**AG 11 / 12**

**Agribusiness Management & Marketing**

**Course Syllabus**

**2016-2017**

Fayetteville High School

Agriculture Department

Mr. James Janacek

Office Telephone: 378-4242 Ext 2502

Conference Period: 2nd period

My email:

jjanacek@fayettevilleisd.net

FFA Website:

<http://www.fayetteville.ffanow.org>

**Course Description**

Agribusiness Management and Marketing provides an introduction to agribusiness management in the free enterprise system with an emphasis on management of production agriculture. This course is designed to provide a foundation to agribusiness management and the free enterprise system. Instruction includes the use of economic principles such as supply and demand, budgeting, record keeping, finance, risk management, business law, marketing, and careers in agribusiness.

**Course Objectives**

After completing this course, the student shall be able to:

1. Explain the employability characteristics of a successful worker in the modern

work place.

1. Identify how key organizational systems affect organizational performance and the quality of products and services.
2. Research and interpret information for one or more careers in agriculture, food, or natural resources; and
3. Demonstrate, practice, and prepare written and oral communication skills and employ effective listening skills in formal and informal situations.
4. Explain the importance of records and budgeting in agribusiness.
5. Discuss issues related to government policy and recognizes concepts related to cultural diversity
6. Discuss & plan the marketing of agricultural products.
7. Plan, propose, conduct, and evaluate a supervised agricultural experience as an experiential learning activity.

**Supplies**

The department supplies most equipment, however each student will need to purchase

the following personal items:

**Folder** to hold handouts and extra paper

**Long sleeve shirt** should be made of 100% cotton

**Pants** should be made of 100% cotton

**Closed Toed Shoes**,

* NO fabric shoes,
* NO sandals OR
* NO flip flops

**Pen or pencil** will be used every day in class

***Composition Notebook***  will be used every day.

Personal items will be kept in lockers inside the laboratory. locks for the lockers are optional. At the end of the year all lockers will be cleaned out. After June 1st any lock

left on a locker will be cut off and all personal items will be thrown away.

**Grading Policy**

Your final grade will be based on your progress throughout the semester in the areas of

Daily work or assignments, and test or projects.

Daily grades………………………..….……...……. 40%

Tests & Projects …………………………………….80%

Total score ………………………………………….100%