

COURSE CODE: AGRIMAN

COURSE TITLE: Agribusiness Management

COURSE DESCRIPTION:

The course will introduce the student to managing business in an agricultural setting. It will involve the application of business management tools that have already been acquired in other courses into an agricultural setting. It shall also stress the importance of the basic management functions of Planning, Organizing Leading and Controlling as well as awareness of social responsibility in the community.

DEPARTMENT: Decision Sciences and Innovation Department

TEXTBOOK:

No prescribed text - Materials will be provided by faculty using Canvas

READING LIST:

- Beierlein, James G., PRINCIPLES OF AGRIBUSINESS MANAGEMENT, 4th Edition, Cengage Learning, New York USA, 2011
- Burkett, Charles William, et. al., AGRICULTURE FOR BEGINNERS REVISED EDITION, www.gutenberg.org, USA, 2007
- Burrow, James L. et. al. BUSINESS PRINCIPLES AND MANAGEMENT 12th Edition, Thomson Higher Education, Ohio, USA, 2008
- Debertin, David L., AGRICULTURAL PRODUCTION ECONOMICS, Macmillan Publishing Company, New Jersey, USA, 2012
- Kotler, Philip and Keller, Kevin Lane, MARKETING MANAGEMENT, 14th Edition, Pearson Education, Inc., New Jersey, USA, 2012
- Mason, John, SUSTAINABLE AGRICULTURE, 2nd Edition, Landlinks Press, Australia, 2003
- <https://extension.psu.edu/agribusiness-planning-providing-direction-for-agricultural-firms>
- <http://www.fao.org/tempref/docrep/fao/011/i0499e/i0499e03.pdf>
- <https://www.ag.ndsu.edu/aglawandmanagement/agmgmt/reference/strategic-business-planning/enterprise-analysis>

REQUISITE EQUIPMENT/MATERIALS FOR THE COURSE: