The Ohio State University

AEDE 4193 Independent Study in Agribusiness
Course Syllabus – Spring 2018 / 2 credit hours

Course: AEDE 4193 Independent Study in Agribusiness
Instructor: Dean E. Taylor, MBA
Office: Room 250A Agricultural Administration Building
Hours: As needed / by appointment only
Phone: Home: (614) 705-6212 / Cell (614) 859-9280
Email: taylor.821@osu.edu / deantaylor1@icloud.com
Class Dates: January 8th thru April 27th
Class Time: Monday 4:00 – 6:00 p.m.
Classroom: Room 250 – Agricultural Administration Building

OVERVIEW OF THE COURSE
Learners in this course will be provided with an opportunity to apply the knowledge and skills gained in the areas of marketing, finance, analytics, and general business management to a real-world application from an entrepreneurial perspective. Students will focus on the business idea that they developed in AEDE 5500, and will finalize all details in preparation for the NAMA National Competition. The course will be divided into four separate sections: finalizing all details, development of the presentation and written documents, role-playing and live practice sessions, and final delivery at NAMA.

Prerequisites for this course include AEDE 5500.

COURSE MATERIALS
There is no textbook required for this course. We will use the Microsoft data repository to capture and share all files, presentations, feedback, and supporting documentation leading to the NAMA presentations in April.
COURSE OUTCOMES

This course is designed to **achieve the following primary objectives for the students:**

- Learning fundamental principles, generalizations, and/or basic concepts of developing all supporting details and documentation for a proposal or recommendation to general management in the Agribusiness organizational setting.
- Understanding the process for translating a business idea into an effective communication program to garner support from senior management.
- Gaining confidence and poise in professional presentations to a larger audience.
- Acquiring skills in working effectively with others as members of a team.
- Develop enhanced critical thinking and communication skills.

At the completion of this course, each student will be expected to demonstrate measurable outcomes of course objectives by the following means:

**Knowledge**

1. Identify the facts needed by various functional areas to support a position or recommendation.
2. Understand the key elements of an effective communication in oral and/or written form.
3. Understand how to recognize and effectively respond to questions from the audience in a formal presentation and/or recommendation.
4. Identify factors that impact the potential success or failure of a product or service.

**Skills**

1. Demonstrate effective techniques for poised and professional presentations.
2. Apply concepts from various disciplines of study toward the development of effective business strategies for a specific product or service.
3. Demonstrate effective team building strategies and engage in team building activities to effectively work together as a community.
4. Demonstrate the ability to effectively plan and organize time and activities to meet deadlines.

**Behaviors**

1. Appreciate the potential of marketing to impact and enhance various markets and audiences.
2. Develop empathy for the challenges faced by others as well as a respect for their capacity to impact change.
3. Appreciate the implications of living in an increasingly diverse community and how different messages can impact those communities.
4. Value research, academic integrity, the acquisition of knowledge, and the obligation to share that knowledge.
5. Students will attend and participate in various University and community activities.
COURSE INSTRUCTIONAL POLICIES

Organization and Conduct of Class

This class will meet on Monday afternoons for two hours to review the status and development of the NAMA concept and materials. My assumption is that you will have already completed any assignments, reading, and/or required research for each class period, and that you will be coming to class prepared to discuss your thoughts or position on the key issues. Note that there will be a limited amount of formal lecture in this course. The real value of the course will come from our interactions and discussions on concepts and real-world examples, as well as the research and development of your team case for NAMA. Accordingly, it is necessary for you to plan to attend class on a regular basis to keep up to speed. Our goal will be to conduct our NAMA duties with the level of excellence that is expected as a representative of The Ohio State University.

OSU e-mail

Both OSU and I will use your OSU email address for all official communications. It is vital that you access your OSU email on a regular basis to ensure that you will not miss any critical communications for which you will be held accountable. If you need help with the management of your email account, please contact the OSU IT Service Desk at (614) 688-4357.

Academic Integrity

All policies on academic honesty will be strictly enforced. Along with preparing for and attending classes, each student has the responsibility of promoting high academic standards. Academic dishonesty includes: (a) cheating; (b) fabrications and falsifications; (c) multiple submissions; (d) plagiarism; and (e) complicity in academic dishonesty. Proven cases of dishonesty may result in a grade of "F" in the course and will be referred for University disciplinary action consistent with the Code of Conduct.

Disability Services Statement

Students with a documented disability who wish to request reasonable accommodations should contact the Student Life Disability Services Office first to request accommodations, and then meet with their instructors. Accommodation arrangements should be made during the first two weeks of the semester. Students may request accommodations at any time during the semester, but please note: accommodations are not retroactive. Students must contact the Student Life Disability Services Office prior to every semester that accommodations are needed. The Student Life Disability Services Office is located in in 098 Baker Hall, 113 West 12th Avenue, Columbus, Ohio 43210. Their telephone number is (614) 292-3307, and their email is slds@osu.edu. The Ohio State University and its faculty are committed to helping you meet your individual needs, and to supporting your efforts for a quality education.
**Guidelines for Written Work**

- The Ohio State University has adopted APA as our official format for all written documents. All references, citations, and formats for submitted work must follow the APA standard.
- All written work submitted will be graded on both composition and content.
- Submission of late work will be penalized.
- **Assignments are due at the start of each class.**
- **Plagiarism will not be tolerated.** Any work that is proven to be plagiarized will automatically receive a failing grade for that assignment.

**Guidelines for Project Teams**

- Each team project for this course should represent a culmination of the efforts of each individual member of the project team. No one person should be held responsible for the work assigned.
- All team assignments should reflect the total collaboration and participation of its individual members.
- Each member’s total participation becomes the responsibility of the entire team and will be reflected in the final grades.
- You will participate in a process of collectively determining performance expectations for each other and for the team as a whole. You will subsequently be assessed by teammates as to the quality and consistency of your contributions and your record of meeting team expectations.

**Counseling Services Statement**

If you are experiencing personal problems, stress, study or time management difficulties, or mental health related concerns that you feel may adversely impact your ability to be a successful student at OSU, please contact the Office of Student Life Counseling and Consultation Service Office at (614) 292-5766 or email si-ccs@osu.edu to set up a free and confidential appointment.

**Dropping the Course**

University policies will be followed. Please consult with your academic advisor for exact dates for dropping a course without penalty.

**Submissions of Assignments**

All written work will be submitted to turnitin.com in an electronic format. **No assignments will be accepted in any form other than electronic submission to the Drop Box.** All work must meet requirements for APA documentation format and minimum length requirements. If a submission is deficient on either of these measures, it will not be accepted and will be considered late. No work will be accepted via email unless previously approved by the instructor. If you are submitting work late, bring it with you to the next class. All late submissions will incur a minimum 20% deduction from the total available points for that assignment. No submissions will be accepted after one week from the due date without prior approval from the instructor.
**Instructor Expectations**

The classroom will be the place for interaction, discussion, demonstration, exploration and mastery of the concepts presented and discussed. Each of you brings an element of diversity to the classroom that can help to maximize the learning potential of all students, if we capitalize on this diversity. A few expectations for helping us to achieve this would include:

-- **Preparation**: Come to class with an understanding of the main points presented in the notes, and be sure that you have read all assigned materials. Also, strive to bring new information to the discussion, things that you have found or personally experienced.

-- **Attendance**: I expect full attendance at all the class sessions.

-- **Involvement**: In class, I expect that you will be fully engaged and participate enthusiastically in all class discussions.

-- **Reflection**: Your course readings, films, classroom exercises, and discussions should challenge some of your perceptions of leadership and human behavior in a community. It will be helpful for you to write your reactions down as you note them so that can refer back to them at a later date.

**A Final Word About Classroom Etiquette**

Respect for the pursuit of truth requires that we behave in ways that contribute to the collegial spirit: punctuality, preparation, reading the assignments ahead of class in order to be prepared for enthusiastic participation in discussions, careful study, academic honesty, politeness in arguments that may arise out of differing points of view, the use of our best critical thinking skills, and meeting deadlines, all facilitate this effort. Since we believe that something special goes on in the classroom, we are also expected to pay attention to what the instructor and our colleagues say, and to refrain from becoming a distraction to others. In this spirit, cell phones are to be turned off when you come into the classroom, unless you have a specific need to be contacted, and have obtained prior approval from the instructor. No iPod’s, MP3 Players, video games, or other electronic devices are to be turned on during the class period.
**Grading System**

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>93-100%</td>
<td>Student illustrates outstanding performance. Has unusually sharp insight into material and initiates thoughtful questions. Sees many sides of an issue. Articulates well. Writes logically and clearly. Integrates ideas previously learned from this and other disciplines. Anticipates next steps in progression of ideas. <strong>Outstanding performance.</strong></td>
</tr>
<tr>
<td>A-</td>
<td>90-92%</td>
<td>Example: “A” work should be of such nature that it could be put on reserve for all students to review and emulate. The “A” student is an example for others to follow.</td>
</tr>
<tr>
<td>B+</td>
<td>87-89%</td>
<td>Student demonstrates a solid comprehension of the subject matter and accomplishes all course requirements. Serves as an active participant and listener. Communicates orally and in writing at an acceptable level for a graduate of the OSU curriculum. <strong>Excellent performance.</strong></td>
</tr>
<tr>
<td>B</td>
<td>84-86%</td>
<td>Example: “B” indicates a good quality of performance and is given in recognition for solid work; a “B” is considered a good grade and is awarded to those whose work is solid, but at a level somewhat less exemplary than the work submitted by the “A” student.</td>
</tr>
<tr>
<td>B-</td>
<td>80-83%</td>
<td></td>
</tr>
<tr>
<td>C+</td>
<td>77-79%</td>
<td>Student produces a quality and quantity of work in and out of class that are average at best for a graduate of the OSU curriculum. Has marginal comprehension, communication skills, or initiative. <strong>Average performance.</strong></td>
</tr>
<tr>
<td>C</td>
<td>74-76%</td>
<td></td>
</tr>
<tr>
<td>C-</td>
<td>70-73%</td>
<td></td>
</tr>
<tr>
<td>D+</td>
<td>67-69%</td>
<td>Student produces a quality and quantity of work in and out of class that are not in line with expectations when judged against the OSU target Learning Outcomes. <strong>Below Average performance.</strong></td>
</tr>
<tr>
<td>D</td>
<td>64-66%</td>
<td></td>
</tr>
<tr>
<td>D-</td>
<td>60-63%</td>
<td></td>
</tr>
<tr>
<td>E</td>
<td>0-59%</td>
<td>Student work that achieves this level of excellence does not qualify the student to gain credit for the course. Course work must be repeated. <strong>Failing or unacceptable performance.</strong></td>
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### Independent Study in Agribusiness
#### AEDE 4193
#### Determination of Final Grade

<table>
<thead>
<tr>
<th>ELEMENT</th>
<th>POINTS</th>
<th>%</th>
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</thead>
<tbody>
<tr>
<td>Phase I – Background Detail Development</td>
<td>100</td>
<td>20.0</td>
</tr>
<tr>
<td>Written Paper Completion</td>
<td>100</td>
<td>20.0</td>
</tr>
<tr>
<td>Formal Presentation Development</td>
<td>100</td>
<td>20.0</td>
</tr>
<tr>
<td>Role Play and Live Practice Prep Sessions</td>
<td>100</td>
<td>20.0</td>
</tr>
<tr>
<td>Final Presentation at NAMA</td>
<td>100</td>
<td>20.0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>500</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
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Month 1  
Jan 2018  
Phase I – Final Development of All Appropriate Data for the Project  
All Background Details  
Elevator Speech and Rationale  
Financials  
Advertising and Promotion  
Product Details  
Production Details  
Benefit and Reason to Believe  
Impact on Farmers  
Impact on Ohio  
Ensure Compliance with NAMA Guidelines

Month 2  
Feb 2018  
Part II – Developing the Communication  
Written Documents  
Formal PowerPoint Presentation  
Supporting Charts and Facts  
Anticipating Questions and/or Challenges  
“Telling the Story” Effectively  
Integrated Communications Across Written and Oral Presentations  
Assigning Roles for the Presentation  
Determining Dress Code and Requirements

Month 3  
March 2018  
Part 3 – Role Playing and Live Practice Sessions  
Overview with Dr. Roe’s Team  
Overview to Fisher Team as available  
Practice in Large Room Environment (Schottenstein)  
Answering the Tough Questions  
Poise Under Fire

Month 4  
April 2018  
Part 4 – Delivering the Recommendation  
Travel to NAMA Meeting Location  
NAMA Presentation  
Report Results to Dr. Roe  
Celebration and Thanksgiving