



Curriculum and Course Change System - Print Change/Delete Course Form

000002

X Change a Course - Abbrev & Number: AG M- 419

Corresponding Lab Course: --

Corresponding Honors course: --

.. Add Honors course: --

Corresponding Graduate course: --

.. Add Graduate course: --

Course Title: AG ENTREPRENEURSHIP

Brief Statement of Change:

AG M is requesting cross-listing of the course with E L E after discussions with E L E where they indicated an interest in the course. Future plans are to have the faculty who administer the E L E minor consider the course as an option for satisfying minor requirements.

Last Term taught:

.. Change Abbrev to:

Effective Term: 05/2012

.. Change Number to:

.. Change Catalog Title:

.. Change Transcript Title:

from:

from: AG ENTREPRENEURSHIP

to:

to:

.. From: Fixed Credit: 3 (3,) | To: Fixed Credit: (,)

Change of Credit Variable Credit: - (-), (-) | Variable Credit: - (-),(-)

X Add cross-listing with the following child course(s): E L E 419

.. Delete cross-listing with the following child course(s):

.. Reverse Parent/Child relationship with:

.. Change Method of Instruction

.. Change Course Modifier

.. Change General Education Designation

from:

to:

from:

to:

from:

to:

X A-Lecture Only

.. Pass/Fail Only

.. English Composition

.. B-Lab (w/fee)

.. X Graded

.. Oral Communication

.. D-Seminar

.. Variable Title

.. Mathematics

.. E-Independent Study

.. Creative Inquiry

.. Natural Science w/Lab

.. F-Tutorial (w/fee)

.. Repeatable

.. Math or Science

.. G-Studio

.. maximum credits

.. A&H (Literature)

.. H-Field course

.. from:

.. A&H (Non-Literature)

.. I-Study Abroad

.. to:

.. Social Science

.. L-Lab (no/fee)

.. to:

.. CCA

.. N/B-Lecture/Lab(w/fee)

.. to:

.. STS

.. N/L-Lecture/Lab(no fee)

.. to:

.. Change Catalog Description:

from:

to:

.. Change Prerequisite(s):

from:

to:

Learning Objectives:

Topical Outline:


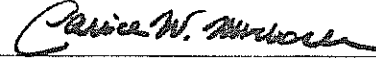
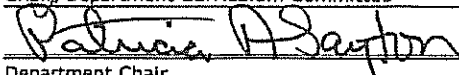
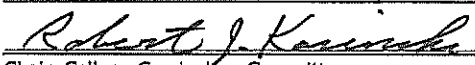
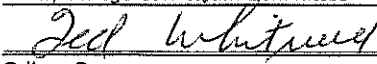
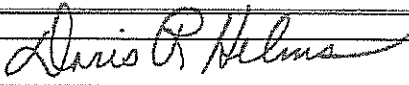
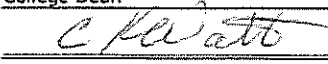
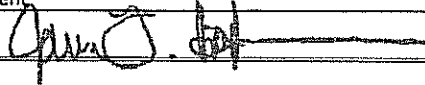
Evaluation:

Form Originator: KIRK2, Kendall Kirk Date Form Created: 3/15/2012

Form Last Updated by: KIRK2, Kendall Kirk Date Form Last Updated: 3/15/2012

Form Number: 4957

Approval

	3-16-2012		10/5/2012
Chair, Department Curriculum Committee	Date	Chair, Undergraduate Curriculum Committee	Date
	3-16-12		
Department Chair	Date	Chair, Graduate Curriculum Committee	Date
	4/12/12		
Chair, College Curriculum Committee	Date	Provost	Date
	4/12/12		12/13/12
College Dean	Date	President	Date
	9/13/12		12/14/12
Director, Calhoun Honors College	Date		
Approvals related to cross-listing require the following signatures:			

[Child Course] Chair, Department Curriculum Committee <i>Krista Scott</i>	Date <i>9-13-12</i>	[Child Course] Chair, College Curriculum Committee <i>J. M. Loggins</i>	Date <i>9/13/12</i>
<i>[Signature]</i>	<i>9-13-12</i>		
[Child Course] Department Chair	Date	[Child Course] College Dean	Date

AG M 419 – Agricultural Business Innovation and Entrepreneurship
(Section 1, 11:00am – 12:15pm TTH, McAdams 230)

Instructors: Wilder N. Ferreira
248 McAdams Hall, Tel: 656-5785

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Office Hours: Tuesday/Thursday, 10:00 am-11:00 am or by appointment
You can always get in touch with me by sending me an email at:
wferrei@clermson.edu

Web Site: <http://www.kauffmancourses.org/>

Description: Emphasis on assessing students' abilities as agribusiness entrepreneurs, evaluating the feasibility of a business idea, creating strategies for organizing and marketing the agricultural business, exploring pricing for products or services, developing capital needs and sound financial statements, and researching, developing, and writing a comprehensive plan for the business.

Course Objective: Through the development of their business plans for agricultural enterprises (e.g. dairy, swine, crops, fruits, food processing, etc.) students will demonstrate their ability to: (1) determine the feasibility of a business concept as compared to a model business; (2) conduct research on their chosen product/service and its relation to the industry, competition, and other market considerations; (3) project the financial situation of their business concept including needed start-up funds, pricing strategies, and sources of financing using break-even analysis, basic cash accounting systems, and financial ratios; and (4) research, develop, and write a Business Plan, incorporating all the elements needed for a start-up venture.

General Education Competencies: (1) Mathematical, Scientific, and Technological Literacy: understanding and creating financial/business models with computer spreadsheets (2) Reasoning, Critical Thinking, and Problem Solving: creating and implementing a business plan by utilizing reasoning principles and reflections that make connections across disciplinary lines (3) Ethical Judgment: a business idea should seek consent of communities and stakeholders on principles that benefit the whole society.

Textbooks: *Planning the Entrepreneurial Venture*, developed by the Kauffman Foundation for Entrepreneurship, blends the flexibility of Internet-based, online content with the benefits of face-to-face classroom instruction. Students begin the course with an exploration of the skills and characteristics needed to run a business – to be an entrepreneur. Next, they establish a personal vision and evaluate their proposed business concept against that vision. Finally, they evaluate their business concept for financial, product, and market feasibility before developing the actual business plan.

Handouts: Appropriate handouts and online materials will be provided throughout the course. After the purchase of the textbook at the Clemson University Bookstore, a user name and password are needed to access the online content.

Planning the Entrepreneurial Venture Course Content:

Developing a Business Plan for a start-up business is the primary focus of this course. You will spend a significant amount of time researching and writing the Business Plan. With this goal in mind, the course covers the following key areas: **Identifying entrepreneurship**—What does it take to be a successful entrepreneur? How can you develop the skills, knowledge, and abilities to be a successful entrepreneur? What are your goals—lifestyle, professional, and financial—for starting a business? **Recognizing opportunities**—Where do ideas for successful ventures come from? What business opportunities match your own personal vision? **Defining a business concept**—What research and information is needed to

write a business concept statement? How can you identify and avoid flaws in the business concept? How can you create a sustainable competitive advantage? **Testing for feasibility**—What factors determine the feasibility of a business? What research, information, and analysis are required to determine whether you should proceed with the business concept or evaluate the feasibility of another idea? **Developing a Business Plan**—What are the key components of the start-up Business Plan and what information is needed in each component of the plan? What decisions about management, product/service, marketing, and finances will create the greatest potential for success? How should the Business Plan be written and presented?

Current Grading System:

The course grading scale is A for 90-100%, B for 80-89%, C for 70-79%, D for 60-69%, and F for less than 59%. You can find your final letter by going on the web to tigerweb.clemson.edu, using SIS, or calling TigerLine at 656-TIGER.

Homework/Assignments:

There will be at most 15 assignments during the semester which will compose the overall business plan. Business Plan assignments will be graded as **Acceptable (70% correct) / Unacceptable**.

Students will have one chance to review and improve the assignment to the expected level. Course grading: for a D, complete seven assignments with a grade of **Acceptable**; for a C complete ten assignments with a grade of **Acceptable**; for a B complete thirteen assignments with a grade of **Acceptable**; and for an A complete the fifteen assignments, which correspond to the entire business plan, with a grade of **Acceptable**. **Assignments will not be accepted after the due date.**

Rules and Regulations:

Attendance at lectures is mandatory. The students are authorized to leave if the instructor is more than 15 minutes late for a lecture. However, every possible effort will be made to inform you for any classes that are canceled due to an unscheduled conflict or emergency. No late submission of work will be accepted. Game playing, internet browsing, email, music listening, etc. will not be allowed during lecture/lab unless assigned by the instructor. Students that are caught reading e-mails will automatically receive a grade 0 (zero) in class participation.

Academic Integrity:

Students are expected to conduct themselves both in a professional manner and in accordance with the University's statement regarding academic integrity:

"As a member of the Clemson University, we have inherited Thomas Green Clemson's vision of this institution as a "high seminary of learning." Fundamental to this vision is a mutual commitment to truthfulness, honor, and responsibility, without which we cannot earn the trust and respect of others. Furthermore, we recognize that academic dishonesty detracts from the value of a Clemson degree. Therefore, we shall not tolerate lying, cheating, or stealing in any form."

Disability:

Disability access statement from the Office of Student Disability Services:

"It is University policy to provide, on a flexible and individualized basis, reasonable accommodations to students who have disabilities. Students are encouraged to contact Student Disability Services to discuss their individual needs for accommodation."

Course Outline:

- Chapter 0. Course Overview
- Chapter 1. Becoming an Agribusiness Entrepreneur
- Chapter 2. Recognizing Agribusiness Opportunities

- Chapter 3. Defining a Business Concept
- Chapter 4. Testing Feasibility of an Agribusiness Enterprise
- Chapter 5. Management and Organization Planning

- Chapter 6. Agribusiness Product/Service Planning
- Chapter 7. Market Planning: Agribusiness Industry and Competition
- Chapter 8. Market Planning: Agribusiness Market Analysis

- Chapter 9. Market Planning: Penetration in Agribusiness Industries
- Chapter 10. Market Planning: Commodity Pricing / Product Pricing

MIDTERM PROJECT DUE

- Chapter 11. Financial Planning: Start-Up Costs and Sales
- Chapter 12. Financial Planning: Inventory and Operating Expenses

- Chapter 13. Financial Planning: Cash Outlays and Sources
- Chapter 14. Financial Planning: Financial Statements

- Chapter 15. Finalizing the Business Plan

FINAL BUSINESS PLAN