

ORIGINAL COURSE IMPLEMENTATION DATE:

REVISED COURSE IMPLEMENTATION DATE:

September 2023

COURSE TO BE REVIEWED (six years after UEC approval):

February 2029

Course outline form version: 09/08/2021

OFFICIAL UNDERGRADUATE COURSE OUTLINE FORM

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

Course Full Title: Introduction to Agribusiness Course Short Title: Introduction to Agribusiness Faculty: Faculty of Science Department (or program if no department): Agriculture Technology Calendar Description: 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. Prerequisites (or NONE): None. Corequisites (if applicable, or NONE): Pre/corequisites (if applicable, or NONE): Pre/corequisites (if applicable, or NONE): Antirequisite Courses (Cannot be taken for additional credit.) Former course code/number: (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.) Typical Structure of Instructional Hours Typical Structure of Instructional Hours	Course Code and Number: AGRI 142		Number of Credits: 3 Course credit policy (105)				
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Undergraduate Education Committee (UEC) approval Date of meeting: February 24, 2023					Date of meeting:	September 9, 2022	
•	Undergraduate Education Committee (UEC) approval				Date of meeting:	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%
9/		%

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. <u>Open Educational Resources</u> (OER) should be included whenever possible. If more space is required, use the <u>Supplemental Texts and Resource Materials form.</u>)

Туре	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