

Overview of Class topics (by Class Week):

The class will cover several primary topics for business and management. If you have specific issues and topics you want to learn more about, I'm willing to integrate those ideas into the course....so tell me your interests!

August 25- Overview of Agribusiness and Management
Chapter 1, Beginning of Chapter 10 (pp. 273-77)

September 1-10- Strategic Management
Assignments: Groups, EFAS, Mission Statement, IFAS, TOWS

September 15-24- BUDGETS & FINANCE: Budgeting, Financial Statements and Analysis
Chapters 3 & 4
Additional Readings from Web on Enterprise and Partial Budgets

September 29- PRODUCTION: Efficiency, Cost Structure and Break-Even Analysis
Ends of Chapters 3 & 4 (pp. 83-86 and pp. 109-113)
HW 1-due October 1st
Quiz 1-October 1st (online)

October 6-13- MARKETING: Strategic Marketing
Chapter 7

October 13- MIDTERM I

October 20-29 MARKETING: Product, Promotion and Place
Chapter 8, Speakers
Quiz 2 online November 3rd, no class

November 3-12-PRICING and DEMAND
Extra Readings on WebCT
HW 2-due November 12

November 17- ORGANIZATION & HUMAN RESOURCES: Legal and Managerial Issues
Chapters 2, 10 & 11
November 19- **MIDTERM 2**

Thanksgiving Break!

December 1-10- PROJECT PRESENTATIONS
Groups Present Projects to Class

Business/Industry Reports are due by Tuesday, Dec. 15th at 5 pm. (In place of Dec. 14 final)