

**Western Technical College**

**10006153 Agribusiness and Resource Management**

**Course Outcome Summary**

**Course Information**

|                            |   |
|----------------------------|---|
| <b>Description</b>         | Students will discuss and develop a business plan that addresses financial, human resources, and legal aspects of managing an agribusiness. |
| <b>Career Cluster</b>      | Agriculture, Food and Natural Resources   |
| <b>Instructional Level</b> | Associate Degree Courses  |
| <b>Total Credits</b>       | 4.00  |
| <b>Total Hours</b>         | 108.00  |

**Types of Instruction**

| Instruction Type | Credits/Hours |
|------------------|---------------|
| Lecture          | 2 CR / 36 HR  |
| Lab              | 2 CR / 72 HR  |

**Course History**

**Textbooks**

*Agribusiness Fundamentals & Applications*. 2nd Edition. Copyright 2009. Ricketts, Cliff and Kristina Ricketts. Publisher: Cengage Learning. **ISBN-13:** 978-1-4180-3231-9. Required.

**Core Abilities**

1. **Apply mathematical concepts.**  
*Status Active*
2. **Demonstrate ability to think critically.**  
*Status Active*
3. **Demonstrate ability to value self and work ethically with others in a diverse population.**  
*Status Active*
4. **Make decisions that incorporate the importance of sustainability.**  
*Status Active*
5. **Transfer social and natural science theories into practical applications.**

*Status Active*

**6. Use effective communication skills.**

*Status Active*

**7. Use technology effectively.**

*Status Active*

**Program Outcomes**

**1. Develop an Agribusiness management plan**

*Type TSA Status Active*

**Summative Assessment Strategies**

1.1. Case Study

**Criteria**

- 1.1. learner determines available business resources
- 1.2. learner utilizes goal-setting strategies
- 1.3. learner analyzes financial statements
- 1.4. learner identifies business organizational structures
- 1.5. learner documents an emergency contingency plan
- 1.6. learner identifies methods of managing risk
- 1.7. learner defines a mission and/or vision statement
- 1.8. learner applies ethical and professional behavior in the agribusiness industry

**2. Apply economic and marketing strategies to Agribusiness Industry**

*Type TSA Status Active*

**Criteria**

- 2.1. learner researches market potential
- 2.2. learner develops a marketing plan
- 2.3. learner differentiates the relationship of cash and futures commodity markets
- 2.4. learner develops a sales presentation
- 2.5. learner identifies risk management strategies

**3. Apply relevant technologies**

*Type TSA Status Active*

**Criteria**

- 3.1. learner investigates technologies in agribusiness
- 3.2. learner applies technology effectively
- 3.3. learner uses technology safely

**4. Investigate opportunities in Agribusiness**

*Type TSA Status Active*

**Criteria**

- 4.1. learner correlates personal strengths, weaknesses and personality traits to industry opportunities
- 4.2. learner interprets the impact of identified trends and topics in agribusiness
- 4.3. learner completes occupational survey with members of industry
- 4.4. learner researches career options in agribusiness

**5. Interact as a professional in Agribusiness**

*Type TSA Status Active*

**Criteria**

- 5.1. learner identifies proper attire for career
- 5.2. learner demonstrates effective oral and written communication

- 5.3. learner identifies professional organizations in agribusiness
- 5.4. learner adheres to ethical standards
- 5.5. learner applies interpersonal communication skills
- 5.6. learner develops a professional continuous improvement plan
- 5.7. learner creates an employment portfolio

## Course Competencies

### 1. Interpret the basic concepts of an Agribusiness

*Domain Cognitive Level Analyzing Status WIP*

#### Linked Core Abilities

Demonstrate ability to think critically.  
 Demonstrate ability to value self and work ethically with others in a diverse population.  
 Transfer social and natural science theories into practical applications.  
 Use effective communication skills.

#### Linked Program Outcomes

Develop an Agribusiness management plan  
 Investigate opportunities in Agribusiness  
 Interact as a professional in Agribusiness

### 2.

### Analyze common accounting and business financial records

*Domain Cognitive Level Analyzing Status WIP*

#### Linked Core Abilities

Apply mathematical concepts.  
 Demonstrate ability to think critically.  
 Demonstrate ability to value self and work ethically with others in a diverse population.  
 Make decisions that incorporate the importance of sustainability.  
 Transfer social and natural science theories into practical applications.  
 Use effective communication skills.  
 Use technology effectively.

#### Linked Program Outcomes

Develop an Agribusiness management plan  
 Apply economic and marketing strategies to Agribusiness Industry  
 Apply relevant technologies

### 3. Analyze sources of capital and factors to consider in the capitalization of a business

*Domain Cognitive Level Analyzing Status WIP*

#### Linked Core Abilities

Apply mathematical concepts.  
 Demonstrate ability to think critically.  
 Make decisions that incorporate the importance of sustainability.  
 Transfer social and natural science theories into practical applications.  
 Use effective communication skills.  
 Use technology effectively.

#### Linked Program Outcomes

Develop an Agribusiness management plan  
 Apply economic and marketing strategies to Agribusiness Industry  
 Investigate opportunities in Agribusiness

### 4. Correlate the impact of supply and demand on Ag markets and Agribusiness

*Domain Cognitive Level Analyzing Status WIP*

### **Linked Core Abilities**

Apply mathematical concepts.  
Demonstrate ability to think critically.  
Demonstrate ability to value self and work ethically with others in a diverse population.  
Make decisions that incorporate the importance of sustainability.  
Transfer social and natural science theories into practical applications.  
Use effective communication skills.  
Use technology effectively.

### **Linked Program Outcomes**

Develop an Agribusiness management plan  
Apply economic and marketing strategies to Agribusiness Industry  
Apply relevant technologies  
Investigate opportunities in Agribusiness  
Interact as a professional in Agribusiness

## **5. Compare the similarities and differences between personal and Agribusiness financing**

*Domain Cognitive Level Analyzing Status WIP*

### **Linked Core Abilities**

Apply mathematical concepts.  
Demonstrate ability to think critically.  
Demonstrate ability to value self and work ethically with others in a diverse population.  
Make decisions that incorporate the importance of sustainability.  
Transfer social and natural science theories into practical applications.  
Use effective communication skills.  
Use technology effectively.

### **Linked Program Outcomes**

Apply economic and marketing strategies to Agribusiness Industry  
Interact as a professional in Agribusiness

## **6. Evaluate effective and legal Human Resource Management (HRM)**

*Domain Cognitive Level Evaluating Status WIP*

### **Linked Core Abilities**

Demonstrate ability to think critically.  
Demonstrate ability to value self and work ethically with others in a diverse population.  
Make decisions that incorporate the importance of sustainability.  
Transfer social and natural science theories into practical applications.  
Use effective communication skills.  
Use technology effectively.

### **Linked Program Outcomes**

Develop an Agribusiness management plan  
Apply economic and marketing strategies to Agribusiness Industry  
Apply relevant technologies  
Investigate opportunities in Agribusiness  
Interact as a professional in Agribusiness

## **7. Differentiate the Input (Supply) sector and the Output (Marketing) sector of Agribusiness**

*Domain Cognitive Level Analyzing Status WIP*

### **Linked Core Abilities**

Demonstrate ability to think critically.  
Make decisions that incorporate the importance of sustainability.  
Transfer social and natural science theories into practical applications.  
Use effective communication skills.  
Use technology effectively.

### **Linked Program Outcomes**

Develop an Agribusiness management plan

Apply economic and marketing strategies to Agribusiness Industry  
Investigate opportunities in Agribusiness  
Interact as a professional in Agribusiness

**8. Compare various types of business arrangements (cooperative, partnership, and corporation)**

*Domain Cognitive Level Evaluating Status WIP*

**Linked Core Abilities**

Apply mathematical concepts.  
Demonstrate ability to think critically.  
Demonstrate ability to value self and work ethically with others in a diverse population.  
Make decisions that incorporate the importance of sustainability.  
Transfer social and natural science theories into practical applications.  
Use effective communication skills.  
Use technology effectively.

**Linked Program Outcomes**

Develop an Agribusiness management plan  
Apply economic and marketing strategies to Agribusiness Industry  
Investigate opportunities in Agribusiness  
Interact as a professional in Agribusiness

**9. Summarize various personal law issues (tort, lien, bankruptcy, rental/lease agreements, deeds, purchase agreements, etc.)**

*Domain Cognitive Level Analyzing Status WIP*

**Linked Core Abilities**

Apply mathematical concepts.  
Demonstrate ability to think critically.  
Demonstrate ability to value self and work ethically with others in a diverse population.  
Make decisions that incorporate the importance of sustainability.  
Transfer social and natural science theories into practical applications.  
Use effective communication skills.  
Use technology effectively.

**Linked Program Outcomes**

Apply economic and marketing strategies to Agribusiness Industry  
Interact as a professional in Agribusiness

**10. Categorize the various Ag regulations for feed, seed, fertilizer, pesticides, grain storage, etc.**

*Domain Cognitive Level Analyzing Status WIP*

**Linked Core Abilities**

Apply mathematical concepts.  
Demonstrate ability to think critically.  
Make decisions that incorporate the importance of sustainability.  
Transfer social and natural science theories into practical applications.  
Use effective communication skills.  
Use technology effectively.

**Linked Program Outcomes**

Develop an Agribusiness management plan  
Apply economic and marketing strategies to Agribusiness Industry  
Apply relevant technologies  
Investigate opportunities in Agribusiness  
Interact as a professional in Agribusiness

**11. Explore various DNR regulations on hunting, fishing, trapping, boating, environmental issues, CAFO permitting, manure spills, surface and ground water issue, etc..**

*Domain Cognitive Level Analyzing Status WIP*

**Linked Core Abilities**

Apply mathematical concepts.  
 Demonstrate ability to think critically.  
 Demonstrate ability to value self and work ethically with others in a diverse population.  
 Make decisions that incorporate the importance of sustainability.  
 Transfer social and natural science theories into practical applications.  
 Use effective communication skills.  
 Use technology effectively.

**Linked Program Outcomes**

Develop an Agribusiness management plan  
 Investigate opportunities in Agribusiness  
 Interact as a professional in Agribusiness

**12. Compare various insurance requirements and types available for personal and business (home, rental, life, auto, health, crop, farm, liability)**

*Domain Cognitive Level Analyzing Status WIP*

**Linked Core Abilities**

Apply mathematical concepts.  
 Demonstrate ability to think critically.  
 Demonstrate ability to value self and work ethically with others in a diverse population.  
 Make decisions that incorporate the importance of sustainability.  
 Use effective communication skills.  
 Use technology effectively.

**Linked Program Outcomes**

Develop an Agribusiness management plan  
 Apply economic and marketing strategies to Agribusiness Industry  
 Apply relevant technologies  
 Investigate opportunities in Agribusiness  
 Interact as a professional in Agribusiness

**13. Create an effective business plan outline**

*Domain Cognitive Level Creating Status WIP*

**Linked Core Abilities**

Apply mathematical concepts.  
 Demonstrate ability to think critically.  
 Demonstrate ability to value self and work ethically with others in a diverse population.  
 Make decisions that incorporate the importance of sustainability.  
 Transfer social and natural science theories into practical applications.  
 Use effective communication skills.  
 Use technology effectively.

**Linked Program Outcomes**

Develop an Agribusiness management plan  
 Apply economic and marketing strategies to Agribusiness Industry  
 Apply relevant technologies  
 Investigate opportunities in Agribusiness  
 Interact as a professional in Agribusiness

**\*Required College Syllabus Guidelines**

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**Western's Academic Dishonesty Statement**

Academic dishonesty includes, but is not limited to: plagiarizing; cheating on tests or examinations; turning in counterfeit reports, tests, and papers; stealing tests or other academic material; knowingly falsifying academic records or documents of the institution; accessing a student's confidential academic records without authorization; disclosing confidential academic information without authorization; and turning in the same work to more than one class without informing the instructors involved. Student Expectations: Each student is 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 in violation of academic dishonesty will be subject to disciplinary action as per the guidelines of the Western Student Code of Conduct.

### **Western's Student Withdrawal Policy**

Students are encouraged to contact their program adviser when withdrawing from a program. The student must drop a program or courses in which the student has chosen not to continue. In addition, students may wish to:

1. Communicate with their instructor(s) and respective division offices (if withdrawing from a program or from college).
2. Contact a college counselor to consider alternative options.

If a student does process an official drop from classes:

1. The permanent record will reflect a withdrawal grade (W)\*.
2. The student may or may not be eligible for future financial aid.
3. The student may receive a refund of fees paid (if within the stipulated allowable time-frame).

Any reduction in fees paid will be refunded to the appropriate funding institution, as mandated by federal guidelines, or to the student. If fees have not been paid in full, a credit will be posted to the student's account.

If a student does not process an official withdrawal:

1. The permanent record will reflect a failing grade (F).
2. The student may or may not be eligible for future financial aid.

Copy and paste this url into the address of your internet browser [http://www.westerntc.edu/student\\_handbook/StudentPlanner.pdf](http://www.westerntc.edu/student_handbook/StudentPlanner.pdf) .

### **Western's Attendance Non-Emergent Excused Absence Policy**

Students are expected to attend all classes. Faculty will not drop a student for non-attendance, but may assign a failing grade. However, the College reserves the right to drop a student for attendance related issues at any time during the semester, if it is felt to be in the best interest of the student or the College.

Western considers certain class absences to be officially excused without jeopardizing student academic standing. Students shall be excused from classes for: mandatory religious observations, military service, jury duty, and participation in College sponsored events. Students shall not be penalized for excused absences and shall be allowed to make up missed quizzes or tests. Copy and paste this url into your internet browser [http://www.westerntc.edu/student\\_handbook/StudentPlanner.pdf](http://www.westerntc.edu/student_handbook/StudentPlanner.pdf)

### **Western's ADA Statement**

It is the policy of Western Technical College to provide reasonable accommodations (when requested) for qualified individuals with disabilities. When a student wishes to request an accommodation, it is necessary for that individual to use the Student Accommodation Request Form, which may be obtained from the Counseling Staff or Instructional Support Specialist located in the Welcome Center, 400 7th Street North, La Crosse, WI 54601.

Copy and paste this url into the address of your internet browser [http://www.westerntc.edu/student\\_handbook/StudentPlanner.pdf](http://www.westerntc.edu/student_handbook/StudentPlanner.pdf) .

### **Western's Tobacco-Free Policy**

Western's Tobacco-Free Policy prohibits use of all tobacco products on College premises or in College vehicles. Only exclusion is private vehicles. Copy and paste this url into the address of your internet browser [http://www.westerntc.edu/student\\_handbook/StudentPlanner.pdf](http://www.westerntc.edu/student_handbook/StudentPlanner.pdf) .