Welcome on board! As the first university course in agribusiness and agricultural economics, the Introduction to Agribusiness Management is aimed at studying the basic business concepts and tools used for analyzing and managing an agribusiness. Concepts covered include introductions to agricultural products and services, marketing management, consumer demand, risk management, production management, finance, accounting, and human resource management.

Note that some topics will be covered in much greater depth than others. Depending on time constraints, some topics may not be covered.

INSTRUCTOR Name: Farhan Islam (he/him)
Office: 357 Drake Centre
Phone: TBA
Email: Farhan.Islam@umanitoba.ca

E-mails should include your full name, student number, and course number. Expect a reply within 48 hours Monday to Thursday. E-mails sent on Friday will be answered by the following Monday if there are no internet issues.

Office hours: Fri (9:30 am – 11:00 am) – via Zoom by appointment only (email me to arrange a time)

COURSE DESCRIPTION

Welcome on board! As the first university course in agribusiness and agricultural economics, the Introduction to Agribusiness Management is aimed at studying the basic business concepts and tools used for analyzing and managing an agribusiness. Concepts covered include introductions to agricultural products and services, marketing management, consumer demand, risk management, production management, finance, accounting, and human resource management.

Note that some topics will be covered in much greater depth than others. Depending on time constraints, some topics may not be covered.

COURSE OBJECTIVES
Successful completion of this course should enable students to:

- Describe the scope and function of the agri-food system and the important role of marketing.
- Apply microeconomic concepts to understand consumer demand and related pricing strategies.
- Employ forecasting and budgeting procedures for business planning.
- Demonstrate knowledge of a good organizational scheme and firm’s legal structure.
- Learn how to calculate optimal output level by conducting break-even, cost analysis, etc.
- Analyze financial statements and use of accounting information in decision making.
- Use spreadsheet skills to process information, analyze data, and generate reports.
- Design a business plan for a potential business opportunity in a real-world setting.

**COURSE FORMAT AND HEALTH & SAFETY PROTOCOLS**

This course will be taught in-person, unless there’s a directive from the university that requires us to move to remote delivery. We will observe the health-related safety protocol mandated by the university. Please check the [COVID-19 Updates](#) webpage of the university and the [COVID-19 health and safety protocols](#) to know what is expected of you. The university’s policy is also provided later in this course outline.

The class will involve lectures, case discussions, quantitative exercises, and breakout activities in small groups. To ensure that you and your classmates get as much value out of this course as possible, I expect everyone to complete all readings, practice questions or other assigned preparation in advance of the class session and show up ready to discuss this material.

**COURSE MATERIALS**

**Required Textbooks:**

Ronald D. Kay; William Edwards; Patricia Duffy. Farm Management, 9e, Mcgraw Hill. (With Connect) ISBN10: 1260716295 | ISBN13: 9781260716290 (Students must register with Connect)

**Supplementary Reading**

There will be several additional readings/journals for the course. They will be available online or through the U of M library. Details will be provided as needed throughout the term.
ASSESSMENT OF LEARNING

There are four graded components in this course:

<table>
<thead>
<tr>
<th>Course deliverable</th>
<th>Weight on Final Grade</th>
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<tbody>
<tr>
<td>Quiz 1 (In-class)</td>
<td>25 %</td>
</tr>
<tr>
<td>Quiz 2 (In-class)</td>
<td>25 %</td>
</tr>
<tr>
<td>Quiz 3 (In-Class)</td>
<td>20 %</td>
</tr>
<tr>
<td>In Class Participation/Exercises</td>
<td>5 %</td>
</tr>
<tr>
<td>Business Plan (Group Project)</td>
<td>10 %</td>
</tr>
<tr>
<td>Connect Assignments</td>
<td>15 %</td>
</tr>
<tr>
<td>Total</td>
<td>100 %</td>
</tr>
</tbody>
</table>

Final grades are based on the student’s weighted mark. In the event of a skewed distribution of grades, the course marks for the class may be curved up or down as necessary (the weighting of each component will remain unchanged). The following are the tentative grade cut-offs.

A+ 94-100
A 85-93.9
B+ 80-84.9
B 75-79.9
C+ 68-73.9
C 60-67.9
D 51-59.9
F 0-50.9

These tentative cut-offs are subject to adjustment up or down depending on the relative performance of the current class compared to prior classes that have taken the course with the same instructor.

1) Quizzes (70 % total)

Each quiz will be a CLOSED BOOK Quiz. It will be a 60-minute quiz and will be based on material covered in readings and lectures. The details of the format will be discussed closer to the first quiz date. Quizzes are not cumulative. Quiz dates are as follows:

- Quiz 1 – February 16 (Time: 2:45 PM – 3:45 PM)
- Quiz 2 – March 23 (Time: 2:45 PM – 3:45 PM)
- Quiz 3 – April 11 (Time: 2:45 PM – 3:45 PM)

2) In Class Participation and Exercises (5 %)

Students are expected to attend class consistently and come prepared to actively participate in class discussions and class exercises. Participation will be graded for each class on a scale of 0-3, where a score of 3 would be assigned to a student who makes a comment demonstrating preparation, critical thinking and the ability to justify their point of view in a way that advances class discussion. Students will receive a score of zero for unexcused absences. See attendance policy for more information.
Although this will require that each of you speak up on occasion, you do not need to have an insightful comment in each class to get a high participation grade. Your participation grade will be relative and scaled based on the participation of your peers. I will provide a mid-term update on your progress so you can adjust your participation if needed.

3) Business Plan (Group Project) (10 %)
The business plan is intended to help students learn to think about various aspects of starting up a new enterprise. Students are expected to, as much as possible, incorporate concepts from their ABIZ 1000 lectures when putting their business plans together. Students will work in teams of four to six on their business plans. Students will plan for a hypothetical business—a business that would be started from scratch. Students may not use any existing business for planning purposes, although it is acceptable to “get ideas” from businesses already in operation. The topic of the business plan will be discussed during the second week of classes.

4) Connect Assignments (15 %)
There are 11 online Connect Assignments. I will select best 10 out of 11 assignments that are available on Connect. Students have until the due date to complete the assignment. If you answer a question/concept wrong, you will be asked the concept again until you master (get the question) right. You need to answer all concepts to get full marks for the assignment.

<table>
<thead>
<tr>
<th>Online Assignments</th>
<th>Assignment 1 (Chapter 3) before 11:30 pm, 29 January 2023</th>
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<tbody>
<tr>
<td></td>
<td>Assignment 2 (Chapter 4) before 11:30 pm, 6 February 2023</td>
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<td>Assignment 3 (Chapter 5) before 11:30 pm, 12 February 2023</td>
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<td>Assignment 4 (Chapter 6) before 11:30 pm, 17 February 2023</td>
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<td>Assignment 5 (Chapter 7) before 11:30 pm, 5 March 2023</td>
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<td>Assignment 6 (Chapter 8) before 11:30 pm, 12 March 2023</td>
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<td>Assignment 7 (Chapter 9) before 11:30 pm, 19 March 2023</td>
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<td>Assignment 8 (Chapter 12) before 11:30 pm, 25 March 2023</td>
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<td>Assignment 9 (Chapter 13) before 11:30 pm, 30 March 2023</td>
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<tr>
<td></td>
<td>Assignment 10 (Chapter 17) before 11:30 pm, 5 April 2023</td>
</tr>
<tr>
<td></td>
<td>Assignment 11 (Chapter 19) before 11:30 pm, 10 April 2023</td>
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</tbody>
</table>

Please check on the due date for each assignment in the Connect. The due date may change depending on the progress of the lecture sessions. It is student’s responsibility to keep an eye on each assignment’s deadline.

**MISSED EXAM AND LATE SUBMISSION POLICY**

If you miss quizzes for a valid reason (medical, compassionate or other as specified in University Policy on Accommodations for Missed Undergraduate Term Examinations), please notify me within
48 hours to schedule a makeup exam (if possible). We can adjust the weight of the quiz to other quizzes or if possible, arrange for a make up quiz.

Do not make travel plans during the quiz days. I cannot let you take the quiz earlier/later because you made bookings for an earlier date.

**ATTENDANCE POLICY**

For the sake of your own learning and the learning of your classmates, regular attendance and participation in the course is expected. If you are experiencing a personal matter (health or otherwise) that you expect will cause you to miss multiple classes, please reach out to me so we can figure out a plan to make sure you are able to keep up with course material.

**ELECTRONIC DEVICE POLICY**

For in-person classes, you may use a laptop or tablet for notetaking. If you are using a laptop, please sit towards the back of the class if feasible for you to avoid distracting those sitting behind you.

You are NOT allowed to use smart phones or any other phones and cannot audio/video record any lectures.

We will observe the protocols that would be expected during in-person classes. Avoid making or taking calls on your cellphone while class is in progress. No frivolous posting of messages in the Chat area during class. Please do not video/audio record class lectures or take pictures of the screen without permission.

**OUT-OF-CLASS COMMUNICATION**

I will communicate with you primarily through the Announcement feature on UM Learn. Check UM Learn frequently and read all communication thoroughly. PowerPoint slides, project guidelines and other helpful materials will also be posted on UM Learn.

I am also accessible via email, but I try to limit time spent answering emails outside of my work hours. Unless otherwise noted, I will respond to emails within 24 – 48 hours.

Whenever you email me, you should include your full name, student number, and course number. Expect a reply within 48 hours Monday to Thursday. E-mails sent on Friday will be answered by the following Monday if there are no internet issues.

**CLASS SCHEDULE**

My intention is to cover the following topics. This is a tentative outline subject to change if I find it necessary. This course covers the following topics (as time permits):

- Chapter 2 – Management and Decision Making
- Marketing Management (notes will be available on UM Learn)
- Chapter 3 – Accounting Information
• Chapter 4 – The Balance Sheet and its Analysis
• Chapter 5 – The Income Statement and its Analysis
• Chapter 6 – Business Analysis
• Chapter 7 – Economic Principles – Production levels
• Chapter 8 – Economic Principles – Input and Output
• Chapter 9 – Costs Concepts and Decision Making
• Chapter 10 – Enterprise Budgeting
• Chapter 11 – Planning
• Chapter 12 – Partial Budgeting
• Chapter 13 – Cash flow Budgeting
• Chapter 17 – Investment Analysis
• Chapter 19 – Capital and Credit
• Chapter 21 – Human Resources Management

IMPORTANT DATES

• Revision Period – January 2 – January 23
• Drop Date (with Refund) – January 20
• Quiz 1 – February 16
• Quiz 2 – March 23
• Quiz 3 – April 11
• Business Plan Due Date and time – April 10 (before 11:59 pm on UM Learn Drop box)
• Voluntary Withdrawal Date – March 22
• No Classes – Jan 12, Jan 19, Jan 26, Feb 2, Feb 9, and Feb 28 (recording of the lectures will be available on UM Learn)
ACADEMIC INTEGRITY POLICY

Academic integrity is critical to the reputation of the Asper School of Business and for the degrees we award. As the Faculty that helps create business and government leaders, we have a special obligation to ensure that our ethical standards are beyond reproach. Therefore, the Asper School takes academic misconduct very seriously and does what it takes to uphold the highest academic integrity standards. You can find information on what constitutes academic misconduct on the University of Manitoba’s Academic Integrity webpage. It is your responsibility to educate yourself on what’s acceptable and what’s not. Ignorance is no excuse. When in doubt, talk to your instructor.

Examples of academic misconduct include, but are not limited to:

- using the exact words from a published or unpublished source without quotation marks and without referencing that source both in-text and in the Bibliography
- reproducing a table, graph, or diagram, in whole or in part, without referencing the source
- paraphrasing someone else’s words without referencing the source both in-text and in the Bibliography
- using a paper (or parts of it) that was submitted in one course for an assignment in another course, without discussion with both the instructors involved
- getting your assignment done by someone else, either for payment or otherwise
- using material available on file-sharing sites such as Course Hero, Chegg, etc. Uploading material to such sites also constitutes academic misconduct depending on what is shared.
- copying the answers of another student in any exam or assignment
- providing exam answers or assignments to other students via any medium or obtaining them from other students or websites
- taking any unauthorized materials into an examination (crib notes), regardless of whether those are used during the exam
- recording exam questions using any method, regardless of whether those are shared with others
- sharing exam questions with those who are yet to take the exam, including future students or attempting to sell exam questions
- impersonating another student or getting another person to impersonate you for the purpose of attendance, earning class participation marks, submitting academic work, or writing an exam
- changing any part of test answers after that test has been graded and returned

Group Projects and Group Work

Many courses in the Asper School require group projects. All group members should exercise special care to ensure that the group project is free from plagiarism. Should a violation occur, group members are jointly accountable unless the violation can be attributed to specific individuals.

Some courses, while not requiring group projects, encourage students to work together in groups before submitting individual assignments. If it’s unclear whether it is allowed, students are encouraged to seek clarification from the instructor to avoid violating the academic integrity policy.
STUDENT SERVICES AND SUPPORTS

The University of Manitoba provides many different services that can enhance learning and provide support for a variety of academic and personal concerns. You are encouraged to visit the below websites to learn more about these services and supports.

<table>
<thead>
<tr>
<th>For Information on...</th>
<th>...follow this link</th>
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<tbody>
<tr>
<td>Reporting discriminatory behavior by another university member</td>
<td>Speak Up</td>
</tr>
<tr>
<td>Tech-related issues with UM Learn or videoconferencing</td>
<td>Information Services &amp; Technology</td>
</tr>
<tr>
<td>Admission, Registration, Tuition Fees, Important Dates, Final Exams, Graduation,</td>
<td>Registrar’s Office</td>
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<tr>
<td>and Transcripts</td>
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<td>Academic policies &amp; procedures, regulations, Faculty-specific information, degree</td>
<td>Academic Calendar</td>
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<tr>
<td>and major requirements</td>
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<tr>
<td>Help with research needs such as books, journals, sources of data, how to cite, and</td>
<td>Library Resources</td>
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<tr>
<td>writing</td>
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<tr>
<td>Tutors, workshops, and resources to help you improve your learning, writing, time</td>
<td>Writing and Learning Support</td>
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<td>management, and test-taking skills</td>
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<tr>
<td>Support and advocacy for students with disabilities to help them in their academic</td>
<td>Student Accessibility Services</td>
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<td>work and progress</td>
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<tr>
<td>Copyright-related questions and resources to help you avoid plagiarism or intellectual</td>
<td>Copyright Office</td>
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<td>property violations</td>
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<td>Student discipline bylaws, policies and procedures on academic integrity and</td>
<td>Academic Integrity</td>
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<td>misconduct, appeal procedures</td>
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<td>Policies &amp; procedures with respect to student discipline or misconduct, including</td>
<td>Student Discipline</td>
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<td>academic integrity violations</td>
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<tr>
<td>Students’ rights &amp; responsibilities, policies &amp; procedures, and support services for</td>
<td>Student Advocacy</td>
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<td>academic or discipline concerns</td>
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<tr>
<td>Your rights and responsibilities as a student, in both academic and non-academic</td>
<td>Your rights and responsibilities</td>
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<td>contexts</td>
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<tr>
<td>Medical services for any physical or mental health issues</td>
<td>University Health Service</td>
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<tr>
<td>Information on health topics, including physical/mental health, alcohol/substance use</td>
<td>Health and Wellness</td>
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<td>harms, and sexual assault</td>
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<tr>
<td>Mental health, including anxiety, stress, depression, help with relationships or</td>
<td>Student Counselling Centre</td>
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<td>other life concerns, crisis services, and counselling.</td>
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<tr>
<td>Support services available for help regarding any aspect of student and campus life,</td>
<td>Student Support Case Management</td>
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<tr>
<td>especially safety issues</td>
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<tr>
<td>Resources available on campus, for environmental, mental, physical, socio-cultural,</td>
<td>Live Well @ UofM</td>
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<tr>
<td>and spiritual well-being</td>
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</tr>
<tr>
<td>Help with any concerns of harassment, discrimination, or sexual assault</td>
<td>Respectful Work and Learning Environment</td>
</tr>
<tr>
<td>Concerns involving violence or threats, protocols for reporting, and how the</td>
<td>Violent or Threatening Behaviour</td>
</tr>
<tr>
<td>university addresses them</td>
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</table>
UNIVERSITY OF MANITOBA COVID-19 HEALTH & SAFETY POLICY
April 8, 2022

The University of Manitoba (the “UM”) is committed to maintaining a safe learning environment for all students, faculty, and staff. Should campus operations change because of health concerns related to the COVID-19 pandemic or other campus-wide emergency, it is possible that this course will move to a fully remote delivery format. Should the instructor be required to stay at home for an extended period and an alternate instructor not be available, the course may move temporarily to a remote delivery format.

Mask Wearing

In a face-to-face environment, our commitment to safety requires students to observe all Covid guidelines set by the University (https://umanitoba.ca/coronavirus)

While on campus and in class, you must wear masks as stipulated in current University policies, procedures, and guidelines. The University highly recommends the use of KN-95 masks; the minimum requirement is a ATSM Level 2 Medical mask. Both mask types are available at many locations on campus.

Students who fail to comply are subject to disciplinary action in accordance with the Student Discipline Bylaw and the Non-Academic Misconduct and Concerning Behaviour Procedure.

If you do not follow masking requirements, you will be asked to leave the learning space and may only return to the class already in progress when you have complied with this requirement. Repeated issues will result in disciplinary action as previously noted.

Students should not eat or drink during class time.

Illness

Remember: STAY HOME IF YOU HAVE SYMPTOMS OR ARE ILL. If you become ill we highly recommend that you self-isolate; you should notify your instructor by email so you can develop a plan to complete the course learning outcomes while you are absent.

What to do if you become ill while at UM:

1. Leave the classroom, lab, or workspace immediately. Continue to wear your mask while leaving the premises and/or while waiting for transportation.

2. Perform hand hygiene (soap and water or hand sanitizer) and avoid contact with others and minimize contact with the physical environment.

3. Once at home, complete the MB self-assessment and follow the directions that are provided.

4. Inform your instructor(s) or, if in residence, the appropriate individual.
5. Please remain off-campus and all UM facilities until cleared to return in accordance with self-assessment, testing results, and UM recommended isolation procedures.

**Recommended transportation options (in order):**

1. Drive yourself home.

2. Pick-up by family or friend – remember to keep your mask on and to distance as much as possible, and where possible, open a window to improve ventilation.

3. Pickup by taxi/Uber:
   
   - Remain masked and perform hand hygiene before entering the vehicle.
     - Avoid touching the inside of the vehicle
     - Keep your mask on for the duration of the ride
     - Where possible, open a window to improve ventilation.

4. Winnipeg Transit buses – We recommend that you do not use Winnipeg Transit in this situation.
ABOUT THE INSTRUCTOR

Farhan Islam, MA, BA, BSc. (Instructor)

Areas of Research Interest: Sustainability, Financial Derivative Modelling, Econometric Analysis, Statistical Modelling, Network Security, and Risk Management


Mr. Farhan Islam is one of the respected Instructor at Asper Business School with vast teaching experience and interests. He has extensive experience in green sustainability, risk analysis, lean systems, and economic development. He has also been involved in developing and launching start-up small companies as well as government projects.

Farhan has taught wide variety of courses in Agribusiness, Economics, Statistics, Mathematics, Marketing, Information Systems, and Management. Farhan also teaches at University of Winnipeg and Red River College Polytechnic. He is a business and Policy Consultant and runs an independent consultancy firm globally. He was a major researcher and was involved in policy consideration in University of Manitoba Transport Institute (UMTI) “GrEEEn Trucking Program” in 2011-2012 which become one of the major successful projects in UMTI.

Farhan is currently pursuing Chartered Financial Analyst (CFA), completing Project Management Professional (PMP), Actuarial designation (ASA), VMware Certification, and Lean Six Sigma Certification.

In his free time, Farhan enjoys travelling, cycling, playing soccer, cricket, tennis, basketball, badminton, singing, painting, and virtually any other outdoor activity.