

## Course Syllabus

1	Course title	<b>Agribusiness Management</b>	
2	Course number	<b>605222</b>	
3	Credit hours	<b>3</b>	
	Contact hours (theory, practical)	<b>Theory</b>	
4	Prerequisites/co-requisites	<b>Agr. Econ. (605101)</b>	
5	Program title	<b>Agriculture Economics and agribusiness Management</b>	
6	Program code	<b>05</b>	
7	Awarding institution		
8	School	<b>Agriculture School</b>	
9	Department	<b>Agriculture Economics and agribusiness Management Department</b>	
10	Course level	<b>Second</b>	
11	Year of study and semester (s)	<b>2021/2022- Fall</b>	
12	Other department (s) involved in teaching the course	<b>None</b>	
13	Main teaching language	<b>English</b>	
14	Delivery method	<input type="checkbox"/> Face to face learning <input type="checkbox"/> Blended <input checked="" type="checkbox"/> <u>Fully online</u>	
15	Online platforms(s)	<input type="checkbox"/> Moodle <input checked="" type="checkbox"/> <u>Microsoft Teams</u> <input type="checkbox"/> Skype <input type="checkbox"/> Zoom <input type="checkbox"/> Others.....	
16	Issuing/Revision Date	<b>Oct 2021</b>	

### 17 Course Coordinator:

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### 18 Other instructors:

Name:

Office number:

Phone number:

Email:

Contact hours:

Name:

Office number:

Phone number:

Email:

Contact hours:

### 19 Course Description:

As stated in the approved study plan.

The course is designed to give the student selected perspectives in applying and integrating basic management skills and principles in agribusiness problem-solving and decision-making. A workable approach to management, built around the management functions of planning, organizing, controlling, and directing is the focus. The application of basic skills in economic analysis, marketing, communication, finance, facility operations, and personnel in the management process is illustrated and examined. The specific objective is to help students effectively apply and integrate learned skills and principles into the management process.



**20 Course aims and outcomes:**

#### A- Aims:

By the end of the course, as a student, you will:

- Gain a complete exposure to the principles of agribusiness management
- Understand the four functions of management in agribusiness
- Identify the role of agribusiness management in your daily business life
- Recognize how to be an effective agribusiness manager in the twenty first century

#### B- Students Learning Outcomes (SLOs):

Upon successful completion of this course, students will be able to:

**A. Knowledge and Understanding:** Student is expected to

**A1-** Gain student information to agribusiness management and Agribusiness system.

**A2-** Demonstrate basic knowledge on the five functions of management.

**A3-** Understand external and internal factors, which are influencing agribusiness management successfully.

**A4-** gain information about the characteristics of a professional manger.

**B. Intellectual Analytical and Cognitive Skills:** Student is expected to

**B1-** Practical strategy how to maintain a good quality of agribusiness management.

**B2-** Know about the balance sheet and income statement to evaluate the financial situation of agribusiness.

**C. Subject- Specific Skills:** Students is expected to

**C1-** Be able to assess the performance of various business disciplines

**C2-** Make recommendations for improvements

**C3-** Assess the firm's performance on several dimensions

**D. Transferable Key Skills:** Students is expected to

**D1-** Agribusiness Management students will be able to effectively communicate in both an oral and written format.

**D2-** Agribusiness Management students will be able to demonstrate skills enabling them to work effectively as individuals and in groups.

Program SLOs SLOs of the course	SLO (1)	SLO (2)	SLO (3)	SLO (4)
1- Gain student information to agribusiness management and Agribusiness system.	√	√	√	√
2- Demonstrate basic knowledge on the five functions of management.	√	√	√	√
3- Understand external and internal factors, which are influencing agribusiness management successfully.	√	√	√	√
4- gain information about the characteristics of a professional manger	√	√		
5- Practical strategy how to maintain a good quality of agribusiness management.	√	√		
6-Know about the balance sheet and income statement to evaluate the financial situation of agribusiness.	√	√	√	
7- Be able to assess the performance of various business disciplines	√	√	√	
8-.Make recommendations	√	√	√	

for improvements				
9- 3Assess the firm's performance on several dimensions	√	√	√	
10- Agribusiness Management students will be able to effectively communicate in both an oral and written format. groups.	√	√		
11- Agribusiness Management students will be able to demonstrate skills enabling them to work effectively as individuals and in	√	√		

## 21. Topic Outline and Schedule:

Week	Lecture	Topic	Intended Learning Outcome	Learning Methods (Face to Face/Blended/ Fully Online)	Platform	Synchronous / Asynchronous Lecturing	Evaluation Methods	Resources
1	1.1	Course overview;	A-1	Online	Microsoft team	Synchronous Lecturing	Exam, Quizzes	Chapter One in Beierlein et al. 1995. Principles of Agribusiness Management
	1.2	The agribusiness	A-1	Online	Microsoft	Synchronous		

		system			team	Lecturing	Exam, Quizzes	Chapter One in Beierlein et al. 1995. Principles of Agribusiness Management
2	2.1	Agribusiness manager; Functions of management	A-2	Online	Microsoft team	Synchronous Lecturing	Exam, Quizzes	Chapter 2 in Beierlein et al. 1995. Principles of Agribusiness Management
	2.2	Role of marketing	A-3	Online	Microsoft team	Synchronous Lecturing	Exam, Quizzes	Chapter 3 in Beierlein et al. 1995. Principles of Agribusiness Management
	2.3	Marketing performance and management	A-4	Online	Microsoft team	Synchronous Lecturing	Exam, Quizzes	Chapter 3 in Beierlein et al. 1995. Principles of Agribusiness Management
Week	Lecture	Topic	Intended Learning Outcome	Learning Methods (Face to Face/Blended/ Fully Online)	Platform	Synchronous / Asynchronous Lecturing	Evaluation Methods	Resources
3	3.1	Planning: Understanding consumer demand	B-1 and B-2	Online	Microsoft team	Synchronous Lecturing	Exam, Quizzes	Chapter 3 , 4 in Beierlein et al. 1995. Principles of Agribusiness

								Management
	3.2	<b>Factors influencing consumer demand</b>	<b>B-1 and B-2</b>	Online	Microsoft team	Synchronous Lecturing	Exam, Quizzes	<b>Chapter 3 , 4 in Beierlein et al. 1995. Principles of Agribusiness Management</b>
	3.3	<b>Evaluating demand</b>	<b>B-1 and B-2</b>	Online	Microsoft team	Synchronous Lecturing	Exam, Quizzes	<b>Chapter 3 , 4 in Beierlein et al. 1995. Principles of Agribusiness Management</b>
4	4.1	<b>Budgeting</b>	<b>B-1 and B-2</b>	Online	Microsoft team	Synchronous Lecturing	Exam, Quizzes	<b>Chapter 5 in Beierlein et al. 1995. Principles of Agribusiness Management</b>
5	5.1	<b>Organizing: Business Types</b>	<b>C-1 and C-3</b>	Online	Microsoft team	Synchronous Lecturing	Exam, Quizzes	<b>Chapter 6 in Beierlein et al. 1995. Principles of Agribusiness Management</b>
	5.2	<b>Choosing a business type</b>	<b>C-1 and C-3</b>	Online	Microsoft team	Synchronous Lecturing	Exam, Quizzes	<b>Chapter 7 in Beierlein et al. 1995. Principles of Agribusiness Management</b>
	5.3	<b>Cooperative</b>	<b>C-1 and C-3</b>		Microsoft team	Synchronous	Exam,	<b>Chapter 8 in</b>



		<b>Business Structures</b>		Online		Lecturing	Quizzes	<b>Beierlein et al. 1995. Principles of Agribusiness Management</b>
6	6.1	<b>Controlling: Decision-making approaches</b>	<b>B-2</b>	Online	Microsoft team	Synchronous Lecturing	Exam, Quizzes	<b>Chapter 9 in Beierlein et al. 1995. Principles of Agribusiness Management</b>
7	7.1	<b>Break-even analysis</b>	<b>C1 and C2</b>	Online	Microsoft team	Synchronous Lecturing	Exam, Quizzes	<b>Chapter 10 in Beierlein et al. 1995. Principles of Agribusiness Management</b>
	7.2	<b>Financial statements and applications</b>	<b>C1 and C2</b>	Online	Microsoft team	Synchronous Lecturing	Exam, Quizzes	<b>Chapter 10 in Beierlein et al. 1995. Principles of Agribusiness Management</b>
8	8.1	<b>The Business plan</b>	<b>C1 and C3</b>	Online	Microsoft team	Synchronous Lecturing	Exam, Quizzes	<b>Chapter 10 in Beierlein et al. 1995. Principles of Agribusiness Management</b>
	8.2	<b>Operation plan</b>	<b>C1 and C3</b>	Online	Microsoft team	Synchronous Lecturing	Exam, Quizzes	<b>Chapter 10 in Beierlein et al. 1995. Principles of Agribusiness</b>

								Management
9	9.1	Capital budgeting and applications	C1 and C3	Online	Microsoft team	Synchronous Lecturing	Exam, Quizzes	Chapter 10 in Beierlein et al. 1995. Principles of Agribusiness Management
10	10.1	Profit and loss budget	C1 and C3	Online	Microsoft team	Synchronous Lecturing	Exam, Quizzes	Chapter 11 and 12 in Beierlein et al. 1995. Principles of Agribusiness Management
	10.2	Income statement	C1 and C3	Online	Microsoft team	Synchronous Lecturing	Exam, Quizzes	Chapter 11 and 12 in Beierlein et al. 1995. Principles of Agribusiness Management
11	11.1	Balance Sheet	C1 and C3	Online	Microsoft team	Synchronous Lecturing	Exam, Quizzes	Chapter 11 and 12 in Beierlein et al. 1995. Principles of Agribusiness Management
12	12.1	Supervising	A-2, B-1,	Online	Microsoft team	Synchronous Lecturing	Exam, Quizzes	Chapter 15 in Beierlein et al. 1995. Principles of Agribusiness Management

	12.2	<b>Managing and Supervising Employees</b>	<b>C-1, D-1,</b>	Online	Microsoft team	Synchronous Lecturing	Exam, Quizzes	<b>Chapter 15 in Beierlein et al. 1995. Principles of Agribusiness Management</b>
13	13.1	<b>Managing a Successful Agribusiness</b>	<b>D-2</b>	Online	Microsoft team	Synchronous Lecturing	Exam, Quizzes	<b>Chapter 16 in Beierlein et al. 1995. Principles of Agribusiness Management</b>
14	14.1	<b>Evaluation:</b>	<b>A-3,B-2,C-1,C-2, C-4</b>	Online	Microsoft team	Synchronous Lecturing	Exam, Quizzes	<b>Chapter 17 in Beierlein et al. 1995. Principles of Agribusiness Management</b>
	14.2	<b>Holistic evaluation of an agribusiness</b>	<b>D-1, D-2</b>	Online	Microsoft team	Synchronous Lecturing	Exam, Quizzes	<b>Chapter 17 in Beierlein et al. 1995. Principles of Agribusiness Management</b>
15	15.1	<b>Project Discussion</b>	<b>D-1 and D-2</b>	Online	Microsoft team	Synchronous Lecturing	Exam, Quizzes	<b>Student prepare their own power points</b>

## 22 Evaluation Methods:

Opportunities to demonstrate achievement of the SLOs are provided through the following assessment methods and requirements:

Evaluation Activity	Mark	Topic(s)	SLOs	Period (Week)	Platform
Midterm Exam	30	Ch1-Ch6	A1,D1, B1,C1, A2,B2,C1,D1, A3,C1, A4,C1	8/12/2021	In Class
Homeworks	20	Ch1-Ch17	A1, A2, A3, A4, B1, B2, C1, C2, and C3	Every week	Microsoft Team
Project Evaluation	10	From the student	<b>D-1 and D-2</b>	26/12/2021-3/1/2022	Microsoft Team
Final	40	Comprehensive	A1, A2, A3, A4, B1, B2, C1, C2, and C3	From the Registration	In Class

### 23 Course Requirements

**g: students should have a computer, internet connection, webcam, account on the Microsoft team, and frequent access to Moodle platform.**

### 24 Course Policies:

- A- Attendance policies: **Students should attend all classes on time.**
- B- Absences from exams and submitting assignments on time: **No makeup exams will be made. Only medical excuses from the JU hospital.**
- C- Health and safety procedures: **Please consider the safety procedures as announced.**
- D- Honesty policy regarding cheating, plagiarism, misbehavior: **cheating, plagiarism, misbehavior will be handled according to JU regulations.**
- E- Grading policy: **according to JU regulations**
- F- Available university services that support achievement in the course:
- D- Honesty policy regarding cheating, plagiarism, misbehavior:
- E- Grading policy:



F- Available university services that support achievement in the course:

## 25 References:

A- James G. Beierlein, Kenneth C. Schneeberger, and Donald D. Osburn. 1995. Principles of Agribusiness Management, Second Edition. Prospect Heights, IL: Waveland Press.

## 26 Additional information:

Name of Course Coordinator: -----	Signature: -----	Date: -----
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Head of Curriculum Committee/Department: -----	Signature: -----	
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Head of Department: -----	Signature: -----	
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Head of Curriculum Committee/Faculty: -----	Signature: -----	
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Dean: -----	Signature: -----	