

Agricultural Business BS

Goal 1-Professional Marketplace Skills

Goal Description:

Students earning a BS in Agribusiness will demonstrate the skills necessary to seek initial job placement as they begin their professional careers.

Providing Department: Agricultural Business BS

RELATED ITEMS/ELEMENTS -----

RELATED ITEM LEVEL 1

Goal 1- Objective 1: Professional Career Entry Skills

Learning Objective Description:

Students completing the BS in Agribusiness will be able to develop resumes appropriate to their education and communicate about their skill set and desired careers.

RELATED ITEM LEVEL 2

Goal 1- Objective 1, Indicator 1: Professional Employment Portfolio in AGBU 4363

Indicator Description:

As part of the AGBU 4363 course, students will develop a resume , which will be evaluated according to a rubric that the faculty developed in conjunction with the SHSU Career Services staff.

Attached Files

 [4363 Resume Rubric.docx](#)

Criterion Description:

At least 70% of the students achieving a score of 3 (meets expectations) or higher on a 5-point scale for both cover letter and resume.

Findings Description:

The faculty member who taught this course left the university. Hence, we do not have data for this indicator. Our new tenure track faculty will be teaching this course from 2024 Fall and will collect data using the already developed rubric

RELATED ITEM LEVEL 3

Goal 1- Objective 1, Indicator 1: Action: Professional Employment Portfolio in AGBU 4363

Action Description:

Since the faculty who taught this course left the university, no data was collected. We will reevaluate our actions after we collect and analyze data for the next cycle.

Goal 2- Application of Key Disciplinary Concepts and Skills

Goal Description:

Students will be able to apply conceptual knowledge and practical skills gained throughout the Agribusiness Program curriculum.

Providing Department: Agricultural Business BS

RELATED ITEMS/ELEMENTS -----

RELATED ITEM LEVEL 1

Goal 2- Objective 1: Strategic Analysis of Agribusiness

Learning Objective Description:

Students will be able to 1) investigate and acquire appropriate data/information from various legitimate, public sources, 2) conduct an assessment of internal and external environmental data/information, 3) complete a financial analysis of the company from publicly available information and 4) create a strategic plan for a publicly-traded agribusiness company 5) Create a capstone project report working in teams demonstrating the soft skills of written communication teamwork.

RELATED ITEM LEVEL 2

Goal 2- Objective 1, Indicator 1: Strategic Plans for Publicly Traded Agribusinesses in AGBU 4375
Indicator Description:

Students, working as part of a team, will develop a capstone project report. Results from each capstone project will be shared in a professional presentation before the students’ peers and faculty. All students enrolled in the Agribusiness program must complete AGBU 4375 in their senior year. AGBU 4375 addresses key concepts and skills relevant to the field of agribusiness and strategic management. Faculty members will score the assignments using a scale of 1 - 5 with 3 "meets expectations," 4 "exceeds expectations," and 5 "far exceeds expectations." A single rubric will be used to evaluate all parts of this Learning Objective.

Attached Files

 [4375 rubric.docx](#)

Criterion Description:

At least 80% of the students will achieve a 3 (meets expectations) or higher on the 5-point scale on all categories in the rubric.

Findings Description:

22 students were divided into five teams (two five-person teams and three five-person teams). Each team acted as a consulting firm, performing the strategic analysis of an agribusiness company of their choice. The teams developed write-ups in each class, which served as parts of the project. The instructor made edits and provided suggestions on these write-ups. Students addressed the comments and submitted external, internal, financial, and strategic analyses. The instructor made corrections and provided instructions for improvement on these reports. The teams addressed the comments and compiled the reports into the final project report. The final project report was evaluated using the rubric provided above.

Most of the initial write-ups developed in class had considerable issues related to both content and technical writing. Technical writing and style were the areas that required major improvements. However, because of the continual feedback and edits from the instructor, all the final reports scored 3 or more on average. The weakest area in final reports was highly correlated with the distribution of the report sections, and the abilities of the section leader. I am planning to solve this issue by motivating higher level of participation of all group members in all sections.

The evaluation of the final reports of all the teams in Spring 2024 are provided below.

Team 1

Agribusiness Firm: Tyson Foods

Attribute	Scale					Grade
	1	2	3	4	5	
Internal Company Analysis	Missing or seriously lacking	Adequate, with weak explanations	Adequate, with acceptable explanations	Well Developed	Exceptional	4.5

<i>External Environment Analysis</i>	Missing or seriously lacking	Adequate, with weak explanations	Adequate, with acceptable explanations	Well Developed	Exceptional	4.7
<i>Financial Analysis</i>	Missing major components	Incomplete, but with good explanation for what is there	Complete, but with poor or no explanation	Complete, but somewhat lacking full explanation	Knowledgeable with Depth of Understanding	4.6
<i>Strategic Analysis</i>	Poor	Little understanding	Understands Concepts	Knowledgeable	Knowledgeable with Depth of Understanding	4.3
<i>Technical writing skills</i> (grammar, typo, spelling, etc.)	2 or more errors per page avg.	1 or more errors per page avg.	4 Errors max	2 Errors max	No Errors	4.3
<i>Style</i> (formatting, organization references, etc.)	Major flaws in formatting and organization. More than 12 errors in references	Minor flaws in formatting and organization. Less than 8 errors in references	Good formatting and organization. Less than 5 errors in references	Good formatting and organization. Less than 3 errors in references	Excellent formatting and organization. No errors inferences	3.8

Team 2

Agribusiness Firm: Smucker’s

Attribute	Scale					Grade
	1	2	3	4	5	
<i>Internal Company Analysis</i>	Missing or seriously lacking	Adequate, with weak explanations	Adequate, with acceptable explanations	Well Developed	Exceptional	4.5
<i>External Environment Analysis</i>	Missing or seriously lacking	Adequate, with weak explanations	Adequate, with acceptable explanations	Well Developed	Exceptional	4.6
<i>Financial Analysis</i>	Missing major components	Incomplete, but with good explanation for what is there	Complete, but with poor or no explanation	Complete, but somewhat lacking full explanation	Knowledgeable with Depth of Understanding	4.6
<i>Strategic Analysis</i>	Poor	Little understanding	Understands Concepts	Knowledgeable	Knowledgeable with Depth of Understanding	4.5
<i>Technical writing skills</i> (grammar, typo, spelling, etc.)	2 or more errors per page avg.	1 or more errors per page avg.	4 Errors max	2 Errors max	No Errors	4.2
<i>Style</i> (formatting, organization references, etc.)	Major flaws in formatting and organization. More than 12 errors in references	Minor flaws in formatting and organization. Less than 8 errors in references	Good formatting and organization. Less than 5 errors in references	Good formatting and organization. Less than 3 errors in references	Excellent formatting and organization. No errors inferences	3.8

Team 3

Agribusiness Firm: Coca Cola

Attribute	Scale					Grade
	1	2	3	4	5	
<i>Internal Company Analysis</i>	Missing or seriously lacking	Adequate, with weak explanations	Adequate, with acceptable explanations	Well Developed	Exceptional	4.3
<i>External Environment Analysis</i>	Missing or seriously lacking	Adequate, with weak explanations	Adequate, with acceptable explanations	Well Developed	Exceptional	3.6
<i>Financial Analysis</i>	Missing major components	Incomplete, but with good explanation for what is there	Complete, but with poor or no explanation	Complete, but somewhat lacking full explanation	Knowledgeable with Depth of Understanding	4.6
<i>Strategic Analysis</i>	Poor	Little understanding	Understands Concepts	Knowledgeable	Knowledgeable with Depth of Understanding	3.0
<i>Technical writing skills</i> (grammar, typo, spelling, etc.)	2 or more errors per page avg.	1 or more errors per page avg.	4 Errors max	2 Errors max	No Errors	3.8
<i>Style</i> (formatting, organization references, etc.)	Major flaws in formatting and organization. More than 12 errors in references	Minor flaws in formatting and organization. Less than 8 errors in references	Good formatting and organization. Less than 5 errors in references	Good formatting and organization. Less than 3 errors in references	Excellent formatting and organization. No errors inferences	3.2

Team 4

Agribusiness Firm: CNH Industrial

Attribute	Scale					Grade
	1	2	3	4	5	
<i>Internal Company Analysis</i>	Missing or seriously lacking	Adequate, with weak explanations	Adequate, with acceptable explanations	Well Developed	Exceptional	4.6
<i>External Environment Analysis</i>	Missing or seriously lacking	Adequate, with weak explanations	Adequate, with acceptable explanations	Well Developed	Exceptional	4.7
<i>Financial Analysis</i>	Missing major components	Incomplete, but with good explanation for what is there	Complete, but with poor or no explanation	Complete, but somewhat lacking full explanation	Knowledgeable with Depth of Understanding	4.6
<i>Strategic Analysis</i>	Poor	Little understanding	Understands Concepts	Knowledgeable	Knowledgeable with Depth of Understanding	4.6

<i>Technical writing skills</i> (grammar, typo, spelling, etc.)	2 or more errors per page avg.	1 or more errors per page avg.	4 Errors max	2 Errors max	No Errors	4.3
<i>Style</i> (formatting, organization references, etc.)	Major flaws in formatting and organization. More than 12 errors in references	Minor flaws in formatting and organization. Less than 8 errors in references	Good formatting and organization. Less than 5 errors in references	Good formatting and organization. Less than 3 errors in references	Excellent formatting and organization. No errors inferences	3.9

Team 5

Agribusiness Firm: The Andersons

Attribute	Scale					Grade
	1	2	3	4	5	
<i>Internal Company Analysis</i>	Missing or seriously lacking	Adequate, with weak explanations	Adequate, with acceptable explanations	Well Developed	Exceptional	4.5
<i>External Environment Analysis</i>	Missing or seriously lacking	Adequate, with weak explanations	Adequate, with acceptable explanations	Well Developed	Exceptional	4.5
<i>Financial Analysis</i>	Missing major components	Incomplete, but with good explanation for what is there	Complete, but with poor or no explanation	Complete, but somewhat lacking full explanation	Knowledgeable with Depth of Understanding	4.4
<i>Strategic Analysis</i>	Poor	Little understanding	Understands Concepts	Knowledgeable	Knowledgeable with Depth of Understanding	4.4
<i>Technical writing skills</i> (grammar, typo, spelling, etc.)	2 or more errors per page avg.	1 or more errors per page avg.	4 Errors max	2 Errors max	No Errors	4.0
<i>Style</i> (formatting, organization references, etc.)	Major flaws in formatting and organization. More than 12 errors in references	Minor flaws in formatting and organization. Less than 8 errors in references	Good formatting and organization. Less than 5 errors in references	Good formatting and organization. Less than 3 errors in references	Excellent formatting and organization. No errors inferences	4.0

The average scores of all teams across the areas are presented in the following Table.

	TEAM 1	TEAM 2	TEAM 3	TEAM 4	TEAM 5	AVG.
INTERNAL	4.5	4.5	4.3	4.6	4.5	4.48
EXTERNAL	4.7	4.6	3.6	4.7	4.5	4.42
FINANCIAL	4.6	4.6	4.6	4.6	4.4	4.56
STRATEGIC	4.3	4.5	3	4.6	4.4	4.16
TECHNICAL	4.3	4.2	3.8	4.3	4	4.12
STYLE	3.8	3.8	3.2	3.9	4	3.74

AVG.	4.37	4.37	3.75	4.45	4.30	
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RELATED ITEM LEVEL 3

Goal 2- Objective 1, Indicator 1: Action: Strategic Plans for Publicly Traded Agribusiness in AGBU 4375

Action Description:

Since all teams surpassed the current criteria of "at least 80% of the students will achieve a 3 or higher on the 5-point scale on all categories of the rubric", we have decided to change the criteria to "at least 80% of the students will achieve a **3.5** or higher on the 5-point scale on all categories of the rubric". The results also showed that "technical writing" and "style" were the weakest areas for all teams. So, the instructor will emphasis on these aspects in future semesters.

Update to Previous Cycle's Plan for Continuous Improvement Item

Previous Cycle's Plan For Continuous Improvement (Do Not Modify):

Closing Summary

After reviewing the specific Goals/Objectives/Indicators of this program, the faculty in agriculture have determined that these items do not wholly reflect the needs and goals of our current students. As a result, we will reevaluate all Goals/Objectives/Indicators to better match the needs of our program and the students who are part of it. It is expected that this will require a deep look at what is considered success in this area and will likely cause significant change to the Goals/Objectives/Indicators for the coming academic year.

Update of Progress to the Previous Cycle's PCI:

After a comprehensive evaluation of specific Goals/Objectives/Indicators of this program conducted last year, we have decided to focus on the current two goals and their objectives and indicators until we have sufficient evidence to trigger a reevaluation

New Plan for Continuous Improvement Item

Closing Summary:

Since the instructor left the university, we were unable to collect data on indicators for goal 1. We will collect this data in coming semester and analyze the data to evaluate progress and possible plans for improvement. The results for the indicators of goal 2 prompted us to revise the previously set criteria. We will continue to monitor the results for future semesters and plan accordingly to ensure continuous improvement.