



Dillard College of Business Administration

SYLLABUS: Applied Agribusiness Management

AGBU 3783 Section 201, Spring Semester 2023

Tuesday/Thursday 8:00 AM – 9:20 AM

Dillard Building, Room 177

Contact Information

Instructor: Tony Dunkerley
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*If you need to email me, please do so at the email address listed above,
NOT the email within D2L.*

Course Materials

- Textbook: Kay, R., Edwards, W., & Duffy, P. (2020). *Farm Management* (9th ed.). New York, NY: McGraw Hill.
- Additional readings as posted to D2L
- Desire2Learn course site
- Beef Quality Assurance (BQA) online certification site
- Commodity Challenge website

Course Description

A study of applied agricultural marketing, production, risk, human resource management, and financial management in agribusiness firms. Particular attention is given to the application of economic principles to the management of marketing and farm supply firms.

Learning Goals

Dillard College of Business General Learning Goals

- Students will be effective at problem solving and decision making by understanding the basic business fundamentals of the business environment.
- Students will 1) identify challenges businesses face today, 2) learn and hear from leaders who represent all of the business disciplines and 3) become familiar with the interrelatedness of business concepts by using a business simulation experience.
- Students will develop ethical reasoning skills in the business environment.
 - Students will examine business ethics and social responsibility, detailing decision-making practices. The student will be able to define ethical dilemmas and ethical lapses; hypothesize ethical arguments; investigate, compare and evaluate the arguments for each alternative.
- Students will develop written and oral communication skills.
- Students will learn how to communicate effectively in writing by preparing resumes, reports, and written answers to quizzes. Students will also improve their oral communication skills in making a team presentation and becoming engaged in discussions with business leaders.
- Students will develop undergraduate inquiry and creativity through teamwork.
- Understand the influence of global and multicultural influences on the business environment.
 - The student must be able to recognize and explain the environmental changes leading to the growth of international competition and free trade among nations.

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.
- Be exposed to the culture and core values of successful agribusiness.

Course Policies

Attendance Policy:

Students are expected to attend all class meetings for this course, following the university attendance policy. (See Midwestern State University Undergraduate Catalog, Volume LXXV, Number 2, page 88). Due to the nature of this course, you are allowed a maximum of 4 absences in this course, even though there are participation points deducted for any missed classes. Once you exceed 4 absences, the instructor has the right to drop you from the course. Each meeting of the class will run as scheduled. So as not to disturb the class, you are not to walk in and out of the classroom during the class hour except for an emergency. Cell phone activity (including texting) is prohibited and will result in significantly reduced points from class participation. Repeated tardiness will also result in a reduction of participation points. .

Quiz Policy:

Quiz questions will be based on class materials, assigned readings and current agricultural related events. No makeup quizzes will be allowed..

Electronic Device Policy:

Please turn off or silence phones, handhelds, tablets, laptops, etc., during class. This includes the removal of ear buds/headphones. **Cell phone activity (including texting) is strictly prohibited.**

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.

Syllabus Change Policy:

This syllabus is a guide for this course and is subject to change with advanced notice.

File Submission Policy:

All files for this course will be submitted through our online component, Desire 2 Learn (D2L). Please do not submit any assignments directly to me unless you are specifically instructed to do so. Do not submit a Google Doc or link. More details on assignment submission can be found in assignment instructions.

Late Work Policy:

Late work is generally not accepted for any reason. Students have the opportunity to submit papers early.

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.

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.

Campus Carry Statement

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 <https://mwsu.edu/campus-carry/rules-policies>.

Copyright Notice

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.

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.

Etiquette/Communication Courtesy

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

Academic Integrity

With regard to 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.

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

Correspondence:

All official correspondence regarding class issues must be conducted in person or by email. Grades will be posted on D2L and on MSU Banner. Student grades or class standing will not be discussed 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 email account.

Students are highly encouraged to link your D2L email with your preferred email account, so the messages sent through D2L will be forwarded to your preferred 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".

Deadlines

Technology and electronic communication are not always totally reliable - emails get lost, servers disconnect temporarily, files get corrupted, etc.... DO NOT WAIT until the last hour to do homework/online quizzes. Reply and check for replies on every email sent and received. All students are responsible for checking deadlines on D2L and for submitting the work on time. Any emails regarding homework issues during the last 8 hours prior to the deadline will not be responded to.

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 to 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 unless notified by instructor otherwise.
- 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.
- 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.
- 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.
- 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 Student Handbook.
- A 20-point penalty on the student's final score will be assessed for violating each of these rules.

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

Desire2Learn

This is the online learning platform for the course. Students are expected to check this website for important course information, course documents, and correspondence from the instructor multiple times per week.

Exams, Coursework, Grading and Evaluation

Exams: There will be two exams (75 points each) and an optional comprehensive final exam (75 points) that can be used to replace one of the two midterm exams. 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). Expect all exams to be conducted in person. Opportunities to take exams online will be at the discretion of the instructor. If an exam is conducted remotely, exam procedures will be followed as outlined in the course remote exam monitoring policies as posted on D2L.

Any exam missed without prior approval from the instructor, will not be made up. 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 the instructor's 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 a minimum of 10 quizzes corresponding to the information covered during the semester. Quizzes and Homework will be completed through the D2L website. There will be no makeup assignments under any circumstances. Students are responsible for having an appropriate internet connection and for completing all quizzes by the required deadline. Always allow for an adequate amount of time for completing each assignment and do not procrastinate. Missing a quiz means earning zero credits.

In order to help students to keep track of their progress toward course objectives, the instructor for this class will provide a Midterm Progress Report on WebWorld for any student that is at risk of earning a 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. Midterm grades 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 strategies (e.g., tutoring) that can contribute to earning a better grade.

Commodity Challenge: Commodity Challenge is a mobile-friendly online trading game featuring real-time cash, futures, and options quotes for corn, soybeans, and wheat. Commodity Challenge is free. To use the Commodity Challenge, participants must register to play.

- Each student will participate in the Commodity Challenge grain trading simulation in two different ways; in a guided practice game to learn how to take action in the commodity market and complete assigned marketing tasks, and as a corn buyer supporting the livestock or dairy industry.
- Students will be responsible for the following instructions in the guided practice scenario and activity participating in implementing marketing strategies for each buying or sell scenario.
- In the buyer scenario, the student with had the lowest corn purchasing balance at the end of the challenge that didn't overstock corn or underfeed their livestock will receive 10 bonus points. In comparison, the second-highest student will receive 8 points, and the third-highest student will receive 5 points.

Professional/Career Awareness & Communication: Each student should attend/participate in at least 3 different business oriented professional development events through the semester. Students who attend at least four of the specified events can earn 5 bonus points.

Full participation in at least one schedule AgBU Business and Industry tour can be used as a replacement for this professional development activity. Students who attend the AgBU tour also can be eligible for bonus points.

Specific instructions will be presented in class and available on the D2L class site.

- Note: Any student action that detracts, diminishes, or undermines the integrity and/or professional reputation of the University, course instructor, sponsoring organization, or another student will not be tolerated. Such actions could cause a student to earn zero credits for the assignment or the course.

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) certification before the last scheduled class day of the semester. BQA training a certification in available online. Website information and login in credentials will be available on D2L and presented in class.

Grading Element: Student performance will be assessed using the following elements:

Element	Points
10 - Homework	50
10 - Quizzes	100
Commodity Challenge – Practice Game	50
Commodity Challenge – Buyer Simulation	100
2 - Exams (2 x 75) pts	150
Professional/Career Awareness & Communication	75
Class Attendance/Participation	75
Agriculture Industry Recognized Certification	50
Total Available Points w/o Final Exam	650

*Final Exam (Optional - can be used to replace the lowest exam score) 75

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

Course Grade	Points Earned	Percentages*
A (Excellent)	Greater than 581	90% & above
B (Good)	581-517	89%-80%
C (Satisfactory)	516-452	79%-70%
D (Passing)	451-387	69%-60%
F (Failing)	Less than 387	below 60%

* 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. Therefore 89% is not 1 point short of an A. 89% is only 578.5 points, which is 3.5 points short of an A.

Course Flow

Please keep this syllabus as a reference! Students are responsible for all information contained in the syllabus and for any changes to the syllabus, which are announced in class or on D2L. Typically, the class schedule adheres closely to the original syllabus. However, the use of guest speakers and class attendance to special events put some schedule uncertainty into the mix. Thus, expect some schedule changes as the course progresses.

Content and Outline - AGBU 3738 Section 201 Applied Agribusiness Management

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

	Date	Topic
Week 1	1/17/2023	Class Topic: Class Intro and Intro to Risk Management
	1/19/2023	Class Topic: Introduction to Commodity Challenge
Week 2	1/24/2023	Class Topic: Managing Risk and Uncertainty (Ch 15)
	1/26/2023	Class Topic: Tools for Managing Risk (Ch 15)
Week 3	1/31/2023	Class Topic: Hedging with Futures
	2/2/2023	Class Topic: Basis and Convergence
Week 4	2/7/2023	Class Topic: Margin Accounts
	2/9/2023	Class Topic: Intro to Options
Week 5	2/14/2023	Class Topic: Choosing Production Levels (Ch 7)
	2/16/2023	Class Topic: Choosing Production Levels (Ch 7)
Week 6	2/21/2023	Class Topic: Input/Output Combos & Decision Making (Ch 8-9)
	2/23/2023	Exam 1
Week 7	2/28/2023	Class Topic: Enterprise Budgets (Ch 10)
	3/2/2023	Class Topic: Enterprise Budgets (Ch 10)
Week 8	3/7/2023	Class Topic: Enterprise Budgets (Ch 10)
	3/9/2023	Class Topic: Whole Farm Planning (Ch 11)
	3/14/2023	No Class - Spring Break
	3/16/2023	No Class - Spring Break
Week 9	3/21/2023	Class Topic: Partial Budgeting (Ch 12)
	3/23/2023	Class Topic: Partial Budgeting & Cash Flow Budgeting (Ch 12& 13)
Week 10	3/28/2023	Class Topic: Cash Flow Budgeting (Ch 13)
	3/30/2023	Class Topic: Investment Analysis (Ch 17)
Week 11	4/4/2023	Class Topic: Enterprise Analysis (Ch 18)
	4/6/2023	No Class - Easter Break
Week 12	4/11/2023	Class Topic: Capital and Credit (Ch 19)
	4/13/2023	Class Topic: Capital and Credit (Ch 19)
Week 13	4/18/2023	Class Topic: Land: Control and Use (Ch 20)
	4/20/2023	Class Topic: Land: Control and Use (Ch 20)
Week 14	4/25/2023	Class Topic: Machinery Management (Ch 22)
	4/27/2023	Class Topic: Machinery Management (Ch 22)
Week 15	5/2/2023	Exam 2
	5/4/2023	Class Topic: Human Resource Management (Ch 21)
Week 16	5/11/2023	Optional Final (8:00 am–10:00 am)