

**University of Manitoba**  
**Department of Agribusiness and Agricultural Economics**  
**ABIZ 1000 Introduction to Agribusiness Management**  
**Spring 2013**

**Instructor:** Dr. J.G. Carlberg, 372 Agriculture Building  
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**Teaching Assistant:** Mr. Chang Choi, 364B Agriculture Building  
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**Course Time and Location:** Tuesday/Thursday 10:00; Room 172 Agriculture Building

**Office Hours:** Dr. Carlberg: by appointment. It is best to email me to set up a time.  
Mr. Choi: Monday 1:30 to 3:00 Thursday 11:30 to 1:00.

**Optional Text:** Griffin, R.W., R.J. Ebert, and F.A. Starke. Business: 4<sup>th</sup> Canadian Edition, Pearson Education Canada, 2002. Newer editions of this book are available, but I have placed two copies of the fourth edition on reserve in the Agriculture library.

**Course Web Page:** [http://home.cc.umanitoba.ca/~carlberg/061\\_100.html](http://home.cc.umanitoba.ca/~carlberg/061_100.html)

**Course Description:**

This course is designed to provide students with an introductory overview of selected topics in agribusiness management. Though the textbook is a Canadian business text, we will focus on agricultural businesses as much as possible.

Lectures will be given in PowerPoint format. Lecture notes will be posted to the course web page in .pdf (Adobe Acrobat) format, usually the day before class. Students should print the notes off or copy them out prior to class. Time in class should then be used to note the instructor's comments which will augment the posted lecture notes; you might not have enough time to copy out the notes presented during class.

**Tentative Course Outline:**

<b>Section</b>	<b>Chapter</b>	<b>Contents</b>
I	(5 <sup>th</sup> Ed.)	INTRODUCING THE CONTEMPORARY BUSINESS WORLD
	1	Understanding the Canadian Business System
	2	Setting Up Business in Canada
	3	Understanding International Business
	4	Conducting Business Ethically & Responsibly

II		THE BUSINESS OF MANAGING
	5	Managing the Business Enterprise
	6	Organizing the Business Enterprise
	7	Understanding Entrepreneurship & Small Business
III		UNDERSTANDING PEOPLE IN ORGANIZATIONS
	8	Managing Human Resources
	9	Motivating and Leading Employees
	10	Understanding Labour-Management Relations
IV		MANAGING OPERATIONS & INFORMATION
	11	Producing Goods & Services
	12	Increasing Productivity & Quality
	13	Managing Info Systems & Communication Technology
	14	Understanding Accounting Issues
V		MANAGING MARKETING
	15	Understanding Marketing Processes & Consumer Behaviour
	16	Developing and Promoting Goods & Services
	17	Pricing and Distributing Goods & Services
VI		MANAGING FINANCIAL ISSUES
	18	Understanding Money & Banking
	19	Understanding Securities & Investments
	20	Financial Decisions & Risk Management

### **Exams:**

Three exams will be given in the course, each worth 25% of the final grade. Missed exams will be given a grade of zero. The final exam will take place during the April exam period and will be scheduled by the University. *I will not under any circumstances allow students to write the final exam at a time other than that prescribed by the University.*

### **Quizzes:**

In order to ensure students are keeping up with the material, in-class quizzes will be given frequently without prior notice. Quiz questions usually cover the discussion questions posed at the end of the previous lecture. Missed quizzes will be given a grade of zero; there will be no opportunity to make up the grade. *Students missing more than two of these quizzes will be debarred (prevented) from taking the final exam.*

## **Debarment**

From Section 7.1 of the 2012-2013 *University of Manitoba Academic Calendar and Catalogue*:

“Regular attendance is expected of all students in the course.

An instructor may initiate procedures to debar a student from attending classes and from final examinations and/or from receiving credit where unexcused absences exceed those permitted by faculty or school regulations.

A student may be debarred from class, laboratories, and examinations by action of the dean/director for persistent non-attendance, failure to produce assignments to the satisfaction of the instructor, and/or unsafe clinical practice or practicum. Students so debarred will have failed that course.”

Students who miss more than two quizzes will be debarred (prevented) from taking the final examination. Students with excessive unexcused absences from classes may, after written warning, be debarred from taking the final examination. *Any student so debarred will receive a grade of F in the course.*

**Laptops, Cell Phones, etc:** Students are not permitted to be in possession of these devices during exams and they should be turned off during class. Cell phone use (including texting) during class is strictly prohibited. Students will be required to leave class and may face further disciplinary action if this policy is violated.

## **Grading:**

Midterm Exam I	25%
Midterm Exam II	25%
Quizzes	25%
Final Exam	25%

## **Academic Dishonesty:**

Cheating/Plagiarism will be dealt with harshly. Please read Section 8 of the 2012-2013 *University of Manitoba Academic Calendar and Catalogue* to familiarize yourself with relevant University policies.