



SMALL FARM BUSINESS PLANNING

AGMG 2371

Course Syllabus

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SMALL FARM BUSINESS PLANNING AGMG 2371 Spring 2017

Course Description:

Course provides students with a working knowledge of small farm business development. Students will develop a written business plan utilizing their own farm or one of their choosing which will become a vehicle through which management, marketing, accounting and cash flow, staffing, and legal issues will be considered and discussed. Resource needs will be identified, and possible sources of funding, including grants and loans, will also be considered. This course is entirely on-line and offered through blackboard.

Textbook:

Building a Sustainable Business, a guide to developing a business plan for farms and rural businesses, handbook series book 6 published by Sustainable Agriculture Network; developed by the Minnesota Institute for Sustainable Agriculture. Workbook will be made available through blackboard.

ICEV Access Card:

This course will also utilize the ICEV online curriculum. It will require you to purchase an access card. Note you will only need one access card per semester for all participating classes not one for each class you take. The cards are available through the bookstore.

Course Goals:

This course is designed to provide students in agriculture an opportunity to learn business and planning techniques for small rural agriculture businesses.

General Course Requirements:

Class attendance and participation is required. Your completion of assignments and sign-on's to blackboard course will be monitored. Those students who continue to miss due dates and show no sign-on's may be contacted to drop the course. Anyone who wishes to withdraw from class must take the responsibility to formally drop with the Registrar; otherwise a failing grade will be given.

Office Hours:

Instructor: Mrs. Rene' McCracken

Office: Elizabeth Hoggatt Whatley Ag Complex rm#112

Phone: 903-434-8267

Email: rmccracken@ntcc.edu

Office Hours: Mon-Thur 8 am to 10 pm, Fri by appointment

This course is being offered as an inclusive and complete course on-line for the spring 2014 semester. However, please feel free to contact me at my office to get assistance if needed.

Course Objectives:

The student should be able to:

- Describe the importance and purpose of their farm based on values, goals and objectives.
- Assess current situation of small farm and provide a brief financial history
- Evaluate markets for product types, customers, unique features, distribution, pricing, promotion, and industry.

- Evaluate and describe what physical resources are available for our farm business, what production systems we are using, and what management information systems do we have in place.
- Evaluate and describe human resource situation, who is involved in our business and what roles will they play?
- Evaluate and describe financial situation; the needs of the farm, financial performance, risk and financial environment, including a whole farm SWOT analysis.
- Develop a mission statement including goals for future enterprises.
- Develop a business strategy: markets, products, competition, distribution, pricing, promotion, inventory, regulations and policy, resource needs, resource gaps, size and capacity, human resource plan, risk management, organizational structure, and finance.
- Develop a plan to implement strategies developed through monitoring, to-do lists, checkpoints, records, and review progress.

Grading:

Grades will be computed as follows:

- Completion of Worksheets in each task 30% of final grade.
- Quizzes in each section on ICEV 30% of final grade.
- Final Business Plan 30% of final grade.

The grading scale below will be used to determine your final grade.

Points	Grade
90-100	A
80- 89	B
70- 79	C
60- 69	D
BELOW 59%	F

Class Participation:

Class participation is based on completion of assignments and sign-on records for ICEV.

Project:

Each student will utilize the NTCC as the farm business model that he or she will evaluate, and determine future goals for and to develop a whole farm business plan based on their personal goals and objectives.

ADA Statement

It is the policy of Northeast Texas Community College to provide reasonable accommodations for qualified individuals who are students with disabilities. This College will adhere to all applicable federal, state and local laws, regulations and guidelines with respect to providing reasonable accommodations as required to afford equal educational opportunity. It is the student's responsibility to arrange an appointment with a College counselor to obtain a Request for Accommodations form. For more information, please refer to the Northeast Texas Community College Catalog or Student Handbook.

ACADEMIC HONESTY POLICY

“Students are expected to complete course work in an honest manner, using their intellects and resources designated as allowable by the course instructor. Students are responsible for addressing questions about allowable resources with the course instructor. **NTCC upholds the highest standards of academic integrity. This course will follow the NTCC Academic Honesty policy stated in the Student Handbook.**”

Course Outline:

Week 1	Define Holistic Management, Sustainable Agriculture and Whole Farm Planning?
Week 2	Identify your farm’s values ~ What are the main goals for the farm?
Week 3	Introduction of Farm History and Current Situation ~ What have you got?
Week 4	Farm history ~Marketing
Week 5	Farm history ~Operations
Week 6	Farm history ~Human Resources
Week 7	Farm history ~Finances
Week 8	Development of Vision and Mission Statement
Week 9	Spring Break
Week 10	Prepare vision, mission and goals section of the farm business plan
Week 11	Develop marketing strategy
Week 12	Develop operations strategy
Week 13	Develop human resource strategy
Week 14	Develop financial strategy
Week 15	Organize, write, and present business plan before administration, financial managers and selected advisors
Week 16	Final: Submit your business plan.