



Department of Agriculture & Food Science

SYLLABUS FOR AGECE 160: INTRODUCTION TO AGRIBUSINESS AND ENTREPRENEURSHIP

Course Information

Instructor:	Dr. Dominique Gumirakiza
Credit Hours:	03
Semester:	Summer 2020
Delivery Method:	Online/WEB

Contacting Dr. Gumirakiza

1. If you happen to be in or near Bowling Green, KY a one-on-one meeting is encouraged.
Office Location: EST 237
2. E-mail is the second preferred way of contacting me.
E-mail: dominique.gumirakiza@wku.edu
Please note that e-mail can be the least timely method of communication. If your concerns are time sensitive please call me.
3. Phone: 270-363-7134/270-745-5959
If you do not reach me, please leave a brief message, your full name, and a contact number.
4. Postal Address:
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Course Prerequisites

- None

Course Description

AGECE 160 presents the scope of agribusiness system. The course introduces students to various aspects of agribusiness and agricultural economics with emphasis on entrepreneurial skills. Specifically, students will be introduced to economics, marketing, sales, financial accounting and management as they apply to agriculture. Students will discover how agribusiness entrepreneurship and agricultural economics relate to and complement other areas of agriculture. Lastly, this course will introduce students to global food markets and the role of USDA Foreign Agricultural Service.

Learning Outcomes

- a. Describe the scope of agribusiness system and identify career opportunities therein together with skills/requirements to qualify for the opportunities.
- b. Explain various aspects of agribusiness, agricultural economics, and entrepreneurial skills in agriculture sector.
- c. Identify ways in which agribusiness entrepreneurship and agricultural economics support other areas of agriculture.
- d. Explain global food markets and the role of USDA Foreign Agricultural Service.

Course Specific Objectives

Upon completing the course, it is expected that students in this class will be able to:

1. Describe the scope of agribusiness.
2. Match various agribusiness career opportunities with specific interpersonal and technical skills/requirements.
3. Discuss entrepreneurship skills, factors, and procedures in agricultural environment.
4. Describe functions of agribusiness management and steps involved in farm decision-making process.
5. Illustrate the components of strategic agribusiness plan.
6. Explain the basics of economics and demonstrate how they relate to agriculture industry
7. Describe functional, institutional, and behavioral approaches of agricultural marketing
8. Illustrate the process of professional selling.
9. List different markets available for farm/ranch commodities and agricultural products
10. Explain the basics of agricultural accounting and draw distinctions between journal entries, ledger, trial balances, and farm financial statements.
11. Provide arguments for international trade and identify 10 top countries to/from which U.S. agricultural commodities and products are exported/imported.
12. Describe the role of USDA-Foreign Agricultural Service in promoting global markets for U.S. agricultural commodities and products.
13. Demonstrate how agribusiness, entrepreneurship, and agricultural economics concepts supports other specific areas of agriculture.

Required Course Material

Because this course introduces students to various subjects of agribusiness, entrepreneurship, and agricultural economics, there is no one single textbook to be required.

Class notes and PowerPoint slides will be drawn from various sources and be provided to students.

Students are also encouraged to research from various reliable sources the topics that will be covered in this class.

Recommended Textbook and material

1. Cliff Ricketts and Kristina Ricketts. 2009. *Agribusiness: Fundamentals and Applications*, 2nd edition. Cengage Learning. ISBN-13: 978-1418032319.
2. You are highly recommended to download and install the AgriMarketing App on your smart phone. This App provides updated information about agricultural market prices, weather, and various agribusiness news

Students should all make an attempt to stay up-to-date on issues in agribusiness industry.

Student expectations and requirements

1. Regular presence/attendance online and active participation in the classroom activities is an important component of successful course completion;
2. Each student is encouraged to develop a professional work ethic that reflects responsibility, initiative, and self-starter;
3. Each student is responsible for all assigned course work;
4. Comply with all university academic policies especially the cheating/plagiarism policy where students are expected to maintain complete honesty and integrity.

Information Technology Requirements

All course tests, assignments, and exams will be submitted via *Blackboard*. Thus, you should have access to the following information technology:

- A computer with a Windows XP, Windows Vista, or Windows 7, or upgraded version.
- Up-to-date antivirus software.
- High-speed internet connection.
- Windows Internet Explorer 7 or higher or Mozilla Fire Fox 6.0.
- Microsoft Word 2010 with Equation Editor 3.0.
- Microsoft Excel 2010.
- Adobe Reader.

It is not required that you own the above information technology. Most of these technologies are available to you for free as a student. If you leave close to Bowling Green, you can have access to these technologies through the computer labs on the WKU campus. For location and operating hours of these labs see: <http://www.wku.edu/infotech/index.php?page=StudentTech>.

WKU offers a free version of the Symantec antivirus software. You can download it by:

<http://www.wku.edu/software>

1. Log-in
2. Click "Personal"
3. Go to the drop-down menu in the center of the page
4. From the drop down, menu look for Symantec anti-virus software

You will have two options, either 32 bit or 64 bit. If you are running Windows XP, it's most likely 32 bit. If you are running Vista or Windows 7 right click on my computer, select properties, and you can determine whether your computer is 32 or 64 bit. Please note that if you have trouble locating, selecting, downloading, or installing the anti-virus software you need to call the WKU IT Help Desk at 270-745-7000.

Much of the notes and other documents made available to you will be pdf files. To access these, you need to have Adobe Reader. A free version of the software is available from: <http://www.adobe.com/>.

COURSE STRUCTURE

We will cover a number of topics from various sources. The most important topics are outlined in the course outline below. The instructor favors active learning as opposed to passive. For each topic, it is recommended that you first read learning objectives and use them as a guide toward your studying. Each week, you will be given a list of activities to do and a test to evaluate your learning process. You will also be asked to participate in discussions in the blackboard system so that you can interact with other students in this class. At the end of the semester, you will have a final comprehensive exam that will evaluate you on all topics we will have covered.

Participation

"90% of life is showing up." – Woody Allen (<http://blslibraryblog.blogspot.com/2008/04/90-of-life-is-showing-up.html>)

Regular presence is critical to achieving the learning objectives in this course. Late submissions are normally not allowed. **The following requirements are necessary for a late submission to be exceptionally excused:**

- Illness – In case late submission is expected, notification (via email) is required on the day of the sickness with doctor's note.
- Death – notification of expected tardiness prior to the day of submission.
- Field Trip – In case late submission is expected, notification (via email) is required on the day of the sickness with instructor's note.

Students who actively participate in the class throughout the entire semester get the most out of the experience. Therefore, you are expected to:

- Log in to the class site at least 3-5 times per week.
- Read all required materials (unless indicated otherwise, all materials are required).
- Complete all required activities (unless indicated otherwise, all activities are required).
- Follow all instructions 100 percent.
- Reply to at least one other participant in each of the required forums (unless indicated otherwise, replying to at least one other participant is required in all forums).
- Revisit the forums towards the end of each week to read new posts and answer any questions asked of you.

COMMUNICATION

Students are expected to:

- Post any questions or concerns about the content and/or requirements to the discussion forum so everyone has access to the information.
- Send requests of a more personal nature directly to me preferably via email (dominique.gumirakiza@wku.edu).
- If you need help to resolve a technological issue, please contact WKU IT Help Desk at 270-745-7000.

As your instructor, I am expected to:

- Make every effort to communicate frequently with you all through announcements and other forum posts.
- Reply to posts and provide feedback on assignments within 24-48 hours of submission. Students who work ahead should be aware that I grade according to the schedule and may have to wait longer so I can concentrate on the current work that is due.
- Post an announcement if I will be unavailable for more than one day.

NETIQUETTE STATEMENT

Netiquette, or Internet etiquette, are guidelines for maintaining civilized, professional, and effective communication in the online environment and email exchanges. All participants in this class are to demonstrate appropriate netiquette when interacting with each other. Written communication will be conducted using standard business English.

Here are some basic guidelines:

- Keep your questions and comments relevant to the discussion topic. If another participant posts a comment or question that is off topic, do not reply.
- Treat the other participants in the forum in a polite and respectful manner.
- Model the same standards of behavior online you would follow in a face-to-face discussion.
- Do not use ALL CAPS when posting as this is considered "shouting."
- Do not "flame" others in forums. Flaming is the "act of responding in a highly critical, sarcastic, or ridiculing manner."

I reserve the right to remove posts that are not collegial or constructive in nature and/or do not meet netiquette guidelines.

Participants who do not exhibit collegial communication will lose some points related to the "Forum Participation" grading category.

Grading:

- a) Students are encouraged to complete 100% of all course work.
- b) There will be a number of gradable activities.
- c) There will be a number of individual assignments and tests during the semester.
- d) There will be a final comprehensive exam.

Distribution of total points:

Active participation in “Discussion Forums”	10%
Mid-Term Exam 1	15%
Mid-Term Exam 2	15%
Mid-Term Exam 3	15%
Class activities/assignments	20%
Final Exam	25%
Total	100%

Final Grades

Your final grade letter for this class is based on the distribution below:

A = 90% and up
B = 80% to 89.99%
C = 70% to 79.99%
D = 60% to 69.99%
F = Less than 60%

A, B, C, D, F, and X are used to indicate your academic proficiency with the following significance:

A—Excellent, valued at four quality points per semester hour

B—Good, valued at three quality points per semester hour

C—Average, valued at two quality points per semester hour

D—Below average, unsatisfactory, valued at one quality point per semester hour. (A “D” gives credit toward a degree. The student’s overall grade point average, however, must be a 2.0 or better to meet the requirements for graduation)

F—Failure, valued at no semester hours earned and no quality points

FN—Failure due to non-attendance (no semester hours earned and no quality points)

X—Incomplete

Title IX Misconduct/Assault Statement

Western Kentucky University (WKU) is committed to supporting faculty, staff and students by upholding WKU’s Title IX Sexual Misconduct/Assault Policy (#0.2070) at

<https://wku.edu/eoo/documents/titleix/wkutitleixpolicyandgrievanceprocedure.pdf> and

Discrimination and Harassment Policy (#0.2040) at

https://wku.edu/policies/hr_policies/2040_discrimination_harassment_policy.pdf.

Under these policies, discrimination, harassment and/or sexual misconduct based on sex/gender are prohibited. If you experience an incident of sex/gender-based discrimination, harassment and/or sexual misconduct, you are encouraged to report it to the Title IX Coordinator at 270-745-5398 or Title IX Investigators at 270-745-5429 or at 270-745-5121. Please note that while you may report an incident of sex/gender-based discrimination, harassment and/or sexual misconduct to a faculty member, WKU faculty are “Responsible Employees” of the University and *must* report what you share to WKU’s Title IX Coordinator or Title IX Investigator. If you would like to speak with someone who may be able to afford you confidentiality, you may contact WKU’s Counseling and Testing Center at 270-745-3159.

ADA Accommodation Statement

In compliance with University policy, students with disabilities who require academic and/or auxiliary accommodations for this course must contact the Student Accessibility Resource Center located in Downing Student Union, 1074. SARC can be reached by phone number at 270-745-5004 [270-745-3030 TTY] or via email at sarc.connect@wku.edu. Please do not request accommodations directly from the professor or instructor without a faculty notification letter (FNL) from the Student Accessibility Resource Center.

Cheating/Plagiarism. Academic Integrity

According to the student handbook: Any student who commits any act of academic dishonesty will receive from the instructor a failing grade in that portion of the coursework in which the act is detected or a failing grade in the course without possibility of withdrawal. Any student committing such acts in this class will receive a failing grade for the course. Further information on academic offenses, academic dishonesty, plagiarism, and cheating can be obtained in the Western Kentucky University Undergraduate Catalog.

The Learning Center (TLC)

Should you require academic assistance with your WKU courses, the Learning Center (located in the DSU A330) provides free supplemental education programs for all currently enrolled WKU students. Please call TLC at (270) 745-6254 for more information or to schedule a tutoring appointment.

www.wku.edu/tlc. Hours of Operation: TLC @ DUC Sunday 4:00 pm – 9:00 pm, Monday – Thursday 8:00 am – 9:00 pm, Friday 8:00 am – 4:00 pm; TLC @ Keen Sunday – Thursday 6:00 pm – 11:00 pm; TLC @ McCormack Sunday – Thursday 6:00 pm – 11:00 pm; TLC @ PFT Sunday – Thursday 6:00 pm – 11:00 pm, TLC at PFT is restricted to PFT residents and their guests.

Study Hours and Time Management

In general, it is recommended that students study 3 hours per credit hour per week. AGECE 261 is a 3-credit hour course. The following table provides a general guideline for weekly time management. It is based upon a 15-credit hour load and devoting 3 hours of study time per credit hour per week.

<u>Weekly Activities</u>	<u>Time (hours)</u>
Participate in Classes (15 credit hours)	15
Study Time (3 hours/credit hour)	45
Rest/Sleep (8-hours/day)	56
Cooking/Eating/Showering/Etc. (3-hours/day)	21
Socializing/Exercising/Relaxing/TV/Etc. (2-hours/day)	14
Free Time (Work or something else)	17
<u>Total Hours Per Week</u>	<u>168</u>

COURSE OUTLINE		
Week #	Unit	TOPIC
Week 01	Unit 1: Overview of Agribusiness and career opportunities. Unit 2: Overview of Agribusiness Entrepreneurship skills	<ol style="list-style-type: none"> 1. The scope of agribusiness and its subsectors. 2. Career opportunities in agribusiness. 3. Main skills/competences for careers in agribusiness. 4. What is entrepreneurship? 5. Characteristics of successful entrepreneurs 6. Thinking about becoming an agribusiness entrepreneur? 7. Advantages & disadvantages of a brand-new agribusiness. 8. Buying or franchising with an existing agribusiness. 9. Forms of agribusinesses.
Midterm Exam #1		
Week 02	Unit 3: Basic Agribusiness Management Unit 4: Basics of Agricultural Marketing system	<ol style="list-style-type: none"> 1. Meaning of management 2. Functions of management 3. Types/styles of management 4. Strategic Agribusiness Plan, its purpose, & components. 5. Steps in decision-making process 6. Meaning of agricultural marketing system 7. Agribusiness marketing functions 8. Ps of agricultural marketing mix 9. Four utilities of agricultural marketing 10. Consumers decision-making process 11. Agricultural price spread and its factors 12. Market types for agricultural commodities 13. Steps involved in professional agricultural selling process
Midterm Exam #2		
Week 03	Unit 5: Overview of Agricultural Economics Unit 6: Basics of Agricultural Accounting	<ol style="list-style-type: none"> 1. Meanings of basic economics terms 2. Five Fundamental Economic Questions 3. Interactions among economic units: Circular Flow 4. Demand and supply as applied in Agriculture 5. Introduction to production, cost, and total revenue functions 6. Profit Maximization rule: $MR=MC$ 7. Utility Maximization rule: $MU_A/P_A = MU_B/P_B = MU_C/P_C...$ 8. The FFSC and its guidelines for agricultural producers 9. Define basic accounting terms 10. Financial activities (Financing, Investing, and Operating) 11. The three Ag Accounting systems/approaches 12. Agricultural Financial Statements and their role
Midterm Exam #3		
Week 04	Unit 7: Introduction to Global Food markets Unit 08: Pulling All Together for Applicability.	<ol style="list-style-type: none"> 1. Why do nations trade? 2. U.S. Food exports and the major importing countries 3. U.S. Food Imports and the major exporters 4. Key factors of success in international agribusiness 5. Role of the USDA- Foreign Agricultural Service <p>Students will demonstrate how previously introduced concepts can be applied/useful to their specific agriculture concentrations.</p>
Week 05: Final Examination		

Note: The above information is subject to change depending upon progress. Changes will be announced.