



Course Syllabus

1	Course title	Agribusiness Management
2	Course number	0635720
3	Credit hours	3
	Contact hours (theory, practical)	3,0
4	Prerequisites/corequisites	
5	Program title	Master in Agricultural Economics & Agribusiness
6	Program code	
7	Awarding institution	University of Jordan
8	School	Agriculture
9	Department	Agricultural Economics & Agribusiness
10	Course level	Graduate
11	Year of study and semester (s)	First semester
12	Other department (s) involved in teaching the course	None
13	Main teaching language	English
14	Delivery method	<input checked="" type="checkbox"/> Face to face learning <input type="checkbox"/> Blended <input type="checkbox"/> Fully online
15	Online platforms(s)	<input type="checkbox"/> Moodle <input type="checkbox"/> Microsoft Teams <input type="checkbox"/> Skype <input type="checkbox"/> Zoom <input type="checkbox"/> Others.....
16	Issuing/Revision Date	2024/2/1

17 Course Coordinator:

Name: Dr. Tala Qtaishat	Contact hours: 11:30-13:00 Sun, Mon, Wed
Office number: 294	Phone number: 065355000/22475
Email: t.qtaishat@ju.edu.jo	



18 Other instructors:

Name:

Office number:

Phone number:

Email:

Contact hours:

Name:

Office number:

Phone number:

Email:

Contact hours:

19 Course Description:

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:

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

- Gain a complete exposure to the principles of agribusiness management وضمان الجودة
- 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:

Program SLOs SLOs of the course	SLO (1) Knowledge and understanding	SLO (2) Intellectual analytical and cognitive skill	SLO (3) Subject specific skills	SLO (4) Transferable key skills
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. Assess the firm's performance on several dimensions			✓	
10. - Agribusiness Management students will be able to effectively communicate in both an oral and written format.			✓	
11. Agribusiness Management students will be able to demonstrate skills enabling them to work effectively as individuals and in groups.			✓	

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;	A1, A2, A3, A4, D1	Online		Synchronous Lecturing	Exam, Quiz	Chapter 1 in Beierlein et al. 1995. Principles of Agribusiness Management

	1.2	The agribusiness system	A1, A2, A3, A4, D1	Online		Synchronous Lecturing	Exam, Quiz	Chapter 1 in Beierlein et al. 1995. Principles of Agribusiness Management
	2.1	Agribusiness manager.	A1, A2, A3, A4, D1	Online		Synchronous Lecturing	Exam, Quiz	Chapter 2 &3 in Beierlein et al. 1995. Principles of Agribusiness Management
2	2.2	Functions of management	A5, B1,B2, C1, C2, D2	Online		Synchronous Lecturing	Exam, Quiz	Chapter 2 &3 in Beierlein et al. 1995. Principles of Agribusiness Management
	2.3	Role of marketing; Marketing performance and management	A5, B1,B2, C1, C2, D2	Online		Synchronous Lecturing	Exam, Quiz	Chapter 2 &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:	A5, B1,B2, C1, C2, D2	Online		Synchronous Lecturing	Exam, Quiz	Chapter 3 , 4 and 5 in Beierlein et al. 1995. Principles of Agribusiness Management
	3.2	Understanding consumer demand	A5, B1,B2, C1, C2, D2	Online		Synchronous Lecturing	Exam, Quiz	Chapter 3 , 4 and 5 in Beierlein et al. 1995. Principles of Agribusiness Management
	3.3	Factors influencing consumer demand	A5, B1,B2, C1, C2, D2	Online		Synchronous Lecturing	Exam, Quiz	Chapter 3 , 4 and 5 in Beierlein et al. 1995. Principles of Agribusiness Management

4	4.1	Evaluating demand	A5, B1,B2, C1, C2, D2	Online		Synchronous Lecturing	Exam, Quiz	Chapter 3 , 4 and 5 in Beierlein et al. 1995. Principles of Agribusiness Management
	4.2	Budgeting	A5, B1,B2, C1, C2, D2	Online		Synchronous Lecturing	Exam, Quiz	Chapter 3 , 4 and 5 in Beierlein et al. 1995. Principles of Agribusiness Management
5	5.1	Organizing:	A5, B3, C3, D2	Online		Synchronous Lecturing	Exam, Quiz	Chapter 6, 7 and 8 in Beierlein et al. 1995. Principles of Agribusiness Management
	5.2	Business Types	A5, B3, C3, D2	Online		Synchronous Lecturing	Exam, Quiz	Chapter 6, 7 and 8 in Beierlein et al. 1995. Principles of

								Agribusiness Management
	5.3	Choosing a business type	A5, B3, C3, D2	Online		Synchronous Lecturing	Exam, Quiz	Chapter 6, 7 and 8 in Beierlein et al. 1995. Principles of Agribusiness Management
	6.1	Cooperative Business Structures	A5, B3, C3, D2	Online		Synchronous Lecturing	Exam, Quiz	Chapter 6, 7 and 8 in Beierlein et al. 1995. Principles of Agribusiness Management
6	6.2	Controlling:	A5, B3, C3, D2	Online		Synchronous Lecturing	Exam, Quiz	Chapter 9, 10, 11 and 12 in Beierlein et al. 1995. Principles of Agribusiness Management
	6.3	Decision-making approaches	A5, B3, C3, D2	Online		Synchronous Lecturing	Exam, Quiz	Chapter 9, 10, 11 and 12 in

							Beierlein et al. 1995. Principles of Agribusiness Management
7	7.1	Break-even analysis	A5, B3, C3, D2	Online	Synchronous Lecturing	Exam, Quiz	Chapter 9, 10, 11 and 12 in Beierlein et al. 1995. Principles of Agribusiness Management
	7.2	Financial statements	A5, B3, C4, D2	Online	Synchronous Lecturing	Exam, Quiz	Chapter 9, 10, 11 and 12 in Beierlein et al. 1995. Principles of Agribusiness Management
	7.3	applications of the business	A5, B3, C4, D2	Online	Synchronous Lecturing	Exam, Quiz	Chapter 9, 10, 11 and 12 in Beierlein et al. 1995. Principles of Agribusiness

								Management
8	8.1	The Business plan	A5, B3, C4, D2	Online		Synchronous Lecturing	Exam, Quiz	Chapter 9, 10, 11 and 12 in Beierlein et al. 1995. Principles of Agribusiness Management
	8.2	Capital budgeting and applications	A5, B3, C4, D2	Online		Synchronous Lecturing	Exam, Quiz	Chapter 9, 10, 11 and 12 in Beierlein et al. 1995. Principles of Agribusiness Management
9	9.1	Supervising:	A6, B5, C5, D3	Online		Synchronous Lecturing	Exam, Quiz	Chapter 15 and 16 in Beierlein et al. 1995. Principles of Agribusiness Management
10	10.1	Managing and Supervising Employees	A6, B5, C5, D3	Online		Synchronous Lecturing	Exam, Quiz	Chapter 15 and 16 in Beierlein et al.

								1995. Principles of Agribusiness Management
	10.2	Managing a Successful Agribusiness	A6, B5, C5, D3	Online	Synchronous Lecturing	Exam, Quiz	Chapter 15 and 16 in Beierlein et al. 1995. Principles of Agribusiness Management	
	10.3	Evaluation:	A6, B5, C5, D3	Online	Synchronous Lecturing	Exam, Quiz	Chapter 17 in Beierlein et al. 1995. Principles of Agribusiness Management	
11	11.1	Holistic evaluation of an agribusiness	A7, B6, D4	Online	Synchronous Lecturing	Exam, Quiz	Chapter 17 in Beierlein et al. 1995. Principles of Agribusiness Management	

	11.2	Project Discussion	A7, B6, D4	Face to face		Synchronous Lecturing	Exam, Quiz	Student prepare their own power points
	11.3	Project Discussion	A7, B6, D4	Face to face		Synchronous Lecturing	Exam, Quiz	Student prepare their own power points
12	12.1	Project Discussion	A7, B6, D4	Face to face		Synchronous Lecturing	Exam, Quiz	Student prepare their own power points
	12.2	Project Discussion	A8, B7,D4	Face to face		Synchronous Lecturing	Exam, Quiz	Student prepare their own power points
	12.3	Project Discussion	A8, B7,D4	Face to face		Synchronous Lecturing	Exam, Quiz	Student prepare their own power points
13	13.1	Project Discussion	A8, B7,D4	Face to face		Synchronous Lecturing	Exam, Quiz	Student prepare their own power points
	13.2	Project Discussion	A8, B7,D4	Face to face		Synchronous Lecturing	Exam, Quiz	Student prepare their own

								power points
	13.3	Project Discussion	A8, B7, D4	Face to face		Synchronous Lecturing	Exam, Quiz	Student prepare their own power points
14	14.1	Project Discussion	A9, B8, D5	Face to face		Synchronous Lecturing	Exam, Quiz	Student prepare their own power points
	14.2	Project Discussion	A9, B8, D5	Face to face		Synchronous Lecturing	Exam, Quiz	Student prepare their own power points
	14.3	Project Discussion	A9, B8, D5	Face to face		Synchronous Lecturing	Exam, Quiz	Student prepare their own power points
15	15.1	Project Discussion	A10, B9, C6, D6	Face to face		Synchronous Lecturing	Exam, Quiz	Student prepare their own power points
	15.2	Project Discussion	A10, B9, C6, D6	Face to face		Synchronous Lecturing	Exam, Quiz	Student prepare their own power points
	15.3	Project Discussion	A10, B9, C6, D6	Face to face		Synchronous Lecturing	Exam, Quiz	Student prepare their

								own power points

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	Course overview; the agribusiness system Agribusiness manager; Functions of management Role of marketing; Marketing performance and management Planning: Understanding consumer demand Factors influencing consumer demand Evaluating demand Budgeting	A1, A2, A3, A4, D1, A5, B1, B2, C1, C2, D2, A5, B3, C3,	Fourth week	In Class
Quizzes	10	All Topics	A1, A2, A3, A4, D1, A5, B1, B2, C1, C2, D2, A5,	Every week	In Class



			B3, C3, A5, B3, C4, A6, B5, C5, D3, A7, B6, D4, A10, B9, C6, D6		
Project	20		D-1 and D-2		In Class
Final Exam	40	All Topics	A1, A2, A3, A4, D1, A5, B1, B2, C1, C2, D2, A5, B3, C3, A5, B3, C4, A6, B5, C5, D3, A7, B6, D4, A10, B9, C6, D6		In Class

23 Course Requirements

(e.g: students should have a computer, internet connection, webcam, account on a specific software/platform...etc):

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: **will be handled according to JU regulations**
- E- Grading policy: **according to JU regulations**
- F- Available university services that support achievement in the course:

25 References:

- A- Required book(s), assigned reading and audio-visuals:



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

B- Recommended books, materials, and media:

https://www.researchgate.net/publication/352459559_Agribusiness_Management

26 Additional information:

- Concerns or complaints should be expressed in the first instance to the module lecturer; if no resolution is forthcoming, then the issue should be brought to the attention of the module coordinator (for multiple sections) who will take the concerns to the module representative meeting. Thereafter, problems are dealt with by the Department Chair and if still unresolved the Dean and then ultimately the Vice President. For final complaints, there will be a committee to review grading the final exam.
- For more details on University regulations please visit:
<http://www.ju.edu.jo/rules/index.htm>

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: -----	