



C-ID Descriptor

Introduction to Agriculture Business

Descriptor Details

- **Descriptor Title:** Introduction to Agriculture Business
- **C-ID Number:** 104
- **Units:** 3.0
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General Description

Provides a basic understanding of the business and economics of the agricultural industry; an introduction to the economic aspects of agriculture and their implications to the agricultural producer, consumer and the food system; management principles encountered in the day to day operation of an agricultural enterprise as they relate to the decision making process.

Prerequisites

No information provided

Corequisites

No information provided

Advisories

No information provided

Content

1. The role and organization of the Agribusiness

- a. Agribusiness's place in California, United States, and the global economy
 - b. Types of agribusiness
 - c. The Organization of an agribusiness
 - d. Types of business structure
 - e. Managing the agribusiness
2. Management
 - a. Planning
 - b. Leading
 - c. Organizing
 - d. Controlling
3. Managerial Problem Solving in Agriculture
 - a. Diagnosis of the situation
 - b. Generating alternative
 - c. Evaluating alternatives
 - d. Selecting the best alternative
 - e. Implementing the alternative
 - f. Evaluation of results
4. Financial Management and Control of Agribusiness
 - a. General business economics
 - b. Overview of financial statements
5. Human Resource Management
 - a. The role of the agriculture manager
 - b. Agriculture employee motivation
 - c. Teams and teambuilding
 - d. Labor relations
6. Business Law and Ethics in Agriculture
 - a. Agriculture values
 - b. Agriculture business ethics
 - c. Personal values
 - d. Ag Law and the regulatory environment

Lab Activities

No information provided

Objectives

At the conclusion of this course, the student should be able to:

- Explain how economic principles relate to agriculture business management.
- Recognize and describe agricultural business organizational structures including; sole proprietorships, partnerships, corporations, franchises, and cooperatives. Identify and explain the four functions of management and how they relate to the agribusiness organization.
- Develop an awareness of the basic laws, regulations, and regulatory agencies that interact with the agriculture community.
- Describe various styles of leadership.
- Identify the role of the agricultural manager.
- Recognize, evaluate, and propose solutions to problems in personnel, ethics and communication.

Evaluation Methods

Comprehensive Quizzes and Exams

Written Critical Thinking Scenarios

Problem Analysis and Solution

Research and Term Papers

Textbooks

Beierlein, Schneeberger, Osburn, *Principles of Agribusiness Management*, Waveland Press

Van Fleet and Peterson, *Contemporary Management*, Houghton Mifflin

Rue and Byars, *Management, Skills and Application*, Irwin

Downey & Erickson, *Agribusiness Management*, McGraw-Hill