Code # Enter text…

**New Course Proposal Form**

**[ ] Undergraduate Curriculum Council**

**[x ] Graduate Council**

|  |
| --- |
| **[x] New Course or [ ]Experimental Course (1-time offering) (Check one box)** |

Signed paper copies of proposals submitted for consideration are no longer required. Please type approver name and enter date of approval.

Email completed proposals to [curriculum@astate.edu](mailto:curriculum@astate.edu) for inclusion in curriculum committee agenda.

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| --- | --- |
| Enter date… **Department Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **COPE Chair (if applicable)** |
| *Donald Kennedy 2/23/2017* Enter date… **Department Chair:** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Head of Unit (If applicable)** |
| *Steven Green 2/15/2017*  Enter date… **College Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Undergraduate Curriculum Council Chair** |
| *Tiomothy Burcham* *2/24/2017* Enter date… **College Dean** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Graduate Curriculum Committee Chair** |
| |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **General Education Committee Chair (If applicable)** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Vice Chancellor for Academic Affairs** |

1. Contact Person (Name, Email Address, Phone Number)

Paul Armah, parmah@astate.edu,870-972-3476

2. Proposed Starting Term and Bulletin Year

Fall 2017, 2017

3. Proposed Course Prefix and Number (Confirm that number chosen has not been used before. For variable credit courses, indicate variable range. *Proposed number for experimental course is 9*. )

AGEC 6043

4. Course Title – if title is more than 30 characters (including spaces), provide short title to be used on transcripts. Title cannot have any symbols (e.g. slash, colon, semi-colon, apostrophe, dash, and parenthesis). Please indicate if this course will have variable titles (e.g. independent study, thesis, special topics).

Advanced Agribusiness Management

Adv Agribusiness Management

5. Brief course description (40 words or fewer) as it should appear in the bulletin.

Agribusiness organization and management. Budgeting, input-output relationships, and enterprise analysis in decision making. Application of economics and management principles to manage agribusinesses.

6. Prerequisites and major restrictions. (Indicate all prerequisites. If this course is restricted to a specific major, which major. If a student does not have the prerequisites or does not have the appropriate major, the student will not be allowed to register).

1. Are there any prerequisites? Yes / No
   1. If yes, which ones?

Yes, AGEC 1003; or AGEC 4073; or ECON 2313; or ECON 2323; or ACCT 2023; OR ACCT 2033; or MGMT 3123

* 1. Why or why not?

This course content requires prior knowledge and ability to integrate knowledge from accounting, economics, finance, human resources, management, marketing, etc. that can only be attained from successful completion of any of the pre-requisites.

1. Is this course restricted to a specific major? Yes / No
   1. If yes, which major? NO

7. Course frequency(e.g. Fall, Spring, Summer). *Not applicable to Graduate courses.*

Enter text...

8. Will this course be lecture only, lab only, lecture and lab, activity, dissertation, experiential learning, independent study, internship, performance, practicum, recitation, seminar, special problems, special topics, studio, student exchange, occupational learning credit, or course for fee purpose only (e.g. an exam)? Please choose one.

Lecture only

9. What is the grade type (i.e. standard letter, credit/no credit, pass/fail, no grade, developmental, or other [please elaborate])

standard letter

10. Is this course dual listed (undergraduate/graduate)?

NO

11. Is this course cross listed? (If it is, all course entries must be identical including course descriptions. It is important to check the course description of an existing course when adding a new cross listed course.)

NO

1. If yes, please list the prefix and course number of cross listed course.

Enter text...

1. Are these courses offered for equivalent credit? Yes / No

Please explain. Enter text...

12. Is this course in support of a new program? NO

a. If yes, what program?

Enter text...

13. Does this course replace a course being deleted? NO

a. If yes, what course?

Enter text...

14. Will this course be equivalent to a deleted course? NO

a. If yes, which course?

Enter text...

15. Has it been confirmed that this course number is available for use? YES

*If no: Contact Registrar’s Office for assistance.*

16. Does this course affect another program? NO

If yes, provide contact information from the Dean, Department Head, and/or Program Director whose area this affects.

Enter text...

**Course Details**

17. Outline (The course outline should be topical by weeks and should be sufficient in detail to allow for judgment of the content of the course.)

**Unit 1 Weeks 1 - 3**

1. Core Agribusiness Management Concepts

a. Strategy for agribusinesses

b. Agribusiness Model

c. Strategic Visions & Agribusiness Missions

d. Strategic vs. Financial Objectives

e. Strategic Intent

f. Strategic Plans

g. Crafting Strategy

h. Executing Strategy

**Unit 2 Weeks 4 - 6**

2. Analytical Tools & Concepts of Agribusiness Industry & Competitive Analysis

a. Tailoring Strategy to Fit a Company’s Industry Circumstances

b. Five-forces Model of Competition

c. Controlling function – The use of financial analysis to control firms’ operations

d. Financial ratios for managing operational costs

**Unit 3 Weeks 7-9**

3. Situational Analysis of agribusiness firms

a. Matching Strategy to Organizational Resources, Competencies, & Competitive

Capabilities

b. SWOT [Strengths, Weaknesses, Opportunities, Threats] Analysis

c. Value-Chain Analysis, Benchmarking, & Competitive Strength Assessments of agribusinesses

**Unit 4 Week 10-12**

4. Global Strategies for Agribusinesses

a. Licensing & Franchising

b. Strategic Alliances

c. Strategic Issues for competing internationally

**Unit 5 Week 13-14**

5. Diversification Strategies for agribusinesses

a. Creating and Compounding Competitive Advantage

b. Strategic Options to Improve Overall Performance

c. Assessing the Strategic Attractiveness of a Diversified Company’s Portfolio

d. Building Resource Strengths & Organizational Capabilities for agribusinesses

e. Allocating Ample Resources to Strategy-critical Activities

f. Ensuring that Practices and Policies Facilitate agribusiness Strategies

g. Instituting Best Practices & Continuous Improvement for agribusiness firms

h. Installing Information & Operational Systems

i. Directing human capital in agribusiness environment

j. Shaping the Work Environment & Management to Fit agribusiness goals

k. Exerting Internal Leadership

18. Special features (e.g. labs, exhibits, site visitations, etc.)

Project analysis and presentations

19. Department staffing and classroom/lab resources

No additional faculty or supplies will be needed

1. Will this require additional faculty, supplies, etc.?

Enter text...

20. Does this course require course fees? NO

*If yes: please attach the New Program Tuition and Fees form, which is available from the UCC website.*

**Course Justification**

21. Justification for course being included in program. Must include:

a. Academic rationale and goals for the course (skills or level of knowledge students can be expected to attain)

**Rationale/Justification**: The global community has recognized that an understanding of the interrelationships among production, finance, management, marketing and personnel dimensions of management and strategic planning are highly important and necessary for a continuous production of food and fiber for the growing world population. This course provides a framework for integrating knowledge from production, finance, marketing, personnel, management and experience in business, to profitably manage agribusinesses for continuous production of food and fiber for the growing world population. Today, the world is confronted with the question: How can we continue to utilize the fixed resources on the planet to produce food and fiber to meet the needs of the growing population? The solution to this global challenge calls for effective, efficient, and sustainable management of agriculture businesses to ensure continuous production of food and fiber to meet the current and future needs of the growing population. Nations need professionals with the expertise in agribusiness management to overcome the challenge of feeding the growing global population. Studying agribusiness management will enable our students to grasp the technical knowledge and understand the interrelationships among production, processing, distribution, finance, marketing and personnel dimensions of business management that can be effectively and efficiently applied to manage agribusiness firms. Students will adapt basic tools learned in their undergraduate courses in management, economic theory and finance to the analysis of real-world agribusiness practices and learn to think analytically and rigorously about the effective and profitable management of agribusiness firms. Currently, there is no course in our MSA agribusiness emphasis area that provides our students with training in agribusiness management. **Goal**: An increased ability to integrate knowledge from accounting, economics, finance, human resources, management, marketing, and agricultural production in order to make sound agribusiness decisions to achieve effective outcomes. The primary goal of this course is to provide ASU students with increased holistic skill in applying decision & problem solving techniques in managing agribusinesses.

b. How does the course fit with the mission established by the department for the curriculum? If course is mandated by an accrediting or certifying agency, include the directive.

Part of the mission of the College of Agriculture is to prepare students for professional careers in agriculture and related fields. This course in agribusiness management would support this aspect of the mission and enable our students to grasp the knowledge and understanding of how to effectively manage agribusinesses in which their agricultural profession depends.

c. Student population served.

The students best served with this course would be graduate agribusiness management students. Additionally, graduate students in various disciplines across the university as well as agribusiness practitioners in the community would benefit from this course.

d. Rationale for the level of the course (lower, upper, or graduate).

Advanced course integrating many aspects of previous learning to apply decision and problem solving techniques in managing Agribusinesses.

**Assessment**

**University Outcomes**

22. Please indicate the university-level student learning outcomes for which this new course will contribute. Check all that apply.

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| * 1. **[ ]** Global Awareness | * 1. **[x]** Thinking Critically | * 1. **[x]** Information Literacy |

**Relationship with Current Program-Level Assessment Process**

23. What is/are the intended program-level learning outcome/s for students enrolled in this course? Where will this course fit into an already existing program assessment process? YES

a. Students will demonstrate depth in a concentration area to support their professional goals.

b. Students will demonstrate both verbal and written communication skills.

c. Students will develop advanced skills in critical thinking and analysis applied to solve relevant problems.

24. Considering the indicated program-level learning outcome/s (from question #23), please fill out the following table to show how and where this course fits into the program’s continuous improvement assessment process.

*For further assistance, please see the ‘Expanded Instructions’ document available on the UCC - Forms website for guidance, or contact the Office of Assessment at 870-972-2989.*

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| **Program-Level Outcome 1 (from question #23)** | Students will demonstrate depth in a concentration area to support their professional goals. |
| Assessment Measure | Successful development (Pass in a Pass/Fail class) of a work plan related to the student’s professional goals and interests with input and review by major advisor and instructor |
| Assessment  Timetable | Fall semesters of even years |
| Who is responsible for assessing and reporting on the results? | Instructor; review by CoAT Graduate Committee and CoAT Assessment Committee |

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| **Program-Level Outcome 2 (from question #23)** | Students will demonstrate both verbal and written communication skills. |
| Assessment Measure | Successful completion of written work plan with approval by major advisor and instructor; Successful (Pass) slideshow presentation of work plan or thesis to faculty and students in a seminar setting. |
| Assessment  Timetable | Spring semesters of even years |
| Who is responsible for assessing and reporting on the results? | Instructors; review by CoAT Graduate Committee and CoAT Assessment Committee |

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| **Program-Level Outcome 3 (from question #23)** | Students will develop advanced skills in critical thinking and analysis applied to solve relevant problems. |
| Assessment Measure | Successful completion of the Comprehensive/Final Defense Exam in front of graduate advisory committee |
| Assessment  Timetable | Spring semesters of odd years |
| Who is responsible for assessing and reporting on the results? | Major advisors; review by CoAT Graduate Committee and CoAT Assessment Committee |

**Course-Level Outcomes**

25. What are the course-level outcomes for students enrolled in this course and the associated assessment measures?

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| --- | --- |
| **Outcome 1** | Students will be able to utilize the information acquired in this course to manage agribusiness firms |
| Which learning activities are responsible for this outcome? | Ability to successfully complete agribusiness simulation projects |
| Assessment Measure and Benchmark | Receive B grade (80%) or higher on simulation projects graded with scoring rubric. |

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| **Outcome 2** | Students will be able effectively communicate verbally the results of their project. |
| Which learning activities are responsible for this outcome? | Verbal presentation of the simulation project. |
| Assessment Measure and Benchmark | Receive B grade (80%) or higher on presentations graded with a scoring rubric. |

**Bulletin Changes**

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| **Instructions** |
| **Please visit** [**http://www.astate.edu/a/registrar/students/bulletins/index.dot**](http://www.astate.edu/a/registrar/students/bulletins/index.dot) **and select the most recent version of the bulletin. Copy and paste all bulletin pages this proposal affects below. Follow the following guidelines for indicating necessary changes.**  **\*Please note: Courses are often listed in multiple sections of the bulletin. To ensure that all affected sections have been located, please search the bulletin (ctrl+F) for the appropriate courses before submission of this form.**  - Deleted courses/credit hours should be marked with a red strike-through (~~red strikethrough~~)  - New credit hours and text changes should be listed in blue using enlarged font (blue using enlarged font).  - Any new courses should be listed in blue bold italics using enlarged font (***blue bold italics using enlarged font***)  *You can easily apply any of these changes by selecting the example text in the instructions above, double-clicking the ‘format painter’ icon 🡪 , and selecting the text you would like to apply the change to.*  *Please visit* [*https://youtu.be/yjdL2n4lZm4*](https://youtu.be/yjdL2n4lZm4) *for more detailed instructions.* |

**AGEC 5083. Agricultural Policy and Current Issues** Economic developments in agriculture; role of the government in agriculture and policies affecting rural people are considered. Text and current information are utilized. Prerequisite: AGEC 1003 or ECON 2313 or ECON 2323.

**AGEC 6003. Advanced Agricultural and Food Marketing** Recent developments in food, crop and livestock marketing. A study of costs and efficiencies associated with various agricultural and food marketing channels. Application of firm theory to agricultural and food marketing.

**AGEC 6013. Advanced Agricultural Price Analysis** Rigorous analysis of economic determination of agricultural and food prices in markets separated by time, geographically dispersed, and government influenced. Characteristics of specific agricultural product types and prices under alternative structures; relationship to global food supply chain.

**AGEC 6023. Advanced International Agribusiness and Food Marketing** Principles, barriers, policies, strategies, and decisions involved in international marketing of agricultural commodities and food products. Combines agribusiness marketing concepts with strategic international marketing, export documentation, market analysis and applications. Include development and presentation of an international agribusiness marketing plan.

**AGEC 6033. Strategic Agribusiness and Food Management** Practical application of operational and strategic decision-making tools to agribusiness; emphasis on problem recognition and economic analysis to production, marketing, and financial decisions facing agribusiness and food marketing firms. It includes applied strategic concepts, analysis, and problem solving skills to manage agribusiness and food marketing firms.

***AGEC 6043. Advanced Agribusiness Management***

***Agribusiness organization and management. Budgeting, input-output relationships, and enterprise analysis in decision-making. Application of economics and management principles to manage agribusinesses. Prerequisite: AGEC 1003 or AGEC4073 or ECON 2313 or ECON 2323 or ACCT 2023 OR ACCT 2033 or MGMT 3123***

**AGEC 619V. Thesis**

**AGEC 6253. Econometrics** Application of regression analysis on time-series and cross-sectional data to empirically verify economic theory.