

Syllabus

ABIZ 1000 D01: Introduction to Agribusiness
Management
(Winter 2024)

**Faculty of Agricultural and
Food Sciences**



COURSE DETAILS

Course Title & Number:	Introduction to Agribusiness Management; ABIZ 1000 D01
Number of Credit Hours:	3
Class Times & Days of Week:	Distance
Location for classes/labs/tutorials:	Distance
Pre-Requisites:	Nil

Instructor Contact Information

Instructor(s) Name & Preferred Form of Address:	Dr. Charles Grant, I prefer to be addressed as Dr. Grant
Office Location:	Agriculture Building office #359
Office Hours or Availability:	Make an appointment or send an email.
Office Phone No.	204-474-9619
Email:	charles.grant@umanitoba.ca Please when sending emails be professional and respectful. I will reply your emails within 48h during week days. On weekends I do not respond emails.
Contact:	By Email or In person
Teaching Assistant:	Holly Adams
Contact:	adamsh@myumanitoba.ca

Course Description

U of M Course Calendar Description

Introduction to management principles applied to agribusiness. Topics covered will include cooperative and corporate organizations, financial analysis, marketing and planning. All students will prepare a business plan. Students will use spreadsheet skills with respect to processing information and preparing forecasts.

General Course Description

This course is an introduction to agribusiness management in a modern day context. Agribusiness faces the challenge of keeping up production to feed a world with growing human population where the population growth is mainly in urban centres where people rely on the agricultural industry to put food on the shelves of the grocery stores where they shop. This agricultural challenge creates interesting business and employment opportunities for people and this course endeavours to give students fundamental skills in agribusiness management that the agribusiness industry needs and is looking for. Students learn use a spreadsheet for analysis and learn to use Python coding for applications. To further their skill development the students develop an executive business plan for a food product of their choice. This course is introductory in nature and has no prerequisites. It serves as a prerequisite for many other courses that follow it.

Course Goals

1. Introduce the use of a spreadsheet and Python coding for agribusiness applications.
2. Develop an understanding of modern era agribusiness problems.
3. Solve an agricultural logistics problem and an agricultural efficiency problem.
4. Develop an understanding of the management of human resources in agribusiness.
5. Apply basic data management skills to agribusiness.
6. Develop an understanding of commodity marketing and branded product marketing in agribusiness.
7. Assess risk and return in agribusiness and measure profit and wealth.
8. Develop an executive agribusiness plan for a food product.
9. Apply artificial intelligence for plant classification in agribusiness.
10. Develop communication and interpersonal skills that are needed in the agribusiness industry.

Course Learning Objectives

1. Introduce the use of a spreadsheet and Python coding for agribusiness applications.
2. Solve an agricultural logistics problem using a spreadsheet and Python programming.
3. Solve an agricultural efficiency problem using a spreadsheet and Python programming.
4. Write an agribusiness job description, prepare interview questions, and conduct interviews.
5. Apply basic data management skills to agribusiness.
6. Apply basic skills of marketing, both commodity marketing and branded product marketing.
7. Assess risk and return in agribusiness.
8. Measure profit and wealth in agribusiness.
9. Develop an executive agribusiness plan for a food product.
10. Apply artificial intelligence for plant classification in agribusiness.

Textbook, Readings, and Course Materials

Required: All You Can Grow – An Agribusiness Double. By Charles Grant and Sara Quinton. 2023. ISBN 978-1-55383-604-9

Using Copyrighted Material

Please respect copyright. We will use copyrighted content in this course. I have ensured that the content I use is appropriately acknowledged and is copied in accordance with copyright laws and university guidelines. Copyrighted works, including those created by me, are made available for private study and

research and must not be distributed in any format without permission. Do not upload copyrighted works to a learning management system (such as UM Learn), or any website, unless an exception to the *Copyright Act* applies or written permission has been confirmed. For more information, see the University's Copyright Office website at <http://umanitoba.ca/copyright/> or contact um_copyright@umanitoba.ca.

Course Technology

The course will follow the required textbook, both the physical textbook and its digital links. For course management, UM Learn will be used. The use of other technology (i.e., tablets, cellphones, laptops, etc.) is expected and will be used to solve various agribusiness problems. The spreadsheet and Python software used in the course are open source and free of charge. It is the general University of Manitoba policy that all technology resources are to be used in a responsible, efficient, ethical and legal manner.

Expectations: I Expect You To

The student is expected to participate actively in the course. Active participation means staying on top of the course material, completing and submitting assignments on time, and preparing for exams, and seeking help on course material that is not clear. You are expected to read the required textbook. We operate in a respectful work and learning environment. I expect you to follow the Section 2.5 ROASS policies concerning Class Communication, Academic Integrity, and Recording Class Lectures.

Academic Integrity:

Each student in this course is expected to abide by the University of Manitoba [Academic Integrity principles](#). Always remember to reference the work of others that you have used. Also be advised that you are required to complete your assignments independently unless otherwise specified. If you are encouraged to work in a team, ensure that your project complies with the academic integrity regulations. You must do your own work during exams. Inappropriate collaborative behavior and violation of other Academic Integrity principles, will lead to the serious [disciplinary action](#). Visit the [Academic Calendar](#), [Student Advocacy](#), and [Academic Integrity](#) web pages for more information and support.

Recording Class Lectures:

No audio or video recording of lectures or presentations is allowed in any format, openly or surreptitiously, in whole or in part without permission {Claudia Narvaez-Bravo} Course materials (both paper and digital) are for the participant's private study and research.

Student Accessibility Services:

The University of Manitoba is committed to providing an accessible academic community. [Students Accessibility Services \(SAS\)](#) offers academic accommodation supports and services such as note-taking, interpreting, assistive technology and exam accommodations. Students who have, or think they may have, a disability (e.g. mental illness, learning, medical, hearing, injury-related, visual) are invited to contact SAS to arrange a confidential consultation.

Student Accessibility Services
520 University Centre
Phone: (204) 474-7423
Email: Student_accessibility@umanitoba.ca

Expectations: You Can Expect Me To

You can expect me to provide a course syllabus, course content, a schedule for learning, and assessments.

You can expect availability of the TA or myself for consultation if needed. Email is my preferred method of communication. All assessments will be graded fairly. You can expect me to treat all of your questions and comments with respect and to take your concerns seriously.

CLASS SCHEDULE AND COURSE EVALUATION

This schedule is subject to change at the discretion of the instructor and/or based on the learning needs of the students but such changes are subject to [Section 2.8 of ROASS](#).

Required Work or Preparation	Evaluation		
	Type of Assessment	Due Date & Time	Value of Final Grade
Chapters 1-5	Assignment 1	Feb 2, 11:59 pm	20%
Chapters 1-5	Midterm Exam 1	Feb 6, 7-8 pm	25%
Chapters 6-9	Assignment 2	Mar 15, 11:59 pm	20%
Chapters 6-9	Midterm Exam 2	Mar 19, 7-8 pm	25%
Chapter 11	Bonus Assignment	Apr 5, 11:59 pm	5%
Chapter 10	Executive Business Plan	Apr 10, 11:59 pm	10%
TOTAL			105%

Grading

Indicate your grading scale. A sample is given below that you can adjust to your course expectations.

Letter Grade	Percentage out of 100	Grade Point Range	Final Grade Point
A+	95-100	4.25-4.5	4.5
A	86-94	3.75-4.24	4.0
B+	80-85	3.25-3.74	3.5
B	72-79	2.75-3.24	3.0
C+	65-71	2.25-2.74	2.5
C	60-64	2.0-2.24	2.0
D	50-59	Less than 2.0	1.0
F	Less than 50		0

Topic	Dates (Times)
1. Introduction (Chapter 1)	Jan 8-12
2. Getting Started (Chapter 2)	Jan 8-12
3. Logistics (Chapter 3)	Jan 15-19
4. Efficiency (Chapter 4)	Jan 22-26
5. Human Resources (Chapter 5)	Jan 29 - Feb 2
6. First Assignment Submitted (Chapters 1-5)	Feb 2 (11:59 pm)
7. First Mid-term Examination (Chapters 1-5)	Feb 6 (7:00-8:00 pm)
8. Data Analysis (Chapter 6)	Feb 12-16
9. Winter break	Feb 19-23

10. Marketing, Commodity and Branded Product (Chapter 7)	Feb 26-Mar1
11. Risk and Return (Chapter 8)	Mar 4-8
12. Profit and Wealth (Chapter 9)	Mar 11-15
13. Second Assignment Submitted (Chapters 6-9)	Mar 15 (11:59 pm)
14. Second Midterm examination (Chapters 6-9)	March 19 (7:00-8:00 pm)
15. Artificial Intelligence (Chapter 11)	Apr 1-5
16. Bonus Assignment Submitted (Chapter 11)	Apr 5 (11:59 pm)
17. Executive Business Plan (Chapter 10)	Apr 1-10
18. Executive Business Plan Submitted (Chapter 10)	Apr 10 (11:59 pm)

Voluntary Withdrawal

The last date to drop Winter term spanning courses with refunds:

January 20, 2024 you will receive a VW for the course, but you will not be charged the Winter Term portion of the fees.

Voluntary Withdrawal (VW) deadline Winter term classes: March 20, 2024

Please refer to the Registrar's Office web page for more information.

ASSIGNMENT DESCRIPTIONS

Instructions, grading rules, and rubrics will be provided as per [Section 2.5 ROASS](#). Assignments 1 and 2 refer to chapters 1-5 and 6-9 of the textbook. The bonus assignment refers to chapter 11. The executive business plan refers to chapter 10.

TITLE: Assignment 1

GOAL: To learn the materials presented in chapters 1-5 of the textbook.

PROCEDURE: Read chapters 1-5, browse the the relevant links at charles.grant@cwgrant.com and complete the assignment questions.

SUBMISSION GUIDELINES: Bind up your answers including quizzes into a single pdf document and submit the document by uploading it to the appropriate folder in UM Learn on or before midnight on February 2, 2024. For chapter 5 submit two audio files to UM Learn, one as interviewer and one as interviewee.

EVALUATION CRITERIA: See Assignment 1 rubric on UM Learn.

TITLE: Assignment 2

GOAL: To learn the materials presented in chapters 6-9 of the textbook.

PROCEDURE: Read chapters 6-9, browse the the relevant links at charles.grant@cwgrant.com and complete the assignment questions.

SUBMISSION GUIDELINES: Bind up your answers including quizzes into a single pdf document and submit the document by uploading it to the appropriate folder in UM Learn on or before midnight on March 15, 2024.

EVALUATION CRITERIA: See Assignment 2 rubric on UM Learn.

TITLE: Bonus Assignment

GOAL: To learn the materials presented in chapter 11 of the textbook.

PROCEDURE: Read chapter 11, browse the the relevant links at charles.grant@cwgrant.com and complete the assignment questions.

SUBMISSION GUIDELINES: Bind up your answers including quizzes into a single pdf document and submit the document by uploading it to the appropriate folder in UM Learn on or before midnight on April 5, 2024.

EVALUATION CRITERIA: See Bonus Assignment rubric on UM Learn.

TITLE: Executive business plan

GOAL: To learn the materials presented in chapter 10 of the textbook.

PROCEDURE: Read chapter 10, browse the the relevant links at charles.grant@cwgrant.com and complete the executive business plan.

SUBMISSION GUIDELINES: Submit the document as a spreadsheet by uploading it to the appropriate folder in UM Learn on or before midnight on April 5, 2024.

EVALUATION CRITERIA: See Executive Business Plan rubric on UM Learn.

Referencing Style

All written assignments in this course **shall include in-text citation**. Citation style: APA style.

Example:

Derwing, T. M., Rossiter, M. J., & Munro, M. J. (2002). Teaching native speakers to listen to foreign-accented speech. *Journal of Multilingual and Multicultural Development*, 23(4), 245-259.

Assignment Feedback

Feedback on student's performance will be provide as formative (i.e., comments) and summative (i.e., grade). The feedback will be delivered electronically (UML).

Assignment Extension and Late Submission Policy

Assignment Due Dates: For each business day the assignment is overdue, a 10% deduction from the assignment's value will be applied.

Be sure to upload your assignments to the designated folders for each assignment on UMLearn. If you mistakenly submit your assignment in the wrong folder, it is your responsibility to rectify this, and the assignment will be marked as late. Please note that assignments will not be accepted via email.

Each assignments is to be submitted as a single pdf document.

UNIVERSITY SUPPORT OFFICES & POLICIES

Schedule "A"

Section (a) sample re: A list of academic supports available to Students, such as the Academic Learning Centre, Libraries, and other supports as may be appropriate:

Writing and Learning Support

The Academic Learning Centre (ALC) offers services that may be helpful to you throughout your academic program. Through the ALC, you can meet with a learning specialist to discuss concerns such as time management, learning strategies, and test-taking strategies. The ALC also offers peer

supported study groups called Supplemental Instruction (SI) for certain courses that students have typically found difficult. In these study groups, students have opportunities to ask questions, compare notes, discuss content, solve practice problems, and develop new study strategies in a group-learning format.

You can also meet one-to-one with a writing tutor who can give you feedback at any stage of the writing process, whether you are just beginning to work on a written assignment or already have a draft. If you are interested in meeting with a writing tutor, reserve your appointment two to three days in advance of the time you would like to meet. Also, plan to meet with a writing tutor a few days before your paper is due so that you have time to work with the tutor's feedback.

These Academic Learning Centre services are free for U of M students. For more information, please visit the Academic Learning Centre website at: <http://umanitoba.ca/student/academiclearning/>

You can also contact the Academic Learning Centre by calling 204-480-1481 or by visiting 205 Tier Building.

University of Manitoba Libraries (UML)

As the primary contact for all research needs, your liaison librarian can play a vital role when completing academic papers and assignments. Liaisons can answer questions about managing citations, or locating appropriate resources, and will address any other concerns you may have, regarding the research process. Liaisons can be contacted by email or phone, and are also available to meet with you in-person. A complete list of liaison librarians can be found by subject: <http://bit.ly/WcEbA1> or name: <http://bit.ly/1tJ0bB4>. In addition, general library assistance is provided in person at 19 University Libraries, located on both the Fort Garry and Bannatyne campuses, as well as in many Winnipeg hospitals. For a listing of all libraries, please consult the following: <http://bit.ly/1sXe6RA>. When working remotely, students can also receive help online, via the Ask-a-Librarian chat found on the Libraries' homepage: www.umanitoba.ca/libraries.

Section (b) sample: re: A statement regarding mental health that includes referral information:

For 24/7 mental health support, contact the Mobile Crisis Service at 204-940-1781.

Student Counselling Centre

Contact SCC if you are concerned about any aspect of your mental health, including anxiety, stress, or depression, or for help with relationships or other life concerns. SCC offers crisis services as well as individual, couple, and group counselling. *Student Counselling Centre:*

<http://umanitoba.ca/student/counselling/index.html>

474 University Centre or S207 Medical Services

(204) 474-8592

Student Support Case Management

Contact the Student Support Case Management team if you are concerned about yourself or another student and don't know where to turn. SSCM helps connect students with on and off campus resources, provides safety planning, and offers other supports, including consultation, educational workshops, and referral to the STATIS threat assessment team.

Student Support Intake Assistant <http://umanitoba.ca/student/case-manager/index.html>

520 University Centre
(204) 474-7423

University Health Service

Contact UHS for any medical concerns, including mental health problems. UHS offers a full range of medical services to students, including psychiatric consultation.

University Health Service <http://umanitoba.ca/student/health/>

104 University Centre, Fort Garry Campus
(204) 474-8411 (Business hours or after hours/urgent calls)

Health and Wellness

Contact our Health and Wellness Educator if you are interested in [peer support from Healthy U](#) or information on a broad range of health topics, including physical and mental health concerns, alcohol and substance use harms, and sexual assault.

Health and Wellness Educator <https://umanitoba.ca/student/health-wellness/welcome-about.html>

britt.harvey@umanitoba.ca

Live Well @ UofM

For comprehensive information about the full range of health and wellness resources available on campus, visit the Live Well @ UofM site:

<http://umanitoba.ca/student/livewell/index.html>

Section (c) sample: re: A notice with respect to copyright:

All students are required to respect copyright as per Canada's *Copyright Act*. Staff and students play a key role in the University's copyright compliance as we balance user rights for educational purposes with the rights of content creators from around the world. The Copyright Office provides copyright resources and support for all members of the University of Manitoba community. Visit <http://umanitoba.ca/copyright> for more information.

Section (d) sample: re: A statement directing the student to University and Unit policies, procedures, and supplemental information available on-line:

Your rights and responsibilities

As a student of the University of Manitoba you have rights and responsibilities. It is important for you to know what you can expect from the University as a student and to understand what the University expects from you. Become familiar with the policies and procedures of the University and the regulations that are specific to your faculty, college or school.

The [Academic Calendar](http://umanitoba.ca/student/records/academiccalendar.html) <http://umanitoba.ca/student/records/academiccalendar.html> is one important source of information. View the sections *University Policies and Procedures* and *General*

Academic Regulations.

While all of the information contained in these two sections is important, the following information is highlighted.

- If you have questions about your grades, talk to your instructor. There is a process for term work and final **grade appeals**. Note that you have the right to access your final examination scripts. See the Registrar's Office website for more information including appeal deadline dates and the appeal form <http://umanitoba.ca/registrar/>
- You are expected to view the General Academic Regulation section within the Academic Calendar and specifically read the **Academic Integrity** regulation. Consult the course syllabus or ask your instructor for additional information about demonstrating academic integrity in your academic work. Visit the Academic Integrity Site for tools and support <http://umanitoba.ca/academicintegrity/> View the **Student Academic Misconduct** procedure for more information.
- The University is committed to a respectful work and learning environment. You have the right to be treated with respect and you are expected to conduct yourself in an appropriate respectful manner. Policies governing behavior include the:

Respectful Work and Learning Environment

http://umanitoba.ca/admin/governance/governing_documents/community/230.html

Student Discipline

http://umanitoba.ca/admin/governance/governing_documents/students/student_discipline.html and,

Violent or Threatening Behaviour

http://umanitoba.ca/admin/governance/governing_documents/community/669.html

- If you experience **Sexual Assault** or know a member of the University community who has, it is important to know there is a policy that provides information about the supports available to those who disclose and outlines a process for reporting. The **Sexual Assault** policy may be found at:
http://umanitoba.ca/admin/governance/governing_documents/community/230.html
More information and resources can be found by reviewing the Sexual Assault site <http://umanitoba.ca/student/sexual-assault/>
- For information about rights and responsibilities regarding **Intellectual Property** view the policy https://umanitoba.ca/governance/sites/governance/files/2021-06/Intellectual_Property_Policy_-_2013_10_01_RF.pdf

For information on regulations that are specific to your academic program, read the section in the Academic Calendar and on the respective faculty/college/school web site

<http://umanitoba.ca/faculties/>

Contact an **Academic Advisor** within our faculty/college or school for questions about your academic program and regulations <http://umanitoba.ca/academic-advisors/>

Student Advocacy

Contact Student Advocacy if you want to know more about your rights and responsibilities as a student, have questions about policies and procedures, and/or want support in dealing with academic or discipline concerns.

<http://umanitoba.ca/student/advocacy/>

520 University Centre

204 474 7423

student_advocacy@umanitoba.ca