



# **ILLINOIS VALLEY COMMUNITY COLLEGE**

## **COURSE OUTLINE**

**DIVISION:** Natural Sciences Business

**COURSE:** AGR 1208 **Advanced Agricultural Business Management**

Date: 2/3/2017

Credit Hours: 3

Prerequisite(s): AGR 1200 or Instructor Approval

Delivery Method:

<input checked="" type="checkbox"/> Lecture	3 Contact Hours (1 contact = 1 credit hour)
<input type="checkbox"/> Seminar	0 Contact Hours (1 contact = 1 credit hour)
<input type="checkbox"/> Lab	0 Contact Hours (2-3 contact = 1 credit hour)
<input type="checkbox"/> Clinical	0 Contact Hours (3 contact = 1 credit hour)
<input type="checkbox"/> Online	
<input type="checkbox"/> Blended	

Offered:  Fall  Spring  Summer

IAI Equivalent –**Only for Transfer Courses**-go to <http://www.itransfer.org>.

### **CATALOG DESCRIPTION:**

This course will focus on advanced management strategies used in agricultural businesses. Students will apply management techniques throughout the course to further develop their understanding of agricultural business management. Topic areas include; marketing management, consumer demand, competition, and human resource management.

## GENERAL EDUCATION GOALS ADDRESSED

*[See last page for Course Competency/Assessment Methods Matrix.]*

### Upon completion of the course, the student will be able:

*[Choose up to three goals that will be formally assessed in this course.]*

- To apply analytical and problem solving skills to personal, social, and professional issues and situations.
- To communicate successfully, both orally and in writing, to a variety of audiences.
- To construct a critical awareness of and appreciate diversity.
- To understand and use technology effectively and to understand its impact on the individual and society.
- To develop interpersonal capacity.
- To recognize what it means to act ethically and responsibly as an individual and as a member of society.
- To recognize what it means to develop and maintain a healthy lifestyle in terms of mind, body, and spirit.
- To connect learning to life.

### EXPECTED LEARNING OUTCOMES AND RELATED COMPETENCIES:

*[Outcomes related to course specific goals. See last page for more information.]*

### Upon completion of the course, the student will be able to:

1. The student will summarize the function of marketing in the operation of an agricultural business.
2. The student will analyze and recommend appropriate marketing strategies.
3. The student will complete and explain a capital budget.
4. The student will recommend and justify the staffing needs of a business.
5. The student will critique financial approaches of an agribusiness.

### MAPPING LEARNING OUTCOMES TO GENERAL EDUCATION GOALS

*[For each of the goals selected above, indicate which outcomes align with the goal.]*

Goals	Outcomes
First Goal	
To apply analytical and problem solving skills to personal, social, and professional issues and situations.	2. The student will analyze and recommend appropriate marketing strategies. 4. The student will recommend and justify the staffing needs of a business.
Second Goal	
To communicate successfully, both orally and in writing,	1. The student will summarize the function of marketing in the operation of an agricultural business. 3. The student will explain capital budgeting.

to a variety of audiences.	5. The student will critique financial approaches of an agribusiness.
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## **COURSE TOPICS AND CONTENT REQUIREMENTS:**

- I. Marketing Management
  - a. Changing Marketing Roles
  - b. Four Functions of Management
  - c. Business Plans
  - d. Marketing Plan
  - e. Market Analysis
- II. Understanding Consumer Demand
  - a. Basic of Consumer Demand
  - b. Influencing Factors
  - c. Impact of Price
- III. Staying Competitive
  - a. Strategic Management
- IV. Forecasting
  - a. Forecasting Basics
  - b. Forecasting Procedures
  - c. Using Forecasts
  - d. Forecasting Future Prices
- V. Capital Budgeting 1: Principles and Procedures
  - a. Decision Framework
  - b. Budgeting Decision Making
  - c. Time Value of Money
- VI. Capital Budgeting 2: Applications
  - a. Discount Rate
  - b. Effect of Taxes
  - c. Mutually Exclusive Investments
  - d. Uncertainty and Risk
- VII. Human Resource Leadership
  - a. Management Styles
  - b. Communication and Feedback
  - c. Management and Objectives
  - d. Employer Relationships
- VIII. Human Resource Management
  - a. Personnel Needs
  - b. Recruiting
  - c. Retaining Personnel
  - d. Determining Pay Levels
  - e. Training and Education
- IX. Personal Selling
  - a. Internal and External Selling
  - b. Successful Personal Selling

- c. Values, Purpose, and Objectives
- X. Developing a Workable Approach
  - a. Revenues
  - b. Costs
  - c. Information

**INSTRUCTIONAL METHODS:**

- Lecture
- Discussion
- Case Study

**INSTRUCTIONAL MATERIALS:**

Beierlen, J.G., K.C. Schneeberger, and D.D. Osburn. Principles of agribusiness management. Fifth Edition. 2014. Waveland Press, Inc. Long Grove, IL.

**STUDENT REQUIREMENTS AND METHODS OF EVALUATION:**

A= 90-100  
B= 80-89  
C= 70-79  
D= 60-69  
F= 0-59

Assignments: 25%  
Quizzes: 25%  
Exams: 50%

**OTHER REFERENCES**

# Course Competency/Assessment Methods Matrix

(Dept/# Course Name)	Assessment Options																																		
For each competency/outcome place an "X" below the method of assessment to be used.	<b>Assessment of Student Learning</b>	Article Review	Case Studies	Group Projects	Lab Work	Oral Presentations	Pre-Post Tests	Quizzes	Written Exams	Artifact Self Reflection of Growth	Capstone Projects	Comprehensive Written Exit Exam	Course Embedded Questions	Multi-Media Projects	Observation	Writing Samples	Portfolio Evaluation	Real World Projects	Reflective Journals	Applied Application (skills) Test	Oral Exit Interviews	Accreditation Reviews/Reports	Advisory Council Feedback	Employer Surveys	Graduate Surveys	Internship/Practicum /Site Supervisor Evaluation	Licensing Exam	In Class Feedback	Simulation	Interview	Written Report	Assignment			
Assessment Measures – Are direct or indirect as indicated. List competencies/outcomes below.	<b>Direct/ Indirect</b>	D	D	D	D	D	D	D	D	D	D	D	D	D	D	D	D	D	D	I	I	I	I	D	D										
The student will be able to summarize the function of marketing in the operation of an agricultural business.			X					X	X																										X
The student will be able to analyze and recommend appropriate marketing strategies.			X					X	X																										X
The student will be able to complete and explain capital budgeting.			X					X	X																										X
The student will be able to recommend and justify the staffing needs of a business.			X					X	X																										X

The student will be able to critique financial approaches of an agribusiness.			X				X	X													X
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