

## OFFICIAL UNDERGRADUATE COURSE OUTLINE FORM

**Note:** The University reserves the right to amend course outlines as needed without notice.

<b>Course Code and Number:</b> AGRI 142		<b>Number of Credits:</b> 3 <a href="#">Course credit policy (105)</a>													
<b>Course Full Title:</b> Introduction to Agribusiness <b>Course Short Title:</b> Introduction to Agribusiness															
<b>Faculty:</b> Faculty of Science		<b>Department (or program if no department):</b> Agriculture Technology													
<b>Calendar Description:</b> An introduction to effective business practices applied to agribusiness. Topics important to managing an agricultural operation will be covered including planning, decision making, budgeting, financial analysis, economics, and marketing. The use of computer applications in data management and record keeping will be emphasized.															
<b>Prerequisites (or NONE):</b>		None.													
<b>Corequisites (if applicable, or NONE):</b>															
<b>Pre/corequisites (if applicable, or NONE):</b>															
<b>Antirequisite Courses</b> <i>(Cannot be taken for additional credit.)</i> Former course code/number: Cross-listed with: Equivalent course(s): <i>(If offered in the previous five years, antirequisite course(s) will be included in the calendar description as a note that students with credit for the antirequisite course(s) cannot take this course for further credit.)</i>		<b>Course Details</b> Special Topics course: <b>No</b> <i>(If yes, the course will be offered under different letter designations representing different topics.)</i> Directed Study course: <b>No</b> <i>(See <a href="#">policy 207</a> for more information.)</i> Grading System: <b>Letter grades</b> Delivery Mode: <b>May be offered in multiple delivery modes</b> Expected frequency: <b>Annually</b> Maximum enrolment (for information only): <b>25</b>													
<b>Typical Structure of Instructional Hours</b> <table border="1"> <tr> <td>Lecture/seminar</td> <td>33</td> </tr> <tr> <td>Supervised laboratory hours (computer lab)</td> <td>12</td> </tr> <tr> <td></td> <td></td> </tr> <tr> <td></td> <td></td> </tr> <tr> <td></td> <td></td> </tr> <tr> <td><b>Total hours</b></td> <td><b>45</b></td> </tr> </table>		Lecture/seminar	33	Supervised laboratory hours (computer lab)	12							<b>Total hours</b>	<b>45</b>	<b>Prior Learning Assessment and Recognition (PLAR)</b> PLAR is available for this course. Challenge exam and relevant industry experience.	
Lecture/seminar	33														
Supervised laboratory hours (computer lab)	12														
<b>Total hours</b>	<b>45</b>														
<b>Scheduled Laboratory Hours</b> Labs to be scheduled independent of lecture hours: <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes		<b>Transfer Credit</b> <i>(See <a href="#">bctransferguide.ca</a>.)</i> Transfer credit already exists: <b>Yes</b> Submit outline for (re)articulation: <b>Yes</b> <i>(If yes, fill in <a href="#">transfer credit form</a>.)</i>													
<b>Department approval</b>		<b>Date of meeting:</b> June 2022													
<b>Faculty Council approval</b>		<b>Date of meeting:</b> September 9, 2022													
<b>Undergraduate Education Committee (UEC) approval</b>		<b>Date of meeting:</b> February 24, 2023													

**Learning Outcomes** *(These should contribute to students' ability to meet program outcomes and thus Institutional Learning Outcomes.)*

Upon successful completion of this course, students will be able to:

1. Describe elementary business concepts (financial, accounting, human resources, marketing, and organizational).
2. Differentiate between microeconomics and macroeconomics and the role of both in agriculture.
3. Articulate the pros and cons of different marketing methods for agricultural products including supply-management and direct marketing.
4. Conduct primary and secondary market research to determine the viability of a business idea.
5. Prepare the three basic financial documents: statement of cash flows, income statement, and balance sheet and a projected cash flow.
6. Describe the elements of a business plan, including relevant sections on Human Resources and Environmental Farm Planning.
7. Practise whole-farm decision making using a Strength-Weakness-Opportunities-Threats (S.W.O.T.) analysis.
8. Calculate key financial ratios using values from prepared financial statements and use benchmarks to make whole-farm decisions.
9. Compare data management programs developed for agricultural operations in Canada (possible examples include FCC AgExpertPro or Farm Management Canada).

**Recommended Evaluation Methods and Weighting** *(Evaluation should align to learning outcomes.)*

Assignments:	60%	Final exam:	25%	Quizzes/tests:	15%
	%				%

**Details:**

There are three assignments, each worth 20% that allows students to practice topics covered in the course.

**NOTE: The following sections may vary by instructor. Please see course syllabus available from the instructor.**

**Texts and Resource Materials** *(Include online resources and Indigenous knowledge sources. [Open Educational Resources](#) (OER) should be included whenever possible. If more space is required, use the [Supplemental Texts and Resource Materials form](#).)*

Type	Author or description	Title and publication/access details	Year
Online Resource	BC Ministry of Agriculture	New Farm Start Up Guide	2021
2. Open textbook	Robinson, Hanson and Black	Financial Management for Small Businesses	2020
3.			
4.			
5.			

**Required Additional Supplies and Materials** *(Software, hardware, tools, specialized clothing, etc.)***Course Content and Topics**

- What is agribusiness
- Factors of production
- Macro and microeconomics
- Gross domestic product
- Types of business
- Human resources: entrepreneurs
- Human resources and employee handbooks
- Standard operating procedures
- Primary and secondary market research
- Marketing (including supply management)
- Financial literacy: differentiating between assets, liabilities, equities, revenue, and expenses
- Understanding loans: principal, interest rate, amortization
- Financial statements: cash flow and balance sheet
- Financial statements: income statement
- Financial statements: ratios and decision making
- SWOT analysis
- Business planning tools and steps
- Production planning and business planning