

# Lassen Community College Course Outline

## AGR 3 Introduction to Agriculture Business

3.0 Units

### I. Catalog Description

This course is a survey and basic understanding of the business and economics of the agriculture industry. It is an introduction to the economic aspects of agriculture and their implications to the agricultural producer, consumer and food system. The management principles encountered in the day-to-day operation of an agricultural enterprise are stressed as they relate to the decision-making process. This course has been approved for hybrid delivery.

Diversity Statement: Our commitment to diversity requires that we strive to eliminate barriers to equity and that we act deliberately to create a safe and inclusive environment where individual and group differences are valued and leveraged for the growth and understanding as an educational community.

**Recommended Preparation:** Successful completion of ENGL105 or equivalent multiple measures placement.

Transfers to both UC/CSU

*C-ID AG-AB 104*

51 Hours Lecture, 102 Outside of Class Hours, 153 Total Hours of Instruction

Scheduled: Fall (odd)

### II. Coding Information

Repeatability: Not Repeatable, Take 1 Time

Grading Option: Graded or Pass/No Pass

Credit Type: Credit – Not Degree Applicable

TOP Code: 011200

### III. Course Objectives

#### A. Course Student Learning Outcomes

Upon completion of this course the student will be able to:

1. Design a model plan to allocate resources for an agribusiness organization. This includes marketing, function of management, knowing basic laws, leadership and problem solving.
2. Recognizing the role as manager, and use the problem solving techniques in personnel, ethics and planning.

#### B. Course Objectives

Upon completion of this course the student will be able to:

1. Develop a basic understanding of how economic principles relate to community marketing sub sectors in agriculture.

2. Develop an understanding of the kinds of agricultural business organizations, and the principles and functions involved in their organization.
3. Describe organizational behavior in agriculture.
4. Design a model plan to allocate resources for an agribusiness organization.
5. Describe the functions of management and how they relate to the agribusiness organization.
6. Develop an awareness of the basic laws, regulations and regulatory agencies that interact with the agriculture community.
7. Understand and describe the nature of leadership and the roll of the problem solving in the areas of personnel, ethics and planning.

#### **IV. Course Content**

- A. The role and organization of the Agribusiness
  1. Agribusiness's place in California, United States and the global economy.
  2. Types of agribusiness
  3. The organization of an agribusiness
  4. Managing the agribusiness
- B. Models of management, organizations and work
  1. Survey and exploration of careers in the Ag Business industry
  2. Managerial work
  3. The agriculture organization
  4. Working in the agriculture organization
- C. Goals in the agribusiness organization
- D. The decision maker
  1. Image formation
  2. Behavioral decision methods
  3. Quantitative decision methods
- E. Financial Management and Control of Agribusiness
- F. Communication in the Agribusiness Organization
- G. Leadership
- H. Planning in the Agribusiness
- I. Ethics and Law in Agriculture
- J. Agriculture Human Resource Management
  1. Nature of human motivation
  2. Equity in the workplace
  3. Labor relations
- K. Groups and Teams
  1. The nature of groups
  2. The character of groups
  3. Teams and team building
- L. Managerial Problem Solving in Agriculture
  1. Diagnosis of the situation
  2. Generating alternatives
  3. Evaluating alternatives
  4. Selecting the best alternative

5. Implementing the alternative
6. Evaluation of results

## V. Assignments

### A. Appropriate Readings

Instructor generated handouts and text book selections

### B. Writing Assignments

Term paper, weekly analysis of agriculture businesses

### C. Expected Outside Assignments

Regular analysis of agriculture businesses

### D. Specific Assignments that Demonstrate Critical Thinking

Students will participate in problem solving in the areas of personnel, ethics and planning. Students will design a model plan for an agribusiness organization.

## VI. Methods of Evaluation

**Traditional Classroom Evaluation** Comprehensive Quizzes and Exams, Written Critical Thinking Scenarios, Problem Analysis and Solution, Research and Term Papers

### Hybrid Evaluation

Quizzes and exams could be administered in person and/ or online. Students will be expected to complete online assignments and activities equivalent to in class assignments and activities for the online portion of the course. Electronic communication, both synchronous and asynchronous (chat/forum) will be evaluated for participation and to maintain effective communication between instructor and students.

## VII. Methods of Delivery

Check those delivery methods for which, this course has been separately approved by the Curriculum/Academic Standards Committee.

- |   |  |
|---|--|
| <input checked="" type="checkbox"/> Traditional Classroom | <input type="checkbox"/> Correspondence Delivery |
| <input checked="" type="checkbox"/> Hybrid Delivery       | <input type="checkbox"/> Online Delivery         |

### Tradition Classroom Delivery

Methods of instruction may include, but are not limited to: lecture (including guest speakers). Class Discussion, Demonstration, audio/visual aids, group exercises, guest speakers, lab, individualized programs and other as needed.

### Hybrid Delivery

A combination of traditional classroom and online instruction will be utilized. Each semester a minimum of 17 hours, or 1/3 of the instruction hours, will be taught face-to face by the instructor and the remaining hours will be instructed online through the technology platform adopted by the District. Traditional class instruction could consist of exercises/assignments, lectures, visual aids, practice exercises, exams and quizzes. Online delivery could consist of exercises/assignments, lecture posts, discussions, exams and quizzes, adding extra resources and other media sources as appropriate.

## **VIII. Representative Texts and Supplies**

Dr. Rick Parker, Karen Kenny & Dylan Stott, *Introduction to Agribusiness*, National Agricultural Institute, 2019, ISBN 9781792324130

## **IX. Discipline/s Assignment**

Agriculture, Agricultural Business/Services, Business

## **X. Course Status**

Current Status: Active

Original Approval Date: 05/26/2005

Revised By: Brian Wolf

Curriculum/Academic Standards Committee Revision Date: 12/5/2023