that, each additional tardy will be counted as one absence. Repeated tardiness will result in significantly reduced participation points or being dropped from the class..

Late Work, Makeup Work and Other Related Policies

Students are responsible for maintaining a reliable internet connection for accessing course materials and submitting assignments. All assignments, quizzes, and group projects must be completed by their designated due dates, which will be outlined in the Tentative Course Schedule. Late work is generally not accepted. Failure to submit assignments or adequately contribute to group work will result in a zero.

Students are expected to manage their time effectively to complete assignments and fully participate in group projects. If a student anticipates a scheduling conflict or emergency that may prevent timely completion of an assignment or quiz, they must contact the instructor in advance to discuss possible alternative arrangements.

File Submission

All course files must be submitted through the D2L platform in PDF or Microsoft Word document format. Please do not submit assignments directly to the instructor unless specifically instructed.

Detailed instructions for submitting assignments can be found in the project guidelines posted in D2L. Please note that the instructor reserves the right to modify due dates as needed. Any changes will be announced in class and posted on D2L.

Professional Conduct

Students are expected to always maintain professional behavior throughout the course, including during classroom activities, group interactions, presentations, and all communications with the instructor. Unprofessional emails to the instructor will not be responded to. Please see the later section of the syllabus for the full professionalism statement of the Dillard College of Business Administration

Earbuds and Headphones

To ensure optimal focus and active participation in learning activities, the use of earbuds and headphones is generally **unprofessional and** prohibited in the classroom. Exceptions may be made for students with documented disabilities requiring headphones for learning. These students should discuss necessary accommodations with the instructor. All students must remove earbuds and headphones upon entering the classroom.

Food and Beverage Policy:

Food and beverages of any kind are not permitted in classrooms at any time. However, food and beverages may be consumed in public areas of this building. This is a Dillard College of Business rule and is an effort to keep the Dillard Building beautiful.

Consequences for Inappropriate Behavior

Students who do not adhere to expectations of professional conduct during class or associated class activities may face consequences, which could include a verbal warning, a grade deduction, or removal from the course.

Academic Integrity

Regarding academic honesty, students are referred to the "Student Creed" (See the Student Handbook). Plagiarism will not be tolerated. Any student who plagiarizes on any written assignment will receive a 0 for the assignment and/or course and be referred to the Dean of Students for further disciplinary action.

Other Course Policies:

- The instructor cannot provide technical supports to a student's hardware/software problems other than making sure that the provided course material is in working order. For problems related to D2L, please check link to MSU Distance Education or contact the University at distance.ed@mwsu.edu.
- Students have the responsibility to check regularly the course pages on D2L for new postings and course material. New material for the coverage of each exam will be posted over time.

Grading and Evaluation

To ensure success in this course, students must effectively manage their time and adhere to assignment deadlines. All assignments, including quizzes, group projects, and class discussions, must be submitted or participated in by their due dates. Late work, including late submissions or non-

participation in group projects or discussions, will not be accepted unless prior arrangements and approval have been made with the instructor.

Procrastination can significantly impact student performance. To maximize learning and achieve desired outcomes, students are encouraged to stay current with course materials, complete assignments promptly, actively participate in class discussions, and seek clarification when needed. By adopting effective time management strategies and engaging fully in the course, students can optimize their learning experience.

Early Alert Notices

I participate in the University's Early Alert System. At least once per semester I will input alerts about student participation/performance in the class. These alerts will indicate one of the following:

- **Student Making Satisfactory Process**—Keep up the Good Work
- **Attendance Alerts**—Your current attendance habits have risen to the point where your professor is concerned it could negatively affect your grade in the course. Refocus on attendance and talk to your professor if you are experiencing extenuating circumstances.
- **Student Needs Tutoring**—This is vague and may or may not mean that you need tutoring. It is simply the most accurate selection of the options for a student where the professor is concerned the student might make a D or F in the course and attendance.
- **Student not putting forth appropriate effort**—this is usually a distraction issue. This most likely means that you are physically coming to class but appear to be distracted and/or not paying attention. Could also include not submitting assignments.
- **Student is Not Submitting Assignments**—this one is self-explanatory and indicates that the professor shows that you do not routinely submit the required assignments.

If you receive any of these “negative” alerts, it does not mean that you need to drop the course. The whole point of submitting these early alerts is to give a student time to correct the issue and still perform well in the course. Please do not hesitate to reach out to your professor with questions or to discuss the struggles you may be facing in the course.

Midterm grades or Early Alerts are not reported on a transcript and are only meant to aid students during the semester.

Graded Elements

Student performance will be assessed using the following elements:

Element	Points
McGraw Hill Connect Orientation Videos	5
Personal Biography Essay (Desire2Learn)	20
Chapter Quizzes (12 @ 10 points each)	120
Homework Reading Assignment (12 @ 5 pt each)	60
Exam 1	50
Exam 2	50
Exam 3	50
Agriculture Industry Recognized Certification	20
Lab Exercises (8@10 points each)	80

Element	Points
Ambrook Record Keeping Practicum	60
Applied Professional Development/Networking	65
General Attendance/Participation	70
Total Point Available without the final	650
Final Exam (Optional)	50
Total Point Available with the final	700

Grades will be determined based on the total points earned. Letter grades are allocated according to the following scale:

Letter Grade	% pt available	Points Earned (No Final Exam)	Points Earned (with Final Exam)
A	90%	650 - 585	700 - 630
B	80%	584 - 520	629 - 560
C	70%	519 - 455	559 - 490
D	60%	454 - 390	489 - 420
F	< 60%	< 390	< 420

* Percentages are only given for relative levels. Your final score is a total of all your exam, quiz, and other scores with any bonus points added separately.

Personal Biography Essay

Each student will be required to write a short personal biography with a portrait photo of yourself. The assignment will be submitted using the D2L web-based platform. Specific instructions will be presented and will be available on the D2L class site.

Chapter Quizzes

Students will have approximately one week to complete a 10-question multiple-choice quiz on the chapter material. The quiz will cover information from both in-class discussions and assigned readings. Once you start the quiz, you will have 15 minutes to finish and submit your answers.

Please be sure to attend class regularly, check D2L for important announcements, and actively participate in class discussions. **Please note that there will be no make-up quizzes.**

Chapter Homework - Reading Assignment

Before each chapter quiz, there will be an interactive reading assignment post on D2L designed to help you better understand the chapter material. This assignment will provide feedback to improve your learning and success.

Lab Exercises –

Lab exercises will be utilized to give you practice using real farm and ranch data to make business decisions. You will work through budgets, financial statements, cash flow plans, and management scenarios similar to those faced by producers and agribusiness professionals. These labs are designed to help you connect classroom concepts to practical, on-the-job applications.

Exams

Exams will be given using the online testing tools available on the D2L platform or in person during class time. On-line testing will require to use online proctoring software such as Respondus or a similar software. Students will also be required to have a webcam on the computer where exams are conducted.

There will be three midterm exams and an optional comprehensive final exam. The exams' structure can include definitions, problems, and multiple-choice questions. Students may use a calculator to solve some problems in the exams, however only non-programmable calculators will be allowed (i.e. TI-30X IIS calculator).

If you miss an exam without prior approval from the instructor, please do not expect a makeup exam. With prior consent, you may take a makeup exam during the week of finals if you wish. 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.

The exams' structure can include definitions, problems, and multiple-choice questions. Students may use a calculator to solve some problems in the exams, however only non-programmable calculators will be allowed (i.e. TI-30X IIS calculator).

If you miss an exam without prior approval from the instructor, please do not expect a makeup exam. With prior consent, you may take a makeup exam during the week of finals if you wish. 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 dates will be announced as soon as possible and posted prominently on D2L.

Agriculture Industry Recognized Certification:

Certifications indicate proficiency in specific knowledge, skills or processes that can be measured against industry standards and/or accepted best practices. Each student will be required to start & successfully complete at least one Beef Quality Assurance (BQA) or Beef Quality Assurance Transportation (BQAT) certification before the last scheduled class day of the semester. BQA and BQAT training certification in available online to all students at no cost. Website information and login in credentials will be available on D2L and presented in class.

Ambrook Record Keeping Practicum:

Ambrook is a farm- and ranch-focused accounting and recordkeeping software designed specifically for agricultural operations. It allows producers and agribusiness managers to track income and expenses, organize records by enterprise, import bank transactions, and generate financial reports such as income statements and balance sheets. Unlike general small-business accounting tools, Ambrook is built to reflect the unique structure of agricultural businesses, including multiple

enterprises, seasonal income, and shared costs, making it a practical tool for managing farm finances and supporting informed business decisions.

The Ambrook Recordkeeping Practicum integrates hands-on accounting and financial record management into the course, enabling students to apply farm business management principles using industry-relevant software and real-world agricultural scenarios.

Class Participation:

Most of the class sessions will be discussion-oriented with ample opportunity for students to provide input to those discussions. An essential characteristic of successful students is the ability to verbally communicate ideas and thoughts. Participation will be a part of your grade and is directly contingent on your involvement in class discussions. Furthermore, everyone should be motivated to develop this characteristic since it is so important in the professional world. If you have a question, please ask it!!

Note: Student tendencies towards quality class participation could be used in consideration for a better grade if you only miss a higher score by a narrow margin.

Applied Professional Development/Networking

Professional networking is vital for career success because it offers diverse opportunities, knowledge sharing, skill development, emotional support, visibility, collaboration chances, and access to decision-makers. It aids in career progression, provides industry insights, and enhances personal branding by fostering meaningful relationships.

Full participation in at least one AgBU Business and Industry tour is required for this course.

A professional interview alternative assignment option will be available for students who are unable to join the AgBU Business and Industry tour due to conflicts that are associated with being enrolled in this on-line course.

To receive full credit for the Professional Development/Networking component of this course, whether you participated in the AgBU tour or completed the alternative assignment, you must write a handwritten thank-you note or card on professional stationery using blue or black ink. These notes should be mailed (USPS) to the presenters or interviewees you spoke with during this assignment. Additionally, a scanned copy of the completed thank-you note must be uploaded to D2L for the assignment to be considered complete.

More detailed instructions will be available on the D2L class site.

Americans with Disabilities Act

This class follows the guidelines suggested by the Disabilities Support Office for those students who qualify for disability services. For more information, see Midwestern State University Undergraduate Catalog.

Academic Integrity

With regard to academic honesty, students are referred to the "Student Honor Creed" on page 23 of Midwestern State University Undergraduate Catalog, Volume LXXV, Number 2.

Plagiarism will not be tolerated. Any student who plagiarizes on any written assignment will receive a 0 for the assignment and/or course and be referred to the Dean of Students for further disciplinary action.

Professionalism Statement from the Dillard College of Business Administration

The faculty, staff, and students of the Dillard College of Business Administration are committed to being a “professional” in our words, conduct, and actions. The qualities of a professional include:

A commitment to the development of specialized knowledge:

- Competency in analytical, oral and written communication skills
- Self-discipline
- Reliability
- Honesty and integrity
- Trustworthiness
- Timeliness
- Accountability for words and actions
- Respect for others and other cultures
- Politeness and good manners
- A professional image (professionals look professional)
- An awareness of their environment and adaptability to different settings
- Confidence without arrogance
- A commitment to giving back to your community

Syllabus Changes:

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

Course Content and Outline

Please understand this is only a guideline and some minor details may change!

Week or Module	Activities/Assignments/Exams	Weekly Assignments (Deadline: Sundays at 11:59 PM)
Week 1 1/19 to 1/25	Ch 2 - Management and Decision Making	Reading Homework: Chapter 2 (McGraw-Hill Connect) Quiz: Chapter 2 (McGraw-Hill Connect)
Week 2 1/26 to 2/1	Ch 8 - Economic Principles: Choosing Inputs and Outputs	Reading Homework: Chapter 8 (McGraw-Hill Connect) Quiz: Chapter 8 (McGraw-Hill Connect) Lab Exercise (D2L) Personal Bio (D2L)
Week 3 2/2 to 2/8	Ch 9 - Cost Concepts and Decision Making	Reading Homework: Chapter 9 (McGraw-Hill Connect) Quiz: Chapter 9 (McGraw-Hill Connect) Lab Exercise (D2L)
Week 4 2/9 to 2/15	Ch 10 - Enterprise Budgeting Alt Professional Development Op #1 - Job I Love (WS Construction) - Friday	Reading Homework: Chapter 10 (McGraw-Hill Connect) Quiz: Chapter 10 (McGraw-Hill Connect) Lab Exercise (D2L)

Week or Module	Activities/Assignments/Exams	Weekly Assignments (Deadline: Sundays at 11:59 PM)
Week 5 2/16 to 2/22	Ch 12 - Partial Budgeting Exam 1	Reading Homework: Chapter 12 (McGraw-Hill Connect) Quiz: Chapter 12 (McGraw-Hill Connect) Lab Exercise (D2L)
Week 6 2/23 to 3/1	Ch 13 - Cash Flow Budgeting	Reading Homework: Chapter 13 (McGraw-Hill Connect) Quiz: Chapter 13 (McGraw-Hill Connect) Lab Exercise (D2L)
Week 7 3/2 to 3/8	Ch 22 Machinery Management	Reading Homework: Chapter 22 (McGraw-Hill Connect) Quiz: Chapter 22 (McGraw-Hill Connect) Lab Exercise (D2L)
Week 8 3/9 to 3/15	Spring Break	
Week 9 3/16 to 3/22	Ch 19 Capital and Credit Alt Professional Development Op #2 - Job I Love (Jessica Dean: Sober Living) - Wednesday	Reading Homework: Chapter 19 (McGraw-Hill Connect) Quiz: Chapter 19 (McGraw-Hill Connect) Lab Exercise (D2L)
Week 10 3/23 to 3/29	Ch 14 - Famr Business Organization and Transfer Agricultural Leases	Reading Homework: Chapter 14 (McGraw-Hill Connect) Quiz: Chapter 14 (McGraw-Hill Connect) Lab Exercise (D2L)
Week 11 3/30 to 4/5	Exam 2	
Week 12 4/6 to 4/12	Ambrook Record Keeping Practicum Ch 3 - Acquiring and Organizing Management Information	Reading Homework: Chapter 3 (McGraw-Hill Connect) Quiz: Chapter 3 (McGraw-Hill Connect) Lab Exercise (D2L)
Week 13 4/13 to 4/19	Ambrook Record Keeping Practicum Ch 4 - Balance Sheet and Analysis	Reading Homework: Chapter 4 (McGraw-Hill Connect) Quiz: Chapter 4 (McGraw-Hill Connect) Lab Exercise (D2L)
Week 14 4/20 to 4/26	Ambrook Record Keeping Practicum Ch 5 - Income Statement and Analysis Alt Professional Development Op #3 - Job I Love with (Goodin Plumbing) - Wednesday AgBU Business & Industry Tour - Friday	Reading Homework: Chapter 5 (McGraw-Hill Connect) Quiz: Chapter 5 (McGraw-Hill Connect) Lab Exercise (D2L)

Week or Module	Activities/Assignments/Exams	Weekly Assignments (Deadline: Sundays at 11:59 PM)
Week 15 4/27 to 5/3	Ambrook Record Keeping Practicum Ch 6 - Farm Business Analysis	Reading Homework: Chapter 6 (McGraw-Hill Connect) Quiz: Chapter 6 (McGraw-Hill Connect) Lab Exercise (D2L) Submit AgBU Tour Thank you or Alt Professional Development Assignment (D2L)
Week 16 5/4 to 5/10	Exam 3 Course Wrap-up	Submit Ag Certifications (D2L)
Week 17 5/11 to 5/13	Final (TBA)	