

SMALL FARM BUSINESS PLANNING

AGMG 2371

Course Syllabus

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SMALL FARM BUSINESS PLANNING AGMG 2371 FALL 2019

Course Description:
Course provides students with a working knowledge of small farm business development. Students will access ICEV curriculum and activities to help to develop a written business plan 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.

Textbook:
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.
Registration on AgPlan required to complete course business plan. You will have access to Ag Complex computers, printer and Wifi should you need it. Site: agplan.umn.edu

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

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:

- Exams – 2 subject exams covering ICEV material 20% each or 40% total exam grade.
- Quizzes in each section on ICEV 30% of final grade.
- Final Business Plan/Farm Service Loan Application - 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

Exams:

Exams will be loaded in blackboard and be based on the materials and activities you complete in ICEV. They will be two exams that will be multiple choice, short answer and matching.

Assignments and Study Materials (ICEV):

Completion of assignments and sign-on records for ICEV will determined this portion of your course grade.

Business Plan/Final:

There will not be a comprehensive final for this course. Instead a final business plan will be printed, and presented before class for your final grade.

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."**