**The University of Jordan Agribusiness Management (605222)**

**Faculty of Agriculture Prerequisite Agr. Econ. (605101)**

**Department of Agr.Econ.&Agribusiness Mgt Spring/2013**

**Course Lecturer: Dr. Tala Qtaishat**

**Lectures: Sunday, Tuesday and Thursday (11.00 a.m.-12.00 p.m.),**

**Consultation: Sunday, Tuesday and Thursday (12p.m.-1) or by appointment, Room:**

**Course Description:**

The course is designed to give the student selected perspectives in applying and

integrating basic management skills and principles in agribusiness problem-solving and

decision-making. A workable approach to management, built around the management

functions of planning, organizing, controlling, and directing is the focus. The application

of basic skills in economic analysis, marketing, communication, finance, facility

operations, and personnel in the management process is illustrated and examined. The

specific objective is to help students effectively apply and integrate learned skills and

principles into the management process.

**Course Topics:**

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| Week  | Topic  |
| 1  | **Introduction:**Course overview; the agribusiness system |
| 2  | **Planning**:* Agribusiness manager; Functions of management
* Role of marketing; Marketing performance and management
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| 3-4 | **Planning**:* Understanding consumer demand
* Factors influencing consumer demand
* Evaluating demand
* Budgeting
 |
| 5  | **Organizing:** * Business Types
* Choosing a business type
* Cooperative Business Structures
 |
| 6-12 | **Controlling:** * Decision-making approaches
* Break-even analysis
* Financial statements and applications
* The Business plan
* Capital budgeting and applications
 |
| 13-14 | **Supervising:** * Managing and Supervising Employees
* Managing a Successful Agribusiness
 |
| 15-16 | **Evaluation:*** Holistic evaluation of an agribusiness
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**Text Books:**

1. James G. Beierlein, Kenneth C. Schneeberger, and Donald D. Osburn. 1995. Principles of Agribusiness Management, Second Edition. Prospect Heights, IL: Waveland Press.

**Course grading:**

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| **Activity** | **Value in Final Grade** |
| Project | 10% |
| 1st Midterm Exam | 20% |
| 2nd Midterm Exam | 20% |
| Final Exam (Accumulative) | 50% |

**Academic Integrity:**

University policy on academic misconduct is clear - academic dishonesty in any form is strictly prohibited. Instances of academic dishonesty (ex. Cheating) will be referred to the Dean of Students for disciplinary action. Penalties are severe and may include failure on the exam, failure in the course, and/or expulsion from the University. The risks associated with academic dishonesty far outweigh the perceived benefits. If you are unsure whether an action you are considering constitutes academic dishonesty, seek clarification from your instructor.

**Class Attendance & Behavior:**

Class attendance is mandatory. Attendance will be taken. Each student will be allowed 4 unexcused absences over the course of the semester. Attendance will be taken at the beginning of class and may be taken at the end of class. Attendance on timeand participation in class are crucial. Excuses for absences should be provided in advance if possible or at the next opportunity, if not. Each unexcused absence in excess of those allowable will result in a loss from attendance points.

Another course requirement is that everyone treats each other with respect. No Food, drinks, phones, smoking, texting and laptops are allowed in the class room. Violation of this requirement will be dealt with severely.