

### Basic Course Information

Semester:	Winter 2024	Instructor Name:	Dr. Michael Kanyi
Course No. & Title	AG 134 Agricultural Business Organization	Email:	michael.kanyi@imperial.edu
CRN #:	15171	Webpage (optional):	
Classroom:		Office #:	406
Class Dates:	January 2nd – February 2nd 2024	Office Hours: Online (email, text, pronto)	
Class Days:	online	Office Phone #:	760-355-5717
Class Times:	online	Emergency Contact:	Tisha Nelson; Industrial Technology Staff Secretary 760-355-6361/6161
Units:	3	Course Format:	Online Asynchronous

### Course Description

Study of farm technological advance, marketing, consumer demand, and other factors as determinants of growth, types, and forms of agricultural business organization. Farm and farm-related businesses are considered from the standpoint of primary functions, services, and problems, including investments, mortgage and working capital requirements, credit and collections, business with banks, failures, and reorganization. Emphasis on California farm-related industries. (CSU).

### Course Prerequisite(s) and/or Corequisite(s)

None

### Student Learning Outcomes

Upon course completion, the successful student will have acquired new skills, knowledge, and or attitudes as demonstrated by being able to:

1. Identify and explain the small business enterprise including types of ownership, production, marketing, and sales (ILO1, ILO2, ILO4).
2. Demonstrate business management knowledge, including personnel management, and identify employment opportunities (ILO1, ILO2, ILO4).
3. Discover and recognize the relationship between labor and management (ILO2, ILO4).

### Course Objectives

Measurable course objectives and minimum standards for a grade of "C."

Upon satisfactory completion of the course, students will be able to:

1. Explain how economic principles relate to agriculture business management.
2. Describe the basic management model.
3. Identify and explain the small business enterprise (the changing face of agribusiness in the United States and globally).
4. Recognize and describe agricultural business organizational structures including sole proprietorships, partnerships, joint ventures and alliances, corporations, franchises, and cooperatives.
5. Identify and explain the four functions of management and how they relate to the agribusiness organization.
6. Describe various styles of leadership.
7. Describe planning and decision-making in agribusiness (the role of the agricultural manager).
8. Demonstrate knowledge of business management and identify opportunities for employment in management.
9. Recognize, evaluate, and propose solutions to problems in personnel, ethics, and communication.
10. Demonstrate knowledge of the fundamentals of selling (marketing strategies: advertising).
11. Describe various modes of transportation and movement of agricultural goods.

12. Recognize the important economic scope of foreign trade (the influence of the global environment).
13. Develop an awareness of the basic laws, regulations, and regulatory agencies that interact with the agriculture community.

### Textbooks & Other Resources or Links

This course will primarily use OERs. The resources will be available here on Canvas and will be organized in weekly modules.

-The following textbook is **recommended** for this course.

Barnard F. L., Foltz, J., Yeager, E. A., & Brewer (2020). Agribusiness Management. Routledge (6th ed.). ISBN:13 9780367341947



### Course Requirements and Instructional Methods

Learning activities for this class will include but are not limited to, instructor's guided discussions in Canvas, lecture notes posted in Canvas, instructional YouTube videos, workplace practical experiences, assignments, quizzes, and tests. Effective participation in all course activities (discussion in Canvas) is highly encouraged and will impact the final grade. A critical thinking approach to solving agricultural economic issues at the regional, state, national, and global levels will be emphasized.

**Out-of-Class Assignments** (mainly f2f): The Department of Education policy states that one (1) credit hour is the amount of student work that reasonably approximates not less than one hour of class time and two (2) hours of out-of-class time per week for a semester. WASC has adopted a similar requirement.

This is an online course, and the mode of instruction is asynchronous. You are therefore advised to dedicate ample time to the daily instructional activities and assignments.

### Course Grading Based on Course Objectives

Students are advised to acquaint themselves with all rules and regulations of Standards of Student Conduct outlined in the [Imperial Valley College General Catalog](#). For writing assignments, it is expected that each student will demonstrate proficiency in the use of the English Language. Grammatical errors and writing that do not express ideas clearly will affect your grade.

#### Tests

There will be a **mid-term test (or cumulative quizzes)** and a **final comprehensive test covering all the modules**. Test questions may include true/false, multiple choice, matching, and short answer questions. All students are advised to strictly adhere to the dates and times for the tests which will be communicated. Late submission of assignments must be communicated to the professor before the due date to avoid loss of points.

#### Late Submission Policy

- Timely submission of all assignments, quizzes, discussion posts, tests, and other tasks by the due date is required.
  - Therefore, "no late work and submissions policy" will be followed.
- Minimally, legitimate circumstances that potentially threaten this policy must be communicated and excusal granted in advance of the submission's due date. There will be a 10% deduction of possible points for a late submission with excusal.

If a submission is not made by the due date, and there was no prior excusal, then a zero (0) score will result.

**There will be no make-up tests.**

*The distribution of grading points towards the final grade will be as follows.*

- Discussion 15%
- Research paper & Assignments 15%
- Quizzes and mid-term 30%
- Comprehensive Final Test 40%

*The final letter grade will be calculated out of the possible total of 100%.*

- A= 100-90%
- B = 89-80%
- C = 79-70%
- D = 69-60%
- F =<59%

### **Academic Honesty (Artificial Intelligence -AI)**

IVC values critical thinking and communication skills and considers academic integrity essential to learning. Using AI tools as a replacement for your thinking, writing, or quantitative reasoning goes against both our mission and academic honesty policy and will be considered academic dishonesty, or plagiarism unless you have been instructed to do so by your instructor. In case of any uncertainty regarding the ethical use of AI tools, students are encouraged to reach out to their instructors for clarification.

### **Course Policies**

#### **Attendance**

- A student who fails to attend the first meeting of this class will be dropped by the instructor as of the first official meeting. Should readmission be desired, the student's status will be the same as that of any other student who desires to add a class. It is the student's responsibility to drop or officially withdraw from the class. See [General Catalog](#) for details.
- Regular attendance in all classes is expected of all students. A student whose continuous, unexcused absence exceeds the number of hours the class is scheduled to meet per week may be dropped. **For online courses, students who fail to complete required activities for two consecutive weeks may be considered to have excessive absences and may be dropped.**
- Absences attributed to the representation of the college at officially approved events (conferences, contests, and field trips) will be counted as 'excused' absences.

#### **What does it mean to "attend" an online class?**

Attendance is critical to student success and for IVC to use federal aid funds. Acceptable indications of attendance are:

- Student submission of an academic assignment
- Student submission of an exam
- Student participation in an instructor-led Zoom conference
- Documented student interaction with class postings, such as an interactive tutorial or computer-assisted instruction via modules
- A posting by the student showing the student's participation in an assignment created by the instructor.
- A posting by the student in a discussion forum showing the student's participation in an online discussion about academic matters.
- An email from the student or other documentation showing that the student has initiated contact with the faculty member to ask a question about an academic subject studied in the course.

**Logging onto Canvas alone is NOT adequate to demonstrate academic attendance by the student.**

### **Classroom Etiquette (face-to-face on-ground class)**

- Electronic Devices: Cell phones and electronic devices must be turned off and put away during class, unless otherwise directed by the instructor.
- Food and Drink are prohibited in all classrooms. Water bottles with lids/caps are the only exception. Additional restrictions will apply in labs. Please comply as directed by the instructor.
- Disruptive Students: Students who disrupt or interfere with a class may be sent out of the room and told to meet with the Campus Disciplinary Officer before returning to continue with coursework. Disciplinary procedures will be followed as outlined in the [General Catalog](#).
- Children in the classroom: Due to college rules and state laws, no one who is not enrolled in the class may attend; children are not allowed.

### **Online Netiquette**

- What is netiquette? Netiquette is internet manners, online etiquette, and digital etiquette all rolled into one word. Netiquette is a set of rules for behaving properly online.
- Students are to comply with the following rules of netiquette: (1) identify yourself, (2) include a subject line, (3) avoid sarcasm, (4) respect others' opinions and privacy, (5) acknowledge and return messages promptly, (6) copy with caution, (7) do not spam or junk mail, (8) be concise, (9) use appropriate language, (10) use appropriate emoticons (emotional icons) to help convey meaning, and (11) use appropriate intensifiers to help convey meaning [do not use ALL CAPS or multiple exclamation marks (!!!!)].

### **Academic Honesty**

Academic honesty in the advancement of knowledge requires that all students and instructors respect the integrity of one another's work and recognize the importance of acknowledging and safeguarding intellectual property. There are many different forms of academic dishonesty. The following kinds of honesty violations and their definitions are not meant to be exhaustive. Rather, they are intended to serve as examples of unacceptable academic conduct.

- Plagiarism is taking and presenting as one's own, the writings or ideas of others, without citing the source. You should understand the concept of plagiarism and keep it in mind when taking exams and preparing written materials. If you do not understand how to "cite a source" correctly, you must ask for help.
- Cheating is defined as fraud, deceit, or dishonesty in an academic assignment, using or attempting to use materials, or assisting others in using materials that are prohibited or inappropriate in the context of the academic assignment in question.

Anyone caught cheating or plagiarizing will receive a zero (0) on the exam or assignment, and the instructor may report the incident to the Campus Disciplinary Officer, who may place related documentation in a file. Repeated acts of cheating may result in an F in the course and/or disciplinary action. Please refer to the General Catalog for more information on academic dishonesty or other misconduct. Acts of cheating include, but are not limited to, the following: (a) plagiarism; (b) copying or attempting to copy from others during an examination or on an assignment; (c) communicating test information with another person during an examination; (d) allowing others to do an assignment or portion of an assignment; (e) using a commercial term paper service.

Taking and using the words, work, or ideas of others and presenting any of these as your work is plagiarism. This applies to all work generated by another, whether it be oral, written, or artistic work. Plagiarism may either be deliberate or unintentional.

### **Other Course Information**

*Late submissions will not be accepted.*

### **IVC Student Resources**

IVC wants you to be successful in all aspects of your education. For help, resources, services, and an explanation of policies, visit <http://www.imperial.edu/studentresources> or click the heart icon in Canvas.

### Anticipated Class Schedule/Calendar

Date or Week	Topics, subtopics, and Textbook Chapters	Module
Week 1 January 2 - 7	<ul style="list-style-type: none"> <li>• Module 1 -Understanding Economic Systems and Business OER Chapter 1 (Chapter 3: Economics for Agribusiness Managers)</li> <li>• Module 2 -Making Ethical Decisions and Managing a Socially Responsible Business -OER Chapter 2</li> </ul>	1 & 2
Week 2 January 8 - 14	<ul style="list-style-type: none"> <li>• Module 3 -Competing in the Global Marketplace -OER Chapter 3 (Chapter 5 International Agribusiness).</li> <li>• Module 4 -Forms of Business Ownership OER Chapter 4-COR 1 (The Organization of an Agribusiness -Chapter 4</li> </ul>	3 & 4
Week 3 January 15 - 21	<ul style="list-style-type: none"> <li>• Module 5 -Entrepreneurship: Starting and Managing Your Own Business -OER Chapter 5 COR topic 2)</li> <li>• Module 9 -Creating Products and Pricing Strategies to Meet Customers' Needs -OER Chapter 11 (Strategic Market Planning and the Marketing Mix -Chapter 6 &amp; 7)</li> <li>• Module 6 -Management and Leadership in Today's Organizations OER Chapter 6, Organizational Structures OER Chapter 7 (Chapter 2 Agribusiness)</li> </ul>	5, 6 & 9
Week 4 January 22 - 28	<ul style="list-style-type: none"> <li>• Module 7 - Managing Human Resources and Labor Relations OER Chapter 8 (Human Resource Management for Agribusiness - Chapter 16 &amp;17)</li> <li>• Module 8 -Motivating Employees -Maslow's Hierarchy of Needs &amp; Theories X, Y, Z, -OER Chapter 9</li> <li>•</li> </ul>	7 & 8
Week 5 Jan. 29 – Feb. 2	<ul style="list-style-type: none"> <li>• Module 10 Distributing and Promoting Products and Services - Sales Management, &amp; Logistics -OER Chapter 12</li> <li>• Module 11 -Using Technology to Manage Information OER Chapter 13 (&amp; Customer Surveys and Data Collection for Decision Making Chapter 8)</li> <li>• Module 12 -Using Financial Information and Accounting, OER Chapter 14 (Financial Statements in Agribusiness -Chapter 9)</li> <li>• Module 13 Financing the Agribusiness -Understanding Money and Financial Institutions -OER Chapter 15, &amp; Financial Management and Security Markets OER Chapter 16 (Chapter 11)</li> </ul>	10, 11,12, & 13
<b>Final Test Feb 2nd</b>	<ul style="list-style-type: none"> <li>• <b>Final Test (All modules)</b></li> </ul>	<b>All modules</b>

**\*\*\*Subject to change without prior notice\*\*\***

This syllabus is subject to change without notice. You're therefore advised to follow the instructions provided at the beginning of every weekly module.