



**AREC 428 – Agricultural Business Management  
Spring 2020**

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**Office Hours:** By appointment. Drop-ins are also welcome!

**Class Meeting time:** 3:00p - 4:15p; M, W

**Class Location:** Natural Resources 109

**Course Description**

This course is designed to integrate skills and competencies from the agricultural economics curriculum into a cohesive decision-making system that includes marketing, financial, and strategic management. Students completing the course will have a deeper knowledge of these core skills and a sound understanding of how they interact and influence one another.

**Learning Objectives**

- Apply skills and competencies from the agriculture economics curriculum into an integrated decision framework applied.
- In a small group, complete an intensive examination of strategic, financial and market position of an existing agribusiness within the context capstone project.
- Define an economic problem for the existing agribusiness, propose alternatives, assess the feasibility of alternatives with appropriate methods, interpret and communicate results to a broad audience.
- Foster professional development by interacting/collaborating with business professionals in defining the goals of the capstone project, choosing methods and communicating results.

**Course Prerequisites**

AREC 305/EA 305 Enterprise Analysis; AREC 310 Agriculture Marketing

**Reference Textbook**

There is no required textbook. I will provide readings and materials throughout the course on Canvas.

A reference text for agribusiness management material is:

*Barnard, Akridge, Dooley, Foltz, and Yeager. Agribusiness Management. 5<sup>th</sup> Edition. Routledge. New York, NY. 2016 ISBN: 978-1138891937*

A reference text for agribusiness finance material is:

*Ronald, D., Edwards, K., William, M., & Duffy, P. (2015). Farm management. McGraw-Hill Education.*

## AREC 428: Agricultural Business Management

### Library Help

Louise Feldmann is the librarian for DARE. Contact her for assistance at [Louise.Feldmann@colostate.edu](mailto:Louise.Feldmann@colostate.edu) / ph. 970-491-4262. See her research guide at <https://libguides.colostate.edu/c.php?g=332557&p=2234600>

Additionally, the CSU Libraries Help Desk provides both research (ph. 970-491-1841) and technical (ph. 970-491-7276) support. These services are free for all CSU students and can be extremely helpful as you prepare your final project.

### Approach to Course Objectives

As the instructor, I will evaluate the extent to which you understand, comprehend and apply the material covered in this course. To this end, I provide various opportunities for you to demonstrate your knowledge via class assignments, a group project and a presentation. *Throughout the semester, interaction with the professor is not only acceptable, but recommended.*

### Assignments

#### *Group Project:*

<i>Prospectus</i>	5%
<i>Situation Presentation</i>	5%
<i>Situation Report</i>	10%
<i>Prelim analysis</i>	5%
<i>Final Report</i>	20%
<i>Final Presentation</i>	10%
<i>Vignettes</i>	40%
<i>Class participation</i>	5 %

#### Group Project

You will participate in a group project which represents 55 percent of your grade. (See Group Project document for more details)

Importantly, this is a capstone class and you're all upperclassman. This project is an opportunity for you to demonstrate the culmination of your training. It's also an opportunity for developing practical professional skills.

#### Vignettes

We will complete 4 vignette assignments in class. These will generally take 2 or more days to complete in class as a group. If you miss class, you can make up these assignments on your own.

### "Our" Policies

Late assignments will be docked 20% points for being up to one day late and will not be accepted after that.

I will be taking attendance from time to time. If I see you've missed a lot of class time with no excuse, I will deduct from your class grade. If you are not engaging with our in-class group work, I will deduct from *your* grade as well.

If you anticipate missing class, you must provide a verifiable excuse ahead of time.

## **AREC 428: Agricultural Business Management**

An excused absence is documented by some authority including, but not limited to: physician or health care professional, CSU athletic program, CSU academic advisor.

If you are sick, just let me know. You do not have to get a physician excuse. However, you will be responsible for making up both formal and informal assignments.

If you can't make it to class for some other reason, please come talk to me!

You can use technology in class. However, during class time, please do NOT use your phone or laptop/tablet/Macbook, etc. for personal use.

I highly encourage class participation and questions, both in and out of class. If you have any concerns or questions, feel free to see me.

### **Grade Determination**

<i>Percentage of points</i>	<i>Grade</i>	<i>Percentage of points</i>	<i>Grade</i>
100.00%-96.67%	A+	<83.33%-80%	B-
<96.67%-93.33%	A	<80%-76.67%	C+
<93.33%-90%	A-	<76.67%-70%	C
<90%-86.67%	B+	<70%-60%	D
<86.67%-83.33%	B	<60%	F

## **AREC 428: Agricultural Business Management**

### **Principles of Community**

In this course we strive to follow and extend Colorado State's University's Principles of Community, and welcome spirited discussion, lively debate and pursuit of knowledge in a manner that respects each of us as individuals.

The Principles of Community support the Colorado State University mission and vision of access, research, teaching, service and engagement. A collaborative and vibrant community is a foundation for learning, critical inquiry, and discovery. Therefore, each member of the CSU community has a responsibility to uphold these principles when engaging with one another and acting on behalf of the University.

**Inclusion:** We create and nurture inclusive environments and welcome, value and affirm all members of our community, including their various identities, skills, ideas, talents and contributions.

**Integrity:** We are accountable for our actions and will act ethically and honestly in all our interactions.

**Respect:** We honor the inherent dignity of all people within an environment where we are committed to freedom of expression, critical discourse, and the advancement of knowledge.

**Service:** We are responsible, individually and collectively, to give of our time, talents, and resources to promote the well-being of each other and the development of our local, regional, and global communities.

**Social Justice:** We have the right to be treated and the responsibility to treat others with fairness and equity, the duty to challenge prejudice, and to uphold the laws, policies and procedures that promote justice in all respects.

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**Need Help? Rams Take Care of Rams**

Reach out and ask for help if you or someone you know is having a difficult time. Always feel free to come and talk to me; I will always make myself available to help connect you with any resources you need. CSU is a community that cares for you. If you are struggling with drugs or alcohol and/or experiencing depression, anxiety, overwhelming stress or thoughts of hurting yourself or others please know there is help available. Counseling Services has trained professionals who can help. Contact 970-491-6053 or go to <http://health.colostate.edu>. If you are concerned about a friend or peer, tell someone by calling 970-491-1350 (or visit <http://safety.colostate.edu/tell-someone.aspx> ) to discuss your concerns with a professional who

## **AREC 428: Agricultural Business Management**

can discreetly connect the distressed individual with the proper resources. Rams take care of Rams.

### **Academic Integrity**

Academic misconduct (see examples below) undermines the educational experience at Colorado State University, lowers morale by engendering a skeptical attitude about the quality of education, and negatively affects the relationship between students and faculty/instructors.

Faculty/Instructors are expected to use reasonably practical means of preventing and detecting academic misconduct. Any student found responsible for having engaged in academic misconduct will be subject to academic penalty and/or University disciplinary action.

Students are encouraged to positively impact the academic integrity culture of CSU by reporting incidents of academic misconduct.

Examples of academic misconduct include (but are not limited to):

1. Cheating – Cheating includes using unauthorized sources of information and providing or receiving unauthorized assistance on any form of academic work or engaging in any behavior specifically prohibited by the instructor in the course syllabus or class presentation.
2. Plagiarism – Plagiarism includes the copying of language, structure, images, ideas, or thoughts of another, and representing them as one's own without proper acknowledgment, and is related only to work submitted for credit. Also included is the failure to cite sources properly; sources must always be appropriately referenced, whether the source is printed, electronic or spoken.
3. Unauthorized Possession or Disposition of Academic Materials – Unauthorized possession or disposition of academic materials includes the unauthorized selling or purchasing of examinations, term papers, or other academic work; stealing another student's work; and using information from or possessing exams that an instructor did not authorize for release to students.
4. Falsification – Falsification encompasses any untruth, either verbal or written, in one's academic work.
5. Facilitation of any act of Academic Misconduct – Facilitation of any act of academic misconduct includes knowingly assisting another to commit an act of misconduct. Plagiarism and Academic Integrity

We take the issue of academic integrity very seriously in this course. You are expected to do your own work and to not access notes or the web during an exam, copy from someone else's exam or to provide exam answers to another student during an exam. We reserve the right to proctor all exams and will take actions to ensure that all students are following this policy.

### **Plagiarism**

"Plagiarism includes the copying of language, structure, ideas, or thoughts of another, and representing them as one's own without proper acknowledgment. Examples include a submission

## **AREC 428: Agricultural Business Management**

of purchased research papers as one's own work; paraphrasing and/or quoting material without properly documenting the source" (CSU Policies and Guiding Principles, 2017-2018).

Our motivation for rigorously enforcing a no-plagiarism policy is twofold: First, plagiarism is a form of theft. Taking someone else's words or ideas without attribution is stealing someone else's work. Second, copying someone else's work does not fulfill the purpose of the assignment, which is for you to develop critical thinking and analysis skills. You demonstrate this by presenting your own, new, synthesis and analysis in your writing. Simply copying or paraphrasing from source materials does not demonstrate this, however insightful the source(s) may be. Good writing generates new knowledge. This should be your goal in this class, in other courses at CSU and in your career after you leave here.

In this course all written work will be spot checked for plagiarism issues by both instructors and originality checking software such as VeriCite. If you are caught plagiarizing materials you will receive a 0 for the assignment/exam/project, and depending upon the severity of the offense, an F in the course. All examples of plagiarism or academic dishonesty and will be reported to the Office of Conflict Resolution and Student Conduct Services for additional disciplinary action as outlined in the student handbook under the heading "academic integrity/Misconduct" (<http://catalog.colostate.edu/general-catalog/policies/students-responsibilities/> ).

### **Canvas Email System Utilization**

Using the University's systems or networks for personal gain; for example, by selling access to your eID or to university systems or networks, or by performing work for profit with university resources (e.g. selling your notes or promoting a personal agenda) in a manner not authorized by the University is strictly forbidden within the CSU Code of Conduct and also CSU's policy for Acceptable Use for Computing and Networking Resources. All cases of this type of code violation will be reported to the Office of Conflict Resolution and Case Management and dealt with following CSU legal counsel guidance.

### **Lauren's Promise**

*I will listen and believe you if someone is threatening you.*

*Lauren McCluskey, a 21-year-old honors student athlete, was murdered on Oct. 22, 2018, by a man she briefly dated on the University of Utah campus. We must all take actions to ensure that this never happens again.*

If you are in immediate danger, call 911.

If you are experiencing sexual assault, domestic violence, and stalking, please report it to me and I will connect you to resources or call the National Alternatives to Violence at 877-334-2887 (24-hour crisis hotline).

## **AREC 428: Agricultural Business Management**

### **Sexual Assault and Violence Elimination**

CSU's Student Sexual Harassment and Violence policy, following national guidance from the Office of Civil Rights, requires that professors follow CSU policy as a "mandatory reporter" of any personal disclosure of sexual harassment, abuse, and/or violence related experiences or incidents shared with the professor in person, via email, and/or in classroom papers or homework exercises. These disclosures include but are not limited to reports of personal relational abuse, relational/domestic violence, and stalking. While professors are often able to help students locate appropriate channels of assistance on campus (e.g., see the CSU Health Network link below), disclosure by the student to the professor requires that the professor inform appropriate CSU channels to help ensure that the student's safety and welfare is being addressed, even if the student requests that the disclosure not be shared.

For counseling support and assistance, please see The CSU HEALTH NETWORK, which includes a variety of counseling services that can be accessed at: <http://www.health.colostate.edu/>. And, The Sexual Assault Victim Assistance Team is a confidential resource for students that does not have a reporting requirement and that can be of great help to students who have experienced sexual assault. The web address is <http://www.wgac.colostate.edu/support>.