

AGEC 4433
Agricultural Business Planning, Management, and Policy
Spring 2018

GENERAL INFORMATION

INSTRUCTOR: Dr. Lynn Kennedy, Professor
Dept. of Ag. Economics & Agribusiness
Room 181, Martin D. Woodin Hall
225-578-2726
plkenne@lsu.edu

OFFICE HOURS: By appointment.

LECTURES: 1:30-2:20, M W F – 113 LOCKETT HALL

PREREQUISITES:

Prereq: senior standing; AGECE 3003, AGECE 3203, AGECE 3413; MKT 3401; MGT 3200; and BLAW 3200 or BLAW 3201.

COURSE DESCRIPTION:

AGEC 4433 Agricultural Business Planning, Management, and Policy (3) S Integration of management, marketing, and financial concepts for successful planning and implementation of agricultural business decisions; feasibility analysis; personnel policy; marketing (policy, mix, pricing, segmentation, strategy); and finance.

COURSE OBJECTIVES:

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

1. demonstrate the application of management, marketing, financial and economic concepts to managerial and strategic planning problems in food and agribusiness industries;
2. analyze a case study following standard procedures that include identifying goals, central problems, constraints, and relevant alternatives, recommending an alternative, and developing a realistic and efficient plan of implementation; and
3. effectively communicate results, conclusions and recommendations in oral and written form according to professional business standards.

GRADING POLICY

The grade obtained in the course will be determined by your performance on class participation, two individual case study write-ups, and a group project. The relative weights are as follows:

	<u>% of Grade</u>
Class Participation	25
Individual Written Case Studies	50
Group Case Study Project (40% total)	
Written Report	15
Presentation	5
Group Participation Grade	5
	100

The group case study will include both written and oral presentations and the due date will vary by group with final presentations during the last week of classes.

The final grading scale is as follows:

97 or above	A+
94-96.4	A
90-93.4	A-
87-89.4	B+
84-86.4	B
80-83.4	B-
77-79.4	C+
74-76.4	C
70-73.4	C-
67-69.4	D+
64-66.4	D
60-63.4	D-
below 60	F.

IMPORTANT INFORMATION, POLICIES AND PROCEDURES (please read these carefully)

1. There is no textbook. Some class materials will be made available on Moodle. Some materials you will need to purchase, particularly cases, which are available online.
Course materials:
 - Required case reading will be available Online. Your instructor will provide a URL link to purchase the case studies assigned during the semester.
 - Other class materials will be posted on Moodle, including publications from government agencies and industry trade associations, selected readings from agribusiness and business-related journals and other excerpts.
2. We will do graded in-class and online activities during the semester. Some of the activities will be a component of your group project. Missing these activities will affect your participation grade and individual grade on your group project. Please be sure to attend class regularly.
3. You will be held to all university policies regarding academic misconduct, as described under section 5.1 of the LSU student handbook.

TENTATIVE COURSE OUTLINE:

Week 1-3: Introduction, the case study method, structural analysis of industries, and other strategic planning topics.

Week 4-11: Industry and firm studies in food & agribusiness sectors, and individual case study assignments.

Week 12-16: Group case study assignments, Team activities and Final team reports