

# AGBU 4319 – 01 Agribusiness Ventures Fall 2017 Syllabus

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## Instructor

Dr. Danhong Chen

## Email

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## Phone

936-294-1214

## Office Location

Pirkle 440F

## Office Hours

Monday, Tuesday,  
Thursday: 2pm to 4pm,  
by appointment,  
or stop by if my door is  
open

## Class Hours and Location

Tuesdays and Thursdays from 12:30 pm to 1:50 pm at Pirkle 210B

## Course Overview

AGBU 4369-01 introduces the initiation of new ventures and approaches to growth of existing firms through opportunity recognition, innovation and change. This course emphasizes developing effective entrepreneurial skills and behaviors. It includes preparation of a structured business plan.

## Course Objectives

Upon completion of the course, students should be able to:

- Understand the basic theory and principles of entrepreneurship and small business development and management.
- Conduct entrepreneurship and small business research related to business planning and start-up.
- Conduct a feasibility analysis and prepare a business plan.
- Address small business managerial, marketing, operations, and financial issues.
- Exhibit basic consulting skills by making recommendations related to effective courses of action for entrepreneurial businesses and creating solutions to issues for them.
- Identify needs and wants in the market and have a plan for successfully fulfilling them.

## Textbook

Scarborough, N.M. and J.R. Cornwall. Essentials of Entrepreneurship and Small Business Management (8th Edition). Pearson, 2015.

## Course Materials

Course documents including announcements, review sheets, and additional reading assignments may be posted on Blackboard or distributed in class.

## Grading

A	> 90%	In-class Exercises 30%
B	80%-89%	Business Plan 50%
C	70%-79%	Field Trips 15%
D	60%-69%	Attendance 5%
F	< 60%	Extra Credit Opportunities

### Course Evaluation Process

Your final grade will be based upon a weighted average of in-class exercises (30%), the preparation and presentation of a business plan (50%), field trips (15%), and attendance (5%). In addition, extra credit opportunities will be offered throughout the semester.

- **In-class Exercises:** Exercise format will vary and may consist of true/false, multiple choice, short answer and essay questions. Questions will come from materials in lectures, assigned textbook chapters, and other readings taken from handouts and internet sites.
- **Business Plan and Presentation:** Students will form a team within the class and develop a business plan. Your final grade on your business plan will be a function of the written plan (20%), oral presentation graded by the professor (20%), and a peer evaluation grade from your group members regarding your contribution and involvement in your team's development of this business plan (10%). Each team will be required to give a quick pitch of their business ideas early in the semester. A 25-30 minute live presentation of the plan will also be required in the final exam period of the semester. Each group member will be required to have an active role in making the presentations.
- **Field trips:** Five field trips will be arranged during the semester. The exact locations and times will depend on students' interests and availability of the host organization. Each group of students will be required to turn in a field trip report after each trip.
- **Attendance:** Attendance will be taken each class period. The attendance score represents the percentage of classes that an individual student is present.
- **Extra Credits:** They will be in the form of quizzes, in-class activities, assignments, etc. Extra credits will be given at the discretion of the instructor. In particular, one percentage point will be added to the final grade of students who have full attendance.

### Campus Resources

- Academic Success Center for Reading and Writing  
Hours: Monday-Thursday: 8am – 9pm; Friday: 8am – 3pm; Sunday 2 – 7pm  
Location: Farrington Bldg. Room 111  
Phone: 936-294-3680  
Website: <http://www.shsu.edu/centers/academic-success-center/writing/>
- Counseling Center  
Hours: Monday, Thursday, Friday: 8am – 5pm; Tuesday and Wednesday: 8am – 7pm  
Location: 1608 Avenue J  
Phone: 936-294-1720  
Website: <http://www.shsu.edu/dept/counseling/>

### Academic Dishonesty

All students are expected to engage in all academic pursuits in a manner that is above reproach. Students are expected to maintain honesty and integrity in the academic experiences both in and out of the classroom. Any student found guilty of dishonesty in any phase of academic work will be subject to disciplinary action. The University and its official representatives may initiate disciplinary proceedings against a student accused of any form of academic dishonesty including but not limited to, cheating on an examination or other academic work which is to be submitted, plagiarism, collusion and the abuse of resource materials.

### Student Absences on Religious Holy Days Policy

Section 51.911(b) of the Texas Education Code requires that an institution of higher education excuse a student from attending classes or other required activities, including examinations, for the observance of a religious holy day, including travel for that purpose. Section 51.911 (a) (2) defines a religious holy day as: "a holy day observed by a religion whose places of worship are exempt from property taxation under Section 11.20...." A student whose absence is excused under this subsection may not be penalized for that absence and shall be allowed to take an examination or complete an assignment from which the student is excused within a reasonable time after the absence.

University policy 861001 provides the procedures to be followed by the student and instructor. A student desiring to absent himself/herself from a scheduled class in order to observe (a) religious holy day(s) shall present to each instructor involved a written statement concerning the religious holy day(s). The instructor will complete a form notifying the student of a reasonable timeframe in which the missed assignments and/or examinations are to be completed. For a complete listing of the university policy, see: <http://www.shsu.edu/dept/academic-affairs/documents/aps/students/861001.pdf>

### **Students with Disabilities Policy**

It is the policy of Sam Houston State University that individuals otherwise qualified shall not be excluded, solely by reason of their disability, from participation in any academic program of the university. Further, they shall not be denied the benefits of these programs nor shall they be subjected to discrimination. Students with disabilities that might affect their academic performance should register with the Office of Services for Students with Disabilities located in the Lee Drain Annex (telephone 936-294-3512, TDD 936-294-3786, and e-mail [disability@shsu.edu](mailto:disability@shsu.edu)). They should then make arrangements with their individual instructors so that appropriate strategies can be considered and helpful procedures can be developed to ensure that participation and achievement opportunities are not impaired.

SHSU adheres to all applicable federal, state, and local laws, regulations, and guidelines with respect to providing reasonable accommodations for students with disabilities. If you have a disability that may affect adversely your work in this class, then I encourage you to register with the SHSU Services for Students with Disabilities and to talk with me about how I can best help you. All disclosures of disabilities will be kept strictly confidential. NOTE: No accommodation can be made until you register with the Services for Students with Disabilities. For a complete listing of the university policy, see:

<http://www.shsu.edu/dotAsset/7ff819c3-39f3-491d-b688-db5a330ced92.pdf>

### **Visitors in the Classroom**

Only registered students may attend class. Exceptions can be made on a case-by-case basis by the professor. In all cases, visitors must not present a disruption to the class by their attendance. Students wishing to audit a class must apply to do so through the Registrar's Office.

### **Attendance Policy in the Department of Agricultural Sciences & Engineering Technology**

- Regular and punctual attendance is expected of each student in the Department of Agricultural Sciences & Engineering Technology at Sam Houston State University.
- Each faculty member will keep a written record of student attendance.
- **If a student misses four or more classes, the student's grade will be reduced by one letter grade.** Additional penalties may be assessed at the discretion of the instructor.
- Three unexcused or unjustified tardies or early departures are considered as one absence.
- Excused absences must be documented by the student with a letter of confirmation from the sponsoring student organization, professor or doctor. Exemptions will include participation in departmental activities when prior approval is attained from the Department Chair.
- No exams or assignments will be given at alternative times unless arrangements are made with the professor/instructor before the scheduled activity occurs.

### **Classroom Rules of Conduct**

Students will refrain from behavior in the classroom that intentionally or unintentionally disrupts the learning process and, thus, impedes the mission of the university. Cellular telephones and pagers must be turned off before class begins. Students are prohibited from eating in class, using tobacco products, making offensive remarks, reading newspapers, sleeping, talking at inappropriate times, wearing inappropriate clothing, or engaging in any other form of distraction. Inappropriate behavior in the classroom shall result in a directive to leave class. Students who are especially disruptive also may be reported to the Dean of Students for disciplinary action in accordance with university policy.

### **Cell Phone Policy**

The use by students of electronic devices that perform the function of a telephone or text messenger during class-time may be prohibited if deemed disruptive by the instructor to the conduct of the class. Arrangements for handling potential emergency situations may be granted at the discretion of the instructor. Failure to comply with the instructor's policy could result in expulsion from the classroom and failure of the course.

Any use of a telephone or text messenger or any device that performs these functions during a test period is prohibited. These devices should not be present during a test or quiz and should be stored securely in such a way that they cannot be seen or used by the student. Even the visible presence of such a device during the test or quiz period will result in a zero for that test or quiz. Use of these devices during a test or quiz is considered de facto evidence of cheating and could result in a charge of academic dishonesty.

**Use of Tobacco Products on Campus**

The use of tobacco products is prohibited in any Sam Houston State University academic facility. Use of tobacco products includes burning tobacco products, chewing tobacco, and snuff. SHSU instructors teaching off-campus courses will ensure that any rules promulgated by the off-campus entity pertaining to the use of tobacco products in classrooms are followed.

**Copyright Statement**

All materials (handouts, texts, slides, etc.) used in this course are under copyright, and may not be sold, rented, or otherwise transferred for any compensation, including taking notes for others or providing to businesses that sell tutoring or other grade-increasing services.

**Non-Disclosure and Non-Competition Agreement**

During this class we will be openly sharing business ideas that may be capable of generating substantial income through proper development. We must be able to trust that our classmates, and professor, will not take others' ideas and use or distribute them. A requirement for this class is for each member (and the professor) to sign and abide by a non-disclosure / non-competition agreement relating to the ideas of others. **No one shall use another's ideas without appropriate permission and compensation.** I am available to help mediate negotiations among students as necessary, and the university also has resources available.

**THIS SYLLABUS IS SUBJECT TO CHANGE WITHOUT NOTICE**

**Tentative Course Schedule**

Week	Date	Chapter	Topic
1	8/24/2017		Course Introduction
2	8/29/2017	1	The Foundations of Entrepreneurship
	8/31/2017	2	Ethics and Social Responsibility: Doing the Right Thing
3	9/5/2017	3	Inside the Entrepreneurial Mind: From Ideas to Reality
	9/7/2017	4	Idea Assessment and Feasibility Analysis
<b>4</b>	<b>9/12/2017</b>		<b>No Class</b>
	<b>9/14/2017</b>		<b>No Class</b>
5	9/19/2017		Business Idea Quick Pitch
	9/21/2017	5	Crafting a Business Plan
6	9/26/2017	5	Building a Solid Strategic Plan
	<b>9/28/2017</b>		<b>Field Trip*</b>
7	10/3/2017	6	Forms of Business Ownership
	10/5/2017	6	Buying an Existing Business
8	10/10/2017	7	Franchising and the Entrepreneur
	<b>10/12/2017</b>		<b>Field Trip*</b>
9	10/17/2017	8	Building a Powerful Bootstrap Marketing Plan
	10/19/2017	9	E-Commerce and the Entrepreneur
<b>10</b>	<b>10/24/2017</b>		<b>Field Trip*</b>
	10/26/2017	10	Pricing and Credit Strategies
11	10/31/2017	11	Creating a Successful Financial Plan
	11/2/2017	12	Managing Cash Flow
12	11/7/2017		Financial Projections
	<b>11/9/2017</b>		<b>Field Trip*</b>
13	11/14/2017	13	Sources of Financing: Equity and Debt
	11/16/2017	14	Choosing the Right Location and Layout
<b>14</b>	<b>11/21/2017</b>		<b>Field Trip*</b>
	<b>11/23/2017</b>		<b>Thanksgiving Break No Class</b>
15	11/28/2017		Business Plan Preparation
	11/30/2017		Business Plan Preparation
<b>16</b>	<b>12/5/2017</b>		<b>Final Business Plan Presentations 1pm to 3pm</b>

\*Field trip dates are tentative and may change depending on the availability of the host organization.