

COURSE SYLLABUS

Department of Agricultural Sciences

AGBU 2385.02

Analysis of the Agricultural Sector

Credit Hours: 3.0

SPRING 2018

AGBU 2385.02 ANALYSIS OF THE AGRICULTURAL SECTOR. This course is designed to provide an overview of the various institutions servicing the agricultural sector from production to retailing. This course examines the role and scope of agriculture in a world economy and analyzes the impact on agriculture of changes in the political and economic environment. Also provided is an introduction to marketing activities with emphasis on agricultural commodities. (3-0). Credit 3.

Instructor: Mrs. Alisha Bullion

Office: PIRK 440J

Office Hours: By appointment

Phone: 936-294-1204

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Class Meetings: TR PIRK 210B 0930-1050

Required Text: *Marketing of Agricultural Products*, Richard L. Kohls and Joseph N. Uhl, 9th ed., 2002

Course Objectives

Agribusinesses in today's competitive environment expect college graduates to have a variety of skills. Business leaders consistently say that they are looking for people with the following abilities:

- 1) Excellent communication skills (both written and oral);
- 2) Good problem-solving and critical thinking skills;
- 3) Listening skills and a willingness to understand the opinions of others;
- 4) The ability to work well in teams; and
- 5) The ability to conduct themselves in a professional manner.

Two of our most important goals are:

- 1) To develop an appreciation of the role and importance of marketing to the agricultural and consumer sectors of the U.S. economy; and
- 2) To introduce approaches that is useful when analyzing agricultural marketing situations and issues.

Performance Evaluation

Your final grade will be a function of:

Three exams	75%
Homework	25%
Total Class Grade	100%

Grades will be based on percentages and are assigned as follows:

A = 90 - 100

B = 80 - 89

C = 70 - 79

D = 60 - 69

F = Below 59.99%

As a general rule, individual exams and other graded materials will **NOT** be “curved”. Further, students should plan on the final grades being assigned on the basis of the above-noted grade breaks. The instructor retains the privilege of adjusting in the favor of students one or more of the grade classifications after all grades have been recorded. No “incompletes” will be assigned. Each student will receive the grade he/she has earned at the end of the semester.

Exams

Three exams will be given during the semester and will comprise 75 percent of your grade (i.e., 25% per exam). For students who have missed an exam because of university excused absence, a makeup exam will be given. Your lowest exam grade will NOT be dropped.

HW Assignments/Quizzes/Pop-Quizzes/In Class/Videos Etc.

There will be in-class assignments and written assignments during the semester. The assignments will give you a more in-depth understanding of important concepts while helping you to develop your written communication skills, and better prepare for the exams. These are 25% of your grade so you should take them seriously.

Excused absence from a graded item requires written notice personally delivered to the instructor **well in advance** of the scheduled due date. Failure to notify the instructor of an impending absence will result in a score of **zero** for that item. Notice of an anticipated absence does not guarantee approval by the instructor. When emailing, the subject line **MUST** have 2385.01 or 9am MWF, otherwise I will ignore. If you leave a message on my office phone, same applies, let me know what class you are in.

If you believe your exam or other coursework deserves a grade other than the one you received, bring it to my attention during office hours. I am happy to entertain a confidential discussion about anything I grade up to **7 DAYS** after it is returned to the class. If your request is to “re-grade” your work, I reserve the right to evaluate the entire exam,

homework, or project, and your total points may go up or down. **After one week, any grade stands as given.**

Violations of SHSU Academic Honesty Policy will result in a grade of “F” for the assignment, and possibly the entire course.

If you miss an exam or assignment with an OFFICIAL UNIVERSITY EXCUSE you have the option of making-up your missed work. As long as you notify me ahead of time. To do so, you must present an explanation and documentation of your absence before the start of class. Any delay will jeopardize your right to make up work. Whether you are present for an exam or not, you are expected to be prepared by the scheduled exam date, and thus should be prepared to take a makeup exam the day following your return. Missed work will **not be accepted** without an OFFICIAL UNIVERSITY EXCUSE. To make up missed work:

1. Obtain approval
2. Obtain the make-up assignment
3. Complete and return the assignment immediately on/before the next class meeting
4. Write the name of the assignment you are making up at the top of your paper
5. Attach documentation of your OFFICIAL UNIVERSITY EXCUSE and hand it in

My Expectations of Students

First of all, I expect each of you to attend class. Random quizzes and in class assignments will be given. It is my experience that students who attend class regularly, typically achieve a full letter grade over those who do not. You can't learn from me unless you are present. Plus, it should be fun. Second, I expect you to come prepared and ready to participate in class discussions. Sometimes, even the best student may prefer to sit back and “listen in” on discussions. By doing so, you are robbing yourself and others of a great learning opportunity. I expect you to share your insights through your questions and comments, and I will call on you to do so if necessary.

Don't be intimidated by this—there are no bad answers or bad questions, its all part of the learning process. The key to success is to learn by doing. If you prepare for class by reviewing your notes and reading the material, you will have a better understanding of the discussion topics. Further, as you share these findings you will improve your ability to express yourself in a concise, insightful manner, a very desirable characteristic to potential employers. I expect you to work hard, but I also expect you to enjoy yourself and take as much as you can from the class. If you find yourself frustrated and not enjoying class, please don't hesitate to come see me. You are expected to act honestly and ethically at all times.

AGBU 2385.01 TENTATIVE COURSE OUTLINE

- I. The Marketing Framework
- II. Markets and Institutions
 - Exam 1
- III. Market Organizational Sectors
 - Exam 2
- IV. Agricultural Commodities
 - Final Exam

Attendance Policy

Department attendance policy will be strictly enforced. ***Attendance is taken each day.***

Department of Agricultural Sciences Attendance Policy

1. Regular and punctual attendance is expected of each student in the Department of Agricultural Sciences at Sam Houston State University.
2. Each faculty member will keep a written record of student attendance.
3. **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.**
4. Three unexcused or unjustified tardies or early departures are considered as one absence.
5. 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, if the allotted four have been utilized, when prior approval is attained from the Department Chair.
6. No exams or assignments will be given at alternative times unless arrangements are made with the professor/instructor before the scheduled activity occurs.

Academic Dishonesty

All students are expected to engage in all academic pursuits in a manner that is above reproach. Students are expected to maintain complete 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.

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.

Cellular telephones and pagers must be turned off before class begins. In fact, if these types of devices are seen, or used during class time in general, **I WILL DEDUCT YOUR FINAL GRADE BY FIVE POINTS EACH TIME I SEE IT OUT OR YOU USING IT.** In turn, that will mean that you will be notified at that point in front of your peers that it is going to occur. These devices should not be present during class time and should be stored securely in such a way that they cannot be seen or used by the student. (IT IS NOT WHAT YOU ARE DOING THAT GETS YOU INTO TROUBLE, IT IS WHAT PEOPLE THINK THAT YOU ARE DOING WILL..PERCEPTION). In the event of a Quiz or Test, the visible presence of such a device during the test period will result in a **ZERO** for that test/quiz. Use of these devices during a test is considered de facto evidence of cheating and could result in a charge of academic dishonesty (see student code of conduct <http://www.shsu.edu/students/guide/StudentGuidelines2010-2012.pdf#page=29>).

Americans with Disabilities Act

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). 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/dept/academicaffairs/documents/aps/students/81106.pdf>

Religious Holidays

University policy states that a student who is absent from class for the observance of a religious holy day to take an examination or complete an assignment scheduled for that day within a reasonable time after the absence. Not later than the 15th calendar day after the first day of the semester, or the 7th calendar day after the first day of a summer session, the

student must notify the instructor of each scheduled class that he/she would be absent for a religious holy day.

TOBACCO POLICY

In order to promote a healthy, safe, and aesthetically pleasing work, educational, and living environment, Sam Houston State University (SHSU) will endorse a smoke free and tobacco free environment. The primary purpose of this policy is to establish guidelines prohibiting smoking and the use of all tobacco products. Tobacco products include cigarettes, cigars, pipes, smokeless tobacco, and all other tobacco products. This policy applies to all faculty, staff, students, employees of contractors, and visitors of Sam Houston State University on the premises of the university.