



FORT HAYS STATE
UNIVERSITY

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AGRI 470 – CAPSTONE COURSE IN AGRIBUSINESS MANAGEMENT

Fort Hays State University
Werth College of Science, Technology, and Mathematics
Department of Agriculture
Dr. Alan Xu

1. COURSE INFORMATION

Credit Hours	3.0
Semester and Year	Fall 2025
Course Prerequisites	AGRI 211, AGRI 340 and MATH 250
Location of Class	Online via the FHSU Blackboard System

2. INSTRUCTOR INFORMATION

Name: Dr. Alan Xu

Office Location: 216 Albertson Hall

Office Hours: Monday and Wednesday 8:30-12:00; 12:45-14:15; 16:00-17:00 or by appointment

Email: y_xu46@fhsu.edu

Contact Procedure and Policy:

The best way to contact me is by email. You are welcome to reach me to schedule a zoom meeting with me via email. Usually, I respond to e-mails within 24 hours. When you email me, please put Course ID and your name/student ID in the "Subject" line. Please only use your FHSU Gmail to communicate. External email addresses will be ignored.

3. TEXTBOOK AND COURSE MATERIALS

Required Textbook:

Agribusiness Management by Freddie L. Barnard, John Foltz, Elizabeth Yeager, Brady Brewer. 6th Edition. 2020 by Routledge (ISBN 9780367341947)

Supplementary Book:

Economics of the Food System by David Blandford, James Dunn, and Alan Webb, 1st Edition. 2018 by Cognella (Ebook ISBN 9781516563586)

Computer Requirements:

Please refer to the [TigerTech webpage](#) to check the requirements. If you have any technical issues, contact FHSU TigerTech 785-628-3478, notify the instructor.



4. COURSE DESCRIPTION

FHSU Catalogue Description:

A capstone course for the agribusiness major designed to integrate agricultural sciences with economic and business management principles and practices, as applied to problems and decision-making activities, of agribusiness firms in a case study environment.

Recommendations for Success:

You should log into the course at least twice a week to participate in course activities, interact with your instructor and peers as needed. Be prepared to discuss assigned readings, ask insightful questions of presenters and contribute to in-class or virtual discussions. At all times, students should maintain a professional demeanor. Active participation is a significant part of this course. The quality and quantity of participation in on-line activities will be evaluated as part of the course grade.

5. COURSE OBJECTIVES

Students will learn and integrate economic reasoning to management principles present with agriculture. At the end of this course, students should be able to:

- Identify and define key themes, principles, terminology, and relevant economic concepts related to agricultural management
- Develop a framework for understanding what strategic management is and its importance in the long-term success of agricultural businesses
- Apply economic analysis to real-world problems faced by agribusiness managers
- Become a critical thinker, decision-maker, communicator of management principles

6. COURSE EXPECTATIONS AND POLICIES

Delivery Method:

Content therein will consist of lecture videos, slides, and various activities for each lesson module. The instructor will be available via email or Zoom to discuss course content with students individually.

Course Structure:

There is an assigned module for each week of the semester. Students will be expected to complete the assignments for each module by the completion date of that assigned module unless otherwise noted.

Discussions or Assignments:

10 discussions or assignments will be assigned worth 20 points each (e.g. 200 points total).

Case Studies:

There will be two cases study exams. Each case study exam is worth 100 points (e.g. 200 points total).



Late Assignments:

Assignments are to be submitted via Blackboard by **11:59 PM** on the assigned due date, typically on **Monday nights**. Unless otherwise agreed, late assignments will be penalized as follows:

-10% if between 1 minute and 72 hours late. Assignments submitted more than 72 hours late will not be accepted. In other words, assignments of the previous week will strictly NOT be accepted after 11:59 PM on Thursday nights.

Make-up Exams:

You will only be allowed to retake the exam if you have an excused absence, you submit the proper written documentation for an acceptable reason, and written documentation is provided. If it is a planned absence (such as for a religious holiday, military obligation or FHSU affiliated activity; see additional information under Attendance below), at least one-week notice is required to make the appropriate accommodations. When this is not possible (e.g., due to a medical emergency), the instructor should be notified as soon as possible. The make-up exam will be scheduled for the following week. If these instructions are not followed, you will receive a zero on the exam.

Civility:

Mature and respectful behavior is always expected when participating in course activities and interacting with others.

7. COURSE SCHEDULE

This schedule is tentative and might change during the semester depending on how the course evolves. Students will be notified of the changes at the Blackboard course site, and email. If time is mentioned in the course, it refers to the Central Time Zone.

Week #	Topics	Chapter	Discussion or Assignments
Week 1 Aug. 18-Aug. 24	The business of agribusiness	1	
Week 2 Aug. 25-Aug. 31	Managing the agribusiness	2	1 Due Sep. 2*
Week 3 Sep. 1-Sep. 7	Economic principles	3	2 Due Sep. 8
Week 4 Sep. 8-Sep. 14	Business organization	4	3 Due Sep. 15
Week 5 Sep. 15-Sep. 21	International business and innovation	5	4 Due Sep. 22
Week 6 Sep. 22-Sep. 28	Strategic market planning and marketing plans	6	5 Due Sep. 29
Week 7 Sep. 29-Oct. 5	Marketing mix and the 4P's	7	6 Due Oct. 6
Week 8 Oct. 6-Oct. 12	Marketing decision tools	8	7 Due Oct. 13
Week 9 Oct. 13-Oct. 19	Case study 1 submission (Due Oct. 20, 11:59 PM)		
Week 10 Oct. 20-Oct. 26	Porter's Five Forces		
Week 11 Oct. 27-Nov. 2	Understanding financial statements Financing the agribusiness	9,10,11	8 Due Nov. 3
Week 12 Nov. 3-Nov. 9	Tools for evaluating operating decisions	12,13	9 Due Nov. 10
Week 13 Nov. 10-Nov. 16	Production planning Supply chain management	14 15	10 Due Nov. 17
Week 14 Nov. 17-Nov. 23	HR organization Managing HR for Agribusiness	16,17	
Week 15	Thanksgiving Break		
Week 16 Dec. 1-Dec. 7	Case study 2 submission (Due Dec. 8, 11:59 PM)		

*Labor Day Holiday is Sep. 1, so the due day is moved to Sep. 2, Tue.



8. ASSESSMENT METHODS AND GRADING SCALES

The assessment methods and grading scale are as follows:

Discussions or Assignments	50%	200
Case Study Exam 1	25%	100
Case Study Exam 2	25%	100
Total	100%	400

A	100.00% - 90%
B	80.00%–89.99%
C	70.00%–79.99%
D	60.00%–69.99%
U	below 60.00%

9. STUDENT HELP RESOURCES

- [FHSU Blackboard Student Tutorials](https://help.blackboard.com/Learn/Student): <https://help.blackboard.com/Learn/Student>
- [Student Accessibility Services](https://www.fhsu.edu/health-and-wellness/accessibility/): <https://www.fhsu.edu/health-and-wellness/accessibility/>
- [Health and Wellness Services](https://www.fhsu.edu/health-and-wellness/): <https://www.fhsu.edu/health-and-wellness/>
- [Career Services](https://www.fhsu.edu/career/): <https://www.fhsu.edu/career/>
- [Technology Services](https://www.fhsu.edu/technology/): <https://www.fhsu.edu/technology/>
- [Forsyth Library Research Help and Tutorials](https://www.fhsu.edu/library/): <https://www.fhsu.edu/library/>
- [Academic Tutoring](https://www.fhsu.edu/retention/asp/free-tutoring/): <https://www.fhsu.edu/retention/asp/free-tutoring/>
- [Writing Center](https://www.fhsu.edu/writingcenter/): <https://www.fhsu.edu/writingcenter/>

Special Learning Conditions/Accommodations:

Fort Hays State University, in accordance with The Americans With Disabilities Act, provides assistance and resources for students with disabilities. The Student Accessibility Services office is located within Health and Wellness Services in the Fischli-Wills Center for Student Success, Room 301, 785-628-4401. This is the appropriate office for students, faculty or staff to contact to verify and notify the University of a student's documented disability. After verification of a documented disability, the Student Accessibility Services office will initiate a request for services. Students should contact the instructor within the first two weeks of class if they require special accommodation for test taking, carrying out assignments, or any other need for assistance.

Academic Assistance for FHSU Online Students

With FHSU's FREE online tutoring, you can:

- Connect on-demand with a live tutor. Available [subjects](#).
- Schedule a live tutoring session.
- Work with a writing lab tutor throughout the entire writing process for any written assignments.
- Access study tools such as lessons, practice and diagnostic tests, and flashcards.



Take advantage of help in a variety of subjects! Mathematics, ESOL, Live Writing Help, English, Business, Sciences, Computer Science & Technology, Nursing, Social Sciences, Languages, Study Skills.

Access to Online Tutoring

Online tutoring is available to students currently registered in all online courses. Access this service in Workday, by clicking the "myFHSU" icon. Under the Academics category, select "Online Tutoring". If you have additional questions, please contact Kathleen Cook at kecook3@fhsu.edu.

10. UNIVERSITY POLICIES

- [Academic Honesty](#)
- [Attendance](#)
- [Withdrawal](#)
- [Title IX Policy](#):

FHSU is committed to fostering a safe and productive learning environment. Title IX makes it clear that violence and harassment based on sex, gender, and gender identity are Civil Rights offenses subject to the same kinds of accountability and the same kinds of support applied to offenses against other protected categories such as race, national origin, etc. This includes all types of gender and relationship violence, sexual harassment, sexual misconduct, domestic and dating violence, and stalking. If you wish to report an incident or have questions about school policies and procedures regarding Title IX issues, please contact Amy Schaffer, University Compliance Officer and the FHSU Title IX Coordinator, at alschaffer@fhsu.edu or (785) 628-4175. The Compliance Officer can help connect you to campus and outside resources, discuss all of your reporting options, and assist with any concerns you may have.