

AGMG 1311
Introduction to Agribusiness
Western Texas College

- I. Basic Course Information
 - A. Course Description: Introduction to agribusiness management, marketing, and sales in the free enterprise system. Topics include economic principles, finance, risk management, record keeping, budgeting, employee/employer responsibilities, communications, human relation skills, and agricultural career opportunities.
 - B. Prerequisites: None

- II. Student Learning Outcomes
 - A. Discuss agricultural trade, consumption, and employment as it pertains to the complex field of agriculture
 - B. Apply basic economic principles and management functions to agribusiness

- III. Major Course Requirements
 - A. Internet iCEV Lessons
 - B. Demonstrations
 - C. Presentations
 - D. Reading
 - E. Field Trips and Field Works

- IV. Information on Books and other Course Materials
 - A. None Required

- V. Other Policies, Procedures and Important Dates: Please refer to the WTC Course Catalog for the following:
 - A. Campus Calendar
 - B. Final exam schedule
 - C. How to drop a class
 - D. Withdrawal information
 - E. Student Conduct/Academic Integrity
 - F. Class Attendance
 - G. Students with disabilities

VI. Course Organization and Schedule

Week	Topic
Week 1	Course Introduction Introduction to Agribusiness Management
Week 2	The Role of Marketing and Consumer Demand
Week 3-4	Forecasting
Week 5-6	Budgeting
Week 7-8	Business Organizational Structures
Week 9-10	Cost Controls and Break-even Analysis
Week 11-12	Basic Financial Statements
Week 13-14	Accounting Information & Record Keeping
Week 15	Management & Supervision of Employees
Week 16	Review & Final

*Disclaimer: Schedule, content and grading percentages are subject to change at the instructor's discretion.