|  |  |
| --- | --- |
|  | COLLEGE OF NATURAL AND APPLIED SCIENCES  AGRICULTURE AND LIFE SCIENCES  FAÑOMNÅKAN 2023 |

**AL451/G AGRICULTURAL BUSINESS MANAGEMENT**

**CLASS MEETING TIMES**

Monday & Wednesday 11:00 a.m. to 12:20 p.m.

Classroom: ALS Room 127

Course communication: moodle.uog.edu

Moodle Help: [moodlehelp@triton.uog.edu](mailto:moodlehelp@triton.uog.edu) or 735-2620/1

**INSTRUCTOR**

Kuan-Ju Chen, Ph.D., Assistant Professor of Agricultural Economics

Office: ALS Room 228a

Phone: 735-2053

Email: [chenkj@triton.uog.edu](mailto:chenkj@triton.uog.edu)

Office Hours: By appointment only

# CATALOG DESCRIPTION

This course studies the major components of marketing and management decisions made by agribusiness firms. It examines the marketing process, marketing strategies, tools for management decision-making, as well as environmental risk management and benefit-cost analysis. The primary focus will be on understanding market forces and their impact on agribusiness. Students will be acquainted with skills for evaluating and making marketing decisions.

**Prerequisites:** MA115 or higher and AL351 or BA110.

# GOALS

In this course, students will utilize existing related knowledge or experience to learn and apply a variety of skills to help operate and manage an agricultural business. Students develop a strong foundation of business skills, including business analysis, communications, accounting, environmental management, marketing and promotion strategies applicable to the contemporary agricultural industry at the local, regional, and global levels. With the rapid adoption of agricultural technology, students study the impact of this technology on farm operations, as well as on other applications, from software to farm machinery.

**REQUIRED TEXTBOOK**

Marketing Management: A Strategic Decision-Making Approach, 8th edition

by John Mullins and Orville Walker, McGraw Hill, 2013.

**RECOMMENDED TEXTBOOKS**

Agricultural Marketing and Price Analysis, 1st edition, by F. Bailey Norwood and Jayson L. Lusk, Pearson, 2008.

The Agricultural Marketing System, 7th edition, by V. James Rhodes, Jan L. Dauve and Joseph L. Parcell, University of Missouri, Publishers, 2015.

Environmental Economics and Management, 6 edition

by Callan, S.J. and Janet M. Thomas, Thompson/ Southwestern, 2012.

### WITHDRAWAL DATES

The deadline for ‘Voluntary Withdrawal’ is March 17, 2023; you must withdraw at the UOG Records Office. If you want to withdraw after this date, you must file a ‘Petition for Withdrawal’ by May 14, 2023. Forms are available at the UOG Admissions and Records Office.

**TOBACCO-,SMOKE-, and VAPE-FREE CAMPUS**

UOG is a tobacco-free campus. Thank you for not using tobacco products on campus, and for helping make UOG a healthy learning and living environment. For more information visit: <http://www.uog.edu/smoke-free-uog>.

### COURSE LEARNING OUTCOMES

|  |  |  |  |
| --- | --- | --- | --- |
| **Student Learning Outcomes (SLO)** | **Program Learning Outcomes (PLO)\*** | **Institutional Learning Outcomes (ILO)\*** | **Activities/Assessments** |
| Define theories and concepts related to agribusiness and environmental management. | 1 | 1 | Case studies, assignments, quizzes. |
| Apply specific agribusiness and environmental management theories and concepts. | 2, 3 | 1, 2, 5 | Case studies, assignments, study tours, final group project, oral presentation. |
| Develop, implement, and evaluate agribusiness and environmental management strategies. | 2, 3, 4, 7 | 1, 2, 3, 5, 7 | Case studies, study tours, final group project, oral presentation. |
| Demonstrate professional communication skills (written and oral). | 4, 7 | 3, 5 | Final group project, oral presentation. |

\* Refer to PLO’s and ILO’s described below

**ALS Program Learning Objectives (PLOs)**

*PLO1 - Disciplinary Knowledge and Skills:* Graduates will demonstrate integrated knowledge in their chosen fields of study and related sciences.

*PLO2 - Research Skills:* Graduates possess critical thinking and analytical skills. Graduates are competent in basic procedures and safety protocols in conducting research. Graduates can use their knowledge and understanding of scientific concepts to explain and solve problems in their field.

*PLO3 - Analytical Skills:* Graduates can apply quantitative and/or qualitative analytical methods in agriculture and the life sciences.

*PLO4 - Communication Skills:* Graduates can gather and assess information and use it to create effective research and outreach communication media and oral presentations.

*PLO5 - Ethics and Professionalism:* Graduates understand the ethical principles underlying research, publication, and professional behavior. Graduates can demonstrate teamwork and networking skills, and understand the importance of providing correct credit for others’ work.

*PLO6 - Multicultural Competence:* Graduates will develop cross-cultural respect and a foundation for lifelong multicultural competence.

*PLO7 - Lifelong Learning and Integration of Knowledge from the Sciences and the Arts:* Graduates can empower themselves through life-long learning to enhance their knowledge base, and demonstrate an ability to integrate knowledge from the sciences and the arts.

**UOG Institutional Student Learning Objectives (ILOs)**

For more information about the following ILOs, please refer to [www.uog.edu/adminstration/academic-and-student-affairs/accreditation/assessment-and-program-review](http://www.uog.edu/adminstration/academic-and-student-affairs/accreditation/assessment-and-program-review).

* 1. Mastery of critical thinking and problem solving
  2. Mastery of quantitative analysis
  3. Effective oral and written communication
  4. Understanding and appreciation of culturally diverse people, ideas and values in a democratic context
  5. Responsible use of knowledge, natural resources, and technology
  6. An appreciation of the arts and sciences
  7. Personal development and lifelong learning

**ACADEMIC INTEGRITY POLICY**

Academic Integrity is about performing in your role as student in ways that are honest, trustworthy, respectful, responsible, and fair (see [www.academicintegrity.org](http://www.academicintegrity.org) for more information). As a student, you will complete your academic assignments in the manner expected by the instructor. Academic dishonesty, including but not limited to cheating and plagiarism may result in suspension or expulsion from the University. Refer to the UOG Student Handbook and Code of Conduct for more information.

**COVID STATEMENT**

The University of Guam is experiencing continued disruption to delivery of instruction during the global coronavirus pandemic. The University will follow executive orders and may be forced to close again, causing more modifications as the semester progresses. All changes will be posted on the UOG website, www.uog.edu.

* 1. Contact OIT for technical support at 735-2630 or [oit@triton.uog.edu](mailto:oit@triton.uog.edu)
  2. Contact the Triton Advising Center at 735 – 2271 or [tac@triton.uog.edu](mailto:tac@triton.uog.edu)
  3. Contact Isa Psychological Services center at 735-2883 or isa@triton.uog.edu

In face to face courses, wearing masks and social distancing is required. Anyone who has a fever, or any other symptom, should stay home. If you do not comply with these directions, you will be asked to leave, and if you do not, class will be cancelled.  
Patience, respect, and cooperation are needed from all of us to persist through these uncomfortable times.

**AMERICANS WITH DISABILITIES ACT AMENDMENTS ACT (ADAAA) ACCOMMODATION SERVICES**

The University is committed to providing an inclusive and welcoming environment for all members of our community. Federal and local laws protect the University community from any act of sex discrimination. Such acts violate the essential dignity of our community members. If you need assistance with EEO (Equal Employment Opportunity) and/or Title IX concerns, please contact the Director of EEO/ADA & TITLE IX Office at 671-735-2244, 671-735-2971, TDD 671-735-2243 or eeo-ada@triton.uog.edu.

For individuals covered under the ADA (Americans with Disabilities Act), if you are a student with a disability requiring academic accommodation(s), please contact the Student Counseling and Advising Service Accommodations Office to discuss our confidential request. Please provide an accommodation letter from the Disability Support Services/Student Counseling and Advising Service Accommodation counselor. To register for academic accommodations, please contact or visit the Student Center, Rotunda office #6, disabilitysupport@triton.uog.edu or telephone/(TDD) 671-735-2460.

For applicants or employees with a disability requiring employment or workplace accommodation(s), please contact the Director of EEO/ADA and TITLE IX Office to discuss your specific needs. Please provide documentation concerning your disability and the need for employment or workplace accommodation. Our office is located at the Iya Hami Hall, Dorm 2, right side entrance, first floor, Room 104 and our contact numbers are indicated above.

**NOTIFICATION OF RIGHTS UNDER FERPA**

The Family Educational Rights and Privacy Act (FERPA) affords students certain rights with respect to their education records. These rights for students, parents and school officials can be viewed at <http://www2.ed.gov/policy/gen/guid/fpco/ferpa/index.html>.

**STATEMENT OF PERSONAL PROTECTION AND SAFETY**

The University is committed to providing an inclusive and welcoming environment for you and all members of our community. The University values safety, diversity, education, and equity and is firmly committed to maintaining a campus environment free from all forms of sexual misconduct.

If you are experiencing sexual harassment, sexual assault, sex offenses, domestic violence, dating violence, stalking, or inappropriate amorous relationships, please report to me promptly and I will help connect you with the proper authorities and resources. This includes:

Victim Advocates Reaching Out (VARO) - (671) 477-5552 (24-hr hotline)

Healing Hearts Crisis Center - (671) 647-5351

In the case of emergency, please dial 911

Student victims may obtain on-campus assistance at Student Counseling Services, Isa Psychological Services, and the VAWPP. These offices shall also make appropriate referrals to off-campus services.

Please check with University of Guam Endowment Foundation for “Lauren McCluskey Scholarship” to support victims of domestic violence at [info@uogendowment.org](mailto:info@uogendowment.org) or [www.laurenmccluskey.org](http://www.laurenmccluskey.org).

**GRADING**

|  |  |
| --- | --- |
| **Course Requirements** | **Percent (%)** |
| Attendance/Participation | 10 |
| Assignments | 10 |
| Discussions (case studies) | 20 |
| Quizzes | 20 |
| Project | 20 |
| Presentation | 20 |
| Total | 100 |

**ATTENDANCE (10%)**

Class participation is a vital component of the course. Students are expected to come to class

prepared and to engage with the material, instructor and other students. I require attendance for my classes and if you have an excused reason why you missed class you are responsible for making up the work.

**ASSIGNMENTS (10%)**

Individual assignments will be assigned throughout the semester. These individual assignments will be applications of the material, which will also help to prepare students for course quizzes.

**DISCUSSIONS (20%)**

Postings in Moodle discussion forums are demonstrations of your ability to communicate effectively and professionally as well as of your ability to understand and use the information you are learning in the class. Discussion posts are very important in evaluating your understanding of course content. There will be a total of 10-15 discussion posts throughout the semester. Discussions will be held each week throughout this course. Each week your discussion board postings will be graded on a 20-point scale as follows:

***Weekly Discussion Posts – worth 20 points*** **Original Post**your original posting each week should...

* Answer all questions posed by the instructor
* Be written in your own words
* Include your original thoughts
* Incorporate content from the lessons (textbook, lectures, etc.)
* Contain the URL’s to any supporting resource(s)
* Include a question related to the topic for your classmate to respond to (if applicable)
* Be grammatically correct and proofread for spelling errors

**Peer Response Post**Remember, this is part of your discussion grade, consider the following when composing a reply to your classmate and instructor:

* Provide an alternative perspective
* Share stories about your own experiences
* Ask questions to further the discussion
* Incorporate content from the lessons and/or provide additional resources (websites, books, articles)
* Discuss why you agree or disagree with something
* Be grammatically correct and proofread for spelling errors

**QUIZZES (20%)**

Quizzes made available on Moodle that consists of multiple-choice, matching, and/or short-answer questions will help you get familiar with each topic and prepare you for the exams. Each quiz is worth 10 points. There will be a total of 12 quizzes throughout the semester, however only your top 10 quiz scores will count towards your final grade. Make-up quizzes will NOT be given, unless you notify the instructor IN ADVANCE and you have a valid reason (to be determined at discretion of instructor).

**PROJECT (20%)**

Course projects allow you to demonstrate your ability to not only process the concepts being presented in this course, but also to explain those concepts to others. Always keep a copy of your project as a backup. There will be one main project for this course that consists of different components and each component should be submitted in Moodle (TurnItIn) dropbox and/or email with instructor guidance on or before set cut-off dates.

**PRESENTATION (20%)**

Each group will deliver one (1) 30-minute PowerPoint presentation on its marketing plan during the semester. The content of presentation should cover highlights from the paper. Equal participation of each group member is required. Detailed expectations and a guide for delivering compelling presentations will be provided during the semester.

**GRADE DETERMINATION**

A letter grade will be assigned at the end of the semester based on points accumulated in class.

No extra credit will be given. The grading schedule is subject to change during the semester, but

will not become more difficult.

(the grade ranges are strict)

|  |  |  |  |
| --- | --- | --- | --- |
| **Grade** | **Percent** | **Grade** | **Percent** |
| A+ | 96.6 - 100% | C+ | 76.6 - 79.9% |
| A | 93.0 - 96.5% | C | 73.4 - 76.5% |
| A- | 90.0 - 92.9% | C- | 70.0 - 73.3% |
| B+ | 86.6 - 89.9% | D+ | 66.6 - 69.9% |
| B | 83.4 - 86.5% | D | 60.0 - 66.5% |
| B- | 80.0 - 83.3% | F | Below 59.9% |

**CLASS SCHEDULE**

(*Tentative, and subject to change. Changes announced in class)*

| **Week** | **Date** | **Topic/Activity/Assignment** | **Guest Speaker(s)** |
| --- | --- | --- | --- |
| **Due Dates** |
|  | 1/18 | **The Role of Economics in Agribusiness and**  **Environmental Management** |  |
| 1 | 1/23 | **Economical Dimension** | Assignment #1 |
| 1/25 | **Chap 1 – The Marketing Management Process** |  |
| 2 | 1/30 | **Case Study #1** | Moodle Discussion, Quiz #1 |
| 2/1 | **Chap 2 – The Marketing Implications of Corporate**  **and Business Strategies** |  |
| 3 | 2/6 | **Case Study #2** | Moodle Discussion, Quiz #2 |
| 2/8 | **Chap 3 – Understanding Market Opportunities** |  |
| 4 | 2/13 | **Case Study #3** | Moodle Discussion, Quiz #3 |
| 2/15 | **Study Tour #1 "Farmers Cooperative Associate**  **Of Guam (FCAG)”** | **Michael Aguon,**  **President, Farmers’ Co-op**  Assignment #2 |
| 5 | 2/20 | **Chap 4 – Understanding Consumer Buying**  **Behavior** |  |
| 2/22 | **Case Study #4** | Moodle Discussion, Quiz #4 |
| 6 | 2/27 | **Chap 5 – Understanding Organizational Markets**  **And Buying Behavior** |  |
| 3/1 | **Case Study #5** | Moodle Discussion, Quiz #5 |
| 7 | 3/6 | **Guam History & CHamoru Heritage Day (No Class)** |  |
| 3/8 | **Smart Technology in Agriculture** | **Guest Speaker**  Assignment #3 |
| 8 | 3/13 | **Chap 6 – Measuring Market Opportunities: Forecasting**  **and Market Knowledge** |  |
| 3/15 | **Case Study #6** | Moodle Discussion, Quiz #6 |
|  | 3/20  & 3/22 | **Spring Break (No Class)** |  |
| 9 | 3/27 | **Chap 7 – Targeting Attractive Market Segments** |  |
| 3/29 | **Case Study #7** | Moodle Discussion, Quiz #7 |
| 10 | 4/3 | **Study Tour #2 "Guam Aquaculture Development**  **and Training Center (GADTC)”** | **Dr. Hui Gong Jiang**  **Associate Professor, UOG**  Assignment #4 |
| 4/5 | **A talk on "Marketing Strategies”** | **Jim Restin and Barbara Restin,**  **Cofounders, Ultralights Lighting**  Assignment #5 |
| 11 | 4/10 | **Chap 8 – Differentiation and Brand Positioning** |  |
| 4/12 | **Case Study #8** | Moodle Discussion, Quiz #8 |
| 12 | 4/17 | **Chap 9 – Business Strategies: A Foundation for**  **Marketing Program Decisions** |  |
| 4/19 | **Case Study #9** | Moodle Discussion, Quiz #9 |
| 13 | 4/24 | **Chap 10 – Product Decisions** |  |
| 4/26 | **Case Study #10** | Moodle Discussion, Quiz #10 |
| 14 | 5/1 | **Chap 11 – Pricing Decisions** |  |
| 5/3 | **Case Study #11** | Moodle Discussion, Quiz #11 |
| 15 | 5/8 | **Environmental Risk Management & Benefit-Cost**  **Analysis in Environmental Management** | Moodle Discussion, Quiz #12 |
| 5/10 | **Work on Group Projects and Presentations** | **Student** |
|  | 5/17 | **Final Presentation**  **(Exam Week) 10:00a.m - 11:50a.m** | |