

COURSE OUTLINE:

- I. Introduction to Agribusiness Management and Planning
 - a. The Agribusiness Environment
 - b. Plant Managers vs. General Managers

Reading: MBC Farms Case
Assignments: Form Groups, Business ID
- II. Strategic Management
 - a. Analysis
 - i. IFAS
 - ii. EFAS
 - iii. TOWS
 - b. Alternatives
 - i. Value Plate
 - ii. Positioning

Reading: Wal-Mart Case Study (2007)
Assignments: Business Background, Mission/Vision Statement & Goal Setting, Business ID, Driver of Change, IFAS/EFAS, Mission Statement
Quiz: Strategy
- III. Basic Financial Analysis
 - a. Consolidated Financial Statements
 - b. 3 C's
 - c. Ratio Analysis
 - d. Benchmarking and Enterprise Analysis
 - e. Partial Budgeting

Assignments: Partial Budgeting, Financial Analysis of Agribusiness
Quiz: Financial Analysis
- IV. Growth and Financing Tradeoffs
 - a. Growth Strategies
 - b. Repayment Capacity
 - c. Economic Value-Added

- V. Profitability (DuPont) Analysis
 - a. Modeling
 - b. Cost Efficiency
 - c. Asset Efficiency
 - d. Using Debt Efficiently

Assignment: Profitability Analysis
- VI. Capital Budgeting
 - a. Economic Profitability
 - i. NPV Analysis
 - b. Financial Feasibility
 - i. Feasibility Analysis

Assignment: NPV Analysis Homework, Assigned/Agribusiness Project
- VII. Agribusiness Marketing
 - a. Strategic Marketing
 - b. Review the 4 P's

Assignment: 4P's for the Firm, Marketing Analysis
- VIII. Sales Forecasting Techniques (Optional)
 - a. Moving Average
 - b. Linear Trend
 - c. Non-Linear Growth
 - d. ARIMA Models

Quiz: Marketing Analysis and Forecasting
- IX. Selected Special Topics and Guest Lectures

There is NO final for this course; rather the group report and presentation serve as metrics of your overall understanding of the course material.

GRADING: Homework	30%	
Participation	5%	
Quizzes	25%	
Capstone Project	40%	(½ presentation, ½ project)
<u>Total</u>	<u>100%</u>	

Grade Breakdown in Percentage Terms

98 - 100.0	A+
93 - 97.9	A
<u>90 - 92.9</u>	<u>A-</u>
87 - 89.9	B+
83 - 86.9	B
<u>80 - 82.9</u>	<u>B-</u>
77 - 79.9	C+
<u>70 - 76.9</u>	<u>C</u>
<u><69.9</u>	<u>D</u>
<59.9	F

POLICIES:

1. Assignments are due at the beginning of class. Late assignments may be accepted with penalty: 25% decrease in points within 24 hours of time due, 50% decrease in points within 48 hours of time due. No assignments will be accepted 48 hours after time due. Make-up quizzes will be offered in the event of extraordinary circumstances (e.g., death in the family, personal incarceration by the state) or for University-sanctioned extracurricular activities. Students must provide documentation of University events prior to the missed quiz.
2. To dispute homework or quiz grades, students must provide a written argument (typed or clearly printed) attached to the work within a week after the assignment is passed back. All requests will be reviewed by the TA and/or myself, however, grades may be subject to both upward and downward revision.
3. Please be on time and respectful of your classmates. This is especially important during the presentation section of this course. Being respectful includes turning off cell phones, PDA's, beepers, and not talking while others have the floor.
4. Every attempt is made to answer emails and phone messages promptly. However, just like you, I have many responsibilities outside of class and I may not always be able to respond immediately. It is reasonable to expect a response within 24 hours.
5. Outside of class, WebCT is our primary form of communication. Be sure to check the AREC 428 site frequently for new postings and updates. You are responsible for being aware of posted information and for reviewing your recorded grades on WebCT. If there are any grade discrepancies, please email me and I will work with you to resolve the issue.