

August 22- Introduction to Agribusiness Management and Planning

Assignments: Recruit Groups

Consider Business and Project Options

August 29-September 5 – Strategic Management

Assignments: EFAS, Mission Statement, IFAS

TOWS and Strategic Positioning

September 12-19 – Financial Management and Production in the Value Chain

Developing Cost of Production and Start-up Resource Budgets

Assignments: Project Financial Analysis or Start-up Proposal

September 26 –Production Costs and Breakeven Analysis

Quiz: Strategy Quiz

October 3 – Developing the Project Prospectus and Presentation

Assignments: Templates online

Last opportunity to change project focus

October 10 – Growing the Firm’s Resource and Capital Budgeting

Assignments: Financial Analysis for Business

October 17 –24- Market Segmentation and Planning

No class October 18th

Assignments: Market Analysis

November 7 – Integrated Marketing

Reading: Marketing Case Study

November 14 –Human Resources

Quiz: Quiz 2

Assignments: Marketing Homework

Thanksgiving Break-November 21-27

November 29-December 6 – Presentations/Evaluation

Assignments: Presentation Evaluations of your Peers

Group Evaluation forms (part of your participation grades)

No Class December 1st, Invitation to Join USDA Beginning Farmer Conference

Business Reports are due by Tuesday, Dec. 16th at 12 noon (the time of the scheduled final).

There will be no Final examination.