

**Course Evaluation Measures Menu**

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| **Course number:** | AGS 104 |
| **Course title:** | Introduction to Agribusiness Management |
| **Campus location(s):** | Georgetown |
| **Effective semester:** | 202051 |

**Core Course Performance Objectives**

1. Examine the importance of agribusiness in the United States and in the global market. (CCC 1, 2, 5, 6; PGC BMT 1, 2; LOH 2; PAG 1, 4)
2. Explain the role of management in agribusiness. (CCC 1, 2, 4, 5; PGC BMT 1, 2, 3, 4; PGC LOH 3; PAG 1, 2; TMT 5)
3. Identify forms of business ownership associated with agriculture. (CCC 1, 2, 4, 5; PGC BMT 1, 2, 4; LOH 5; PAG 1, 4; TMT 5)
4. Analyze the planning process necessary for success in agribusiness management. (CCC 1, 2, 4, 5; PGC BMT 1, 2, 3; LOH 5; PAG 1, 2, 4; TMT 5)
5. Explain the processes involved in the production of goods and services. (CCC 1, 2, 5; PGC BMT 1, 2, 3; LOH 1, 2, 4, 5, 6; PAG 1, 2, 3, 4, 5; TMT 1, 2, 3, 4, 5, 6)
6. Explain the importance of human resource management in agribusiness. (CCC 1, 2, 3, 4, 5; PGC BMT 1, 2, 3; LOH 2, 3, 5; PAG 1, 4; TMT 5)
7. Explain the importance of accurate record keeping in agribusiness. (CCC 1, 2, 4, 5, 6; PGC BMT 1, 2, 3, 4, 5; LOH 4, 6; PAG 1, 2, 3, 4; TMT 1, 2, 4, 5)
8. Analyze how marketing relates to agribusiness. (CCC 1, 2, 4, 5; PGC BMT 1, 2, 3 LOH 2; PAG 1, 4; TMT 5)
9. Identify resources for funding an agribusiness. (CCC 1, 2, 3, 4, 5, 6; PGC: BMT 1, 2, 3; PGC LOH 2; PAG 1, 4; TMT 5)

**Summative Evaluations**

*Please note: All courses must have a* ***minimum******of four*** *summative evaluation measures, and those measures should include a variety evaluation methods (e.g., test, oral presentation, group project).* ***Please list all summative evaluation measures.*** *In addition to these summative measures, a variety of formative exercises/quizzes/other assignments should be used to guide instruction and learning* *but do not need to be included on this template.*

*For each measure, please include a scope of the assignment: for example, if requiring a research paper, include the range of required number of words and numbers and types of sources; for a test, include the types and numbers of questions; for a presentation, include the minimum and maximum time, and so on.*

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| **Evaluation Measures:** Include each agreed upon measure and scope of that measure (see above). | **Which CCPO(s) does this evaluation measure?**  |
| **Exams*** 1. Exams

20-30 Short answer, essay, and problem-based questions * + Online or Paper based exams
	+ Only one attempt, no re-attempts allowed
 | 1, 2, 3, 4, 5, 6, 7, 8, 9 |
| **Case Studies**(3-4) case studies through semester | 1, 2, 3, 4, 5, 6, 7, 8, 9 |
| **Interview report –** management interview | 2, 3, 4, 6, 7, 8 |
| **Business Plan** Project to be comprehensive of CCPO’s | 1, 2, 3, 4, 5, 6, 7, 8, 9 |

**FINAL COURSE GRADE**

(Calculated using the following weighted average)

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| **Evaluation Measure** | **Percentage of final grade** |
| Exams (2-3) (summative) (equally weighted)  | 20% |
| Quizzes (3-4) (summative) (equally weighted) | 10% |
| Business Plan (summative)  | 20% |
| Interview Report (summative)  | 10% |
| Formative Assessments (case studies, assignments, activities) (equally weighted) | 40% |
| TOTAL | 100% |

Electronic Signature Permitted

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| **Submitted by (Collegewide Lead):** | Kyle Serman | **Date** | 4/20/2018 |
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| [ ]  **Approved by counterparts** | **Date** |  |
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| [ ]  **Reviewed by Curriculum Committee** | **Date** |  |