

**Eastern Oregon University**  
**Course Syllabus**

**Number of Course:** AE 341

**Name of Course:** Global Agribusiness Management

**Course Description:** The course will provide students with a solid background of the agribusiness industry and the role it plays in domestic and global economy, and issues managers will face in the 21<sup>st</sup> Century. The learning environment will be accentuated by the use of case studies, other analyses and out-of-class assignments using examples in the food and fiber value chain. Case studies and discussions will be utilized to practice critical thinking and decision making skills as it relates to the managing of a global agribusiness today. Students will also be required to interact one-on-one with an agribusiness to gain first-hand knowledge of the agribusiness environment. **Credit Hours:** 4

**Required Texts or Suggested Materials:** [EOU Bookstore Link](#)

**Prerequisites:** BA 321 Learning

**Outcomes:**

1. Demonstrate an understanding of the scope and importance of the agribusiness sector and the role it plays in the domestic and global economy.
2. Appreciate the uniqueness of production agriculture and its role in both society and the world.
3. Develop insight into the critical issues form managing agribusiness firms operating across international boundaries.
4. Demonstrate knowledge and function of a global agribusiness supply chain and how firms co-create value for agribusiness customers.
5. Explain the role business management has in the successful operation of an agribusiness firm.
6. Demonstrate an understanding of the global agribusiness environment.
7. Identify and use appropriate data sources to obtain information on the global agricultural and food sectors.
8. Analyze, plan, implement, and control an agribusiness management challenge.

**Course Requirements Course**

**Overview:**

**Attendance in the course is expected. A significant amount of synthesis of the material occurs during the in-class portion of this course.** Exams are designed for comprehension, not regurgitation. The examinations will assess your understanding and application of core concepts and theories. A good way to begin to prepare for your exams is to outline the chapters to obtain a strong foundation in the principles of the course. Application and analysis of textbook material will occur during class lectures. Course assignments will support the application and analysis of the material with real-world examples. All exams will be administered on-line.

**Technology:**

- Students must have an EOU email address and use it; all notices will be emailed to that address and no other.

- Students must know how to use Blackboard to retrieve class documents and post assignments
- A working knowledge of a spreadsheet application (e.g., Excel) is essential.

**Exams:** All exams will be administered on-line. There will be no make-up exams unless you have athletic or professional reasons and the instructor must be informed at least one week prior to the exam date. The instructor may require a coach or supervisor to contact information.

**Assignments:** The assignments will be posted on the course LMS shell under ASSIGNMENTS. Assignments will be graded for correct answers and demonstration of process. No late assignments or resubmissions will be accepted without prior arrangements.

**Written Course Submissions:** Effective writing is very important and is critical in business and management. I take writing seriously and hope you will, too. To this end, I will be looking for well-written papers. I strongly recommend the following: proofread your paper before submission; take time to read your paper out loud or have someone read and comment on each paper; and if you haven't, please get and read *The Elements of Style* by W. Strunk and EB White. This book is slim, but packed with great information that can help your writing style.

**Assignment Requirements:** Details for all of your assignments can be found under each module on the canvas course shell.

- Note that all submissions must adhere to the following guidelines:
  - All papers must be created with a word processor and submitted electronically. Please submit your files in a MS Doc file or a PDF format. Files can be converted to PDFs for free at [www.zamzar.com](http://www.zamzar.com).
  - Format: double-spaced, one inch margins, 12-point font ○ Heading, first page only: name, paper number, date, and course information (i.e., BA321 Winter 15) ○ *Use in-text citations. Cite all sources and references used.*
  - Style guide: APA (American Psychological Association) must be used for all citations and references. See the following website <http://owl.english.purdue.edu/owl/resource/560/01/> (Links to an external site.)

**Grading Policies:** Your course grade will depend on the overall average received on exams and assignments. Letter grades will be assigned based on the percent of total points earned:

A	93-100%	B+	86-89%	B-	80-82%	C	73-75%	D	60-69%
A-	90-92%	B	83-85%	C+	76-79%	C-	70-72%	F	<60%

**Means of Assessment:**

Learning Outcome	Assessment instrument	Percent of Total Grade
1-6	Examination (10*30 points each)	31 %
1-6	Weekly Reflections (10*20 Points Each)	21%
1-6	Case Studies (5*75 points Each)	30%
7-8	Global Agribusiness Plan (100 points)	10%
	Total Points = 975	100%

**Course Conduct:** Students are expected to conduct themselves in the course (e.g., on discussion boards, email postings, in-class, group work) in compliance with the university's regulations regarding civility. Students will be expected to treat all others with the same respect as they would want afforded themselves. Disrespectful behavior to others (such as harassing behavior, personal insults, and inappropriate language) or disruptive behaviors in the course is unacceptable and can result in sanctions as defined by Oregon Administrative Rules Division 015 Student Conduct Regulations.

**General Education Category and Outcomes:** This is an upper division concentration course in the Business Administration degree program.

**University Writing Requirement Outcomes:** This course does not qualify as a UWR

***For on-campus courses***

The Writing Center provides a place — physical or virtual — where every EOU writer can find an interested, responsive reader. Writing tutorials are free of charge for EOU's undergraduate and graduate students who are writing for any course at any level, or who are writing resumes, job letters, graduate applications, and more. Go to [eou.mywconline.com](http://eou.mywconline.com) to schedule an appointment in the Writing Center (Loso Hall 234).

***For online or on-site courses***

The Writing Center provides a place — physical or virtual — where every EOU writer can find an interested, responsive reader. Writing tutorials are free of charge for EOU students writing for any undergraduate course. Go to [EOU's eTutoring page](#) to submit a paper to a writing tutor.

**Academic Misconduct Policy:**

Eastern Oregon University places a high value upon the integrity of its student scholars. Any student found guilty of an act of academic misconduct (including, but not limited to, cheating, plagiarism, or theft of an examination or supplies) may be subject to having his or her grade reduced in the course in question, being placed on probation or suspended from the University, or being expelled from the University—or a combination of these.

**Accommodations/Students with Disabilities policy:**

Any student who feels he or she may need an accommodation for any type of disability, must contact the Disability Services Office in Loso Hall, Room 234. Phone: 541-962-3081.

**Date:** 10/27/20 Course number changed from BA341 to AE341

"This standard syllabus provides only general information on the course. A detailed syllabus will be provided by the Instructor. Please keep in mind that not all courses are offered every year. Consult Webster for scheduling information."