

# AGEC 160

## INTRODUCTION TO AGRIBUSINESS

### WESTERN KENTUCKY UNIVERSITY

#### Course Information

Instructor: Dr. Stephen A. King  
Course Dates: January 17 – May 6  
Meeting Time/Location: Web  
CRN: 44434  
Section: 701  
Credit Hours: 3.00

#### Contacting Dr. King

- Text/call cell number 270-991-9804
- Call office number 270-745-5964
- Email Dr. King at [Stephen.King2@wku.edu](mailto:Stephen.King2@wku.edu)
- Come by the office (EST 240) Tuesdays between 3:45 and 4:45 or Thursdays between 12:45 and 1:45. Feel free to contact Dr. King to establish alternative meeting times.

#### Course Messages and Announcements

Course messages and announcements will be sent via one or more of the following methods:

- Blackboard Announcements
- WKU E-mail
- Remind texting service: To receive messages via remind, text the message @6d3g74 to the number 81010.

#### Course Description

AGEC 160 presents the scope of the agribusiness system and career opportunities therein. The course introduces students to various aspects of agribusiness and agricultural economics with emphasis on entrepreneurial skills. Specifically, students will be introduced to economics, accounting, management, finance, marketing & sales, and global food markets and the role of international trade as they apply to agriculture. Students will discover how agribusiness entrepreneurship and agricultural economics relate to and complement other areas of agriculture.

#### 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 international trade as it relates to agriculture

## Learning Objectives

It is expected that the student will gain the ability to:

1. Describe the scope of agribusiness
2. Match various agribusiness career opportunities with specific interpersonal and technical skills/requirements
3. Discuss entrepreneurship in the context of agriculture industry
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. Relate and demonstrate how knowledge about agribusiness, entrepreneurship, and agricultural economics concepts supports other specific agriculture concentrations

## Course Text

No textbook is required; however, listed below are three recommended textbooks which have also been utilized in AGEC 360, AGEC 361, and AGEC 362. These textbooks may be useful for AGEC 160. Although not guaranteed, these texts may be utilized in future offerings of AGEC 360, AGEC 361, and AGEC 362. Please note that class notes will be drawn from these and other sources and be provided to students by the instructor.

Penson, John B. Jr., Oral Capps, Jr., C. Parr Rosson III, and Richard T. Woodward. 2018. *Introduction to Agricultural Economics, Seventh Edition*. New York, NY: Pearson Education, Inc. 408 pp. ISBN: 013460282X (This text is used in AGEC 360)

Kay, Ronald D., William M. Edwards, and Patricia A. Duffy. 2016. *Farm Management, Eighth Edition*. New York, NY: McGraw-Hill Education. 466 pp. ISBN: 9780073400945 (This text has been used in AGEC 361)

Rhodes, V. James, Jan L. Dauve, and Joseph L. Parcell. 2007. *The Agricultural Marketing System, Sixth Edition*. Scottsdale, AZ: Holcomb Hathaway, Publishers. 372 pp. ISBN: 9781890871680 (This text has been used in AGEC 362)

## Information Technology Requirements

You should have access to relatively new versions of the following information technology:

- Windows based personal computer
- Antivirus software
- High-speed internet connection
- Internet browser such as Internet Explorer, Mozilla Fire Fox, or Chrome
- Microsoft Word with Equation Editor 3.0
- Microsoft Excel
- Adobe Reader (freely available from <http://www.adobe.com/>)

It is not required that you own the above information technology. Every single one of you has access to these technologies through the various computer labs on the WKU campus. For location and operating hours of these labs see: <http://www.wku.edu/it/labs/>

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

1. <http://www.wku.edu/it/sms/>
2. Click on "WKU Software Center"
3. Log-in
4. Click "Personal"
5. Look for Symantec Corporation "Symantec Endpoint Protection"

If I receive a corrupted file and if my anti-virus software detects that it is corrupted I will not open it. Thus I will not be able to grade it. I'm sure that you want to earn credit for your work, so I suggest that you make sure your files are clean. 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.

## Hand-held Calculator

It is expected that each student has a quality hand-held calculator. Cell phone calculators and internet enabled devices are not allowed during in-class quizzes and exams. You are expected to bring your calculator to each class period. There are numerous calculators that will suffice for this course. Agribusiness students should strongly consider investing in a Hewlett-Packard HP-12c, which is a quality calculator that will likely be highly beneficial for AGEC 463 Agricultural Finance. A lesser expensive alternative to the HP-12c is the Texas Instruments BAII Plus.

Regardless of which calculator you select, it should have the following functions/capabilities:

- Mathematical functions, such as:
  - $y^x$ ,  $\frac{1}{x}$ ,  $\sqrt[x]{y}$ ,  $e^x$ ,  $n!$ ,  $LN$
- Statistical functions, such as:
  - Mean
  - Median
  - Mode
  - Variance
  - Standard deviation
  - Coefficient of variation
  - Weighted mean
  - Linear regression
- Financial functions, such as:
  - Present value (PV)
  - Future value (FV)
  - Present value of an ordinary annuity
  - Present value of an annuity due
  - Loan payment
  - Loan balance
  - Periodic and annual interest rate
  - Net present value (NPV)
  - Benefit-cost ratio (B/C)
  - Internal rate of return (IRR)
  - Depreciation calculations

The HP-12c is available in a standard and platinum version. The MSRP are \$69.99 and \$79.99 respectively. However, it is easy to find discounted prices from various retailers such as Amazon or even directly from Hewlett-Packard <http://www.hp.com/#Product>. Each version comes with a high-quality user's guide and the platinum version in the past has been packaged with a tutorial DVD. Students not concentrating in agribusiness are encouraged to consult their academic advisor on the importance of various mathematical and statistical functions for their respective concentration.

## Course Design and Requirements

### Course Structure

We will cover a number of topics, which are outlined in the course schedule below. For each topic where learning objectives are provided, it is recommended that you first read the learning objectives and use them as a guide toward studying. Most topic areas will have course notes provided. Furthermore, the tentative schedule, last two pages of the syllabus, provide a list of recommended readings from the above three recommended textbooks.

The major topic areas of the course are:

- Course introduction
- Overview of agribusiness and agribusiness careers
- Economics and policy
- Accounting, management, and finance
- Marketing, sales, and international trade
- Entrepreneurship

### Quizzes

It is expected that there will be at minimum 5 quizzes, each worth 100 points. Quizzes will account for 500 points, 50% of course grade). If there are bonus points in the course, they will most likely come in the form of an additional quiz.

### Examinations

There will be one mid-term examination (200 points, 20% of course grade) and a comprehensive final exam (300 points, 30% of course grade).

## Grading

*Your final course grade will be determined by:*

Component	Grading System			
	Quantity	Points	Total Points	Percent
Quizzes	5	100	500	50.0
Mid-term Exam	1	200	200	20.0
Final Exam	1	300	300	30.0
Total			1,000	100.0

*Course grades will be assigned using the following grading scale:*

Grading Scale				
Grade	Percentage	Point Range		
A	≥ 90	900	to	1,000
B	80 - 89.99	800	to	899
C	70 - 79.99	700	to	799
D	60 - 69.99	600	to	699
F	< 60	0	to	599

The letter grades A, B, C, D, and F have 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; and
- F – “failure” valued at no semester hours earned and no quality points.

Students are encouraged to review page 43 of the Western Kentucky University 2019-2020 Undergraduate Catalog for further information on the “grading and quality point system.”

### Extra Credit

There is no guarantee that extra credit will be made available. If there are extra credit opportunities, the maximum allowable amount of extra credit that a student can earn is limited to 50 points or 5 percentage points. Please note that this excludes bonus quizzes or bonus questions on quizzes or exams.

### Other Important Notices

#### Student Accessibility Resource Center

In compliance with university policy, students with documented disabilities who require accommodations (academic adjustments and/or auxiliary aids or services) for this course must contact the Student Accessibility Resource Center on the first floor of the Downing Student Union in room 1074. Please do not request accommodations directly from the professor without a letter of accommodation from the Student Accessibility Resource Center. For further information on the Student Accessibility Resource Center please see <http://www.wku.edu/sarc/> or contact SDRC at 270-745-5004 or [sarc@wku.edu](mailto:sarc@wku.edu).

#### Cheating/Plagiarism

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 from pages 33-34 of the Western Kentucky University 2015-2016 Undergraduate Catalog.

#### WKU Title IX Sexual Misconduct/Assault Policy

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](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, Andrea Anderson, 270-745-5398 or Title IX Investigators, Michael

Crowe, 270-745-5429 or Joshua Hayes, 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.

### *The Learning Center (TLC)*

Should you require academic assistance with your WKU courses, The Learning Center (located in the Downing Student Union, A330) provides free supplemental education programs for all currently enrolled WKU students. TLC @ DSU offers certified, one-on-one tutoring in many subject areas and academic skill areas by appointment or walk in. Online tutoring is offered to distance learners. TLC is also a quiet study area (with side rooms designated for peer-to-peer tutoring) and offers a computer lab to complete academic coursework. Additionally, TLC has satellite locations. Each satellite location is a quiet study center and is equipped with a small computer lab. For further information call (270) 745-6254 or see <http://www.wku.edu/tlc>

### *Study Hours and Time Management*

Earning a college degree is a full-time job. In general, it is recommended that students study 3 hours per credit hour per week. AGEC 160 is a 3-credit hour course. Thus, in order to perform well in this course, it is expected that you devote 9 hours of study time per week to this course. If you are devoting less than 9 hours of study time per week to this course and not earning the grade you desire you might reconsider your study habits and management of time. WKU offers dining halls and dormitories for a reason; these services help make your use of time more efficient and effective. For most topic areas that we study you will be provided a set of learning objectives, questions, and exercises which if followed will help to make your study time more effective and efficient. Additionally, *The Learning Center* occasionally offers *Academic Advantage Series Workshops* that may help you in improving your study habits and time management.

Weekly Activities	Time (hours)
Attending Class (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
Total Hours Per Week	168

## Tentative Schedule of Lecture Topics and Assignments

Please note that this is an asynchronous web course; thus, **there are no scheduled meetings**. The date column correlates to a recommended date for completing study of a topic area or reading assignment and the expected tentative date for a quiz or exam.

Week	Date	Topics/Activities	In addition to Course Notes, the Recommended Readings are:			<u>Tentative</u> Quiz and Exam Dates
			Penson et al.	Kay, Edwards & Duffy	Rhodes, Dauve & Parcell	
	Mon, Jan 17, 2022	Martin Luther King Day - University Holiday				
1	Wed, Jan 19, 2022	Course Introduction				
	Fri, Jan 21, 2022	Overview of Agribusiness				
	Mon, Jan 24, 2022	Agribusiness Career Opportunities				
2	Wed, Jan 26, 2022	Overview of Agricultural Economics				
	Fri, Jan 28, 2022	Consumer Behavior & Demand	Ch. 3			
	Mon, Jan 31, 2022	Consumer Behavior & Demand	Ch. 4			
3	Wed, Feb 02, 2022	Consumer Behavior & Demand	Ch. 5		Ch. 5	
	Fri, Feb 04, 2022	Producer Theory & Supply	Ch. 6			Quiz #1
	Mon, Feb 07, 2022	Producer Theory & Supply	Ch. 7			
4	Wed, Feb 09, 2022	Producer Theory & Supply	Ch. 7			
	Fri, Feb 11, 2022	Market Equilibrium	Ch. 8		Ch. 2, 5	
	Mon, Feb 14, 2022	Market Equilibrium	Ch. 8		Ch. 2, 5	
5	Wed, Feb 16, 2022	Market Equilibrium	Ch. 8		Ch. 2, 5	
	Fri, Feb 18, 2022	Imperfect Competition	Ch. 9		Ch. 2	
	Mon, Feb 21, 2022	Imperfect Competition	Ch. 9		Ch. 2	
6	Wed, Feb 23, 2022	Macroeconomics	Ch. 12-15			
	Fri, Feb 25, 2022	Macroeconomics	Ch. 12-15			Quiz #2
	Mon, Feb 28, 2022	Agricultural Policy and the Farm Bill	Ch. 9-11		Ch. 12	
7	Wed, Mar 02, 2022	Agricultural Policy and the Farm Bill	Ch. 9-11		Ch. 12	
	Fri, Mar 04, 2022	Complete Mid-Term Exam by 11:59 PM Central Time	All of the Above			Mid-Term Exam

**Tentative** Schedule of Lecture Topics and Assignments (continued)

Week	Date	Topics/Activities	In addition to Course Notes, the Recommended Readings are:			<u>Tentative</u> Quiz and Exam Dates
			Penson et al.	Kay, Edwards & Duffy	Rhodes, Dauve & Parcell	
8	Mon, Mar 07, 2022	Overview of Accounting, Management, and Finance				
	Wed, Mar 09, 2022	Financial Statements		Ch. 4-5		
	Fri, Mar 11, 2022	Financial Statement Analysis		Ch. 5-6		
9	Mon, Mar 14, 2022	Spring Break - No Class				
	Wed, Mar 16, 2022	Spring Break - No Class				
	Fri, Mar 18, 2022	Spring Break - No Class				
10	Mon, Mar 21, 2022	Financial Statement Analysis		Ch. 5-6		
	Wed, Mar 23, 2022	Enterprise Budgeting		Ch. 10		
	Fri, Mar 25, 2022	Partial Budgeting		Ch. 12		Quiz #3
11	Mon, Mar 28, 2022	Whole Farm Planning		Ch. 11		
	Wed, Mar 30, 2022	Business Organization and Transfer		Ch. 14		
	Fri, Apr 01, 2022	Risk Management		Ch. 15	Ch. 10	
12	Mon, Apr 04, 2022	Time Value of Money		Ch. 17		
	Wed, Apr 06, 2022	Time Value of Money		Ch. 17		
	Fri, Apr 08, 2022	Investment Analysis		Ch. 17		
13	Mon, Apr 11, 2022	Investment Analysis		Ch. 17		
	Wed, Apr 13, 2022	Agricultural Marketing & Sales			Ch. 1, 3, 4, 14, 15	
	Fri, Apr 15, 2022	Agricultural Marketing & Sales			Ch. 1, 3, 4, 14, 15	Quiz #4
14	Mon, Apr 18, 2022	Overview of International Agriculture Trade	Ch. 16			
	Wed, Apr 20, 2022	International Trade Theories	Ch. 17			
	Fri, Apr 22, 2022	International Trade Policy	Ch. 18		Ch. 6	
15	Mon, Apr 25, 2022	International Trading Agreements	Ch. 18		Ch. 6	
	Wed, Apr 27, 2022	Agricultural Entrepreneurship				
	Fri, Apr 29, 2022	Agricultural Entrepreneurship				Quiz #5
16	Mon, May 02, 2022	Prep for Final Exam	All of the Above			
	Wed, May 04, 2022	Prep for Final Exam	All of the Above			
	Fri, May 06, 2022	Complete Final Exam by 11:59 PM Central Time	All of the Above			Final Exam

Please note that the above is a tentative schedule. We will do our best to stick to the schedule; however, unforeseen events do happen that may alter the schedule. It is your responsibility to pay attention and check the *Blackboard* announcements, Remind notices, and your WKU e-mail to stay informed about any potential changes to the schedule.

Last Revision: Saturday, January 2, 2021