



FORT HAYS STATE
UNIVERSITY

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AGRI 850 – Strategic Planning in Agricultural Business

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	Summer 2026
Location of Class	Online via the FHSU Blackboard System

2. INSTRUCTOR INFORMATION

Name: Dr. Alan Xu
Office Location: 216 Albertson Hall
Office Hours: Please directly email to make an 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:

Murphy, Paul R., Knemeyer, Michael A. 2018. *Contemporary Logistics*. 12th Edition. Upper Saddle River, NJ. Pearson Publishing. ISBN-13: 978-0134520506.

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

Course Description:

This is a seven-weeks MBA course providing an applied study of agricultural business logistics combining case study analysis and the study of the principles and concepts behind the strategic planning process and their impact on the sustainability of the agricultural firm. Topics include: role and scope of logistics in agribusiness, connect economics development with strategic planning, explore the issues surrounding transaction costs and the principle agent problem associated with outsourcing, strategic alliances, emerging technologies, and tools for logistics.



Recommendations for Success:

To be successful it is imperative that students remain current with all course material provided throughout the semester; this means keeping up with all lectures, readings, assignments, and regular attendance is highly recommended. The need to maintain a clear and well-defined knowledge of the course material and terminology will be necessary for the appropriate understanding of all course module.

5. COURSE OBJECTIVES

1. Analyze and evaluate the principles and language of logistics to develop a coordinated plan for an agricultural business
2. Explain and use key activities performed by the logistics function including distribution, transportation, global logistics and inventory control
3. Apply logistics as a strategic function to create value and competitive advantage
4. Evaluate, interpret, and apply data analysis using supply chain data to the decision-making process of an agricultural business
5. Analyze the current market environment and develop strategies to address challenges faced by supply chain managers

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:

For each module, there will be required weekly readings. Students are expected to read all materials associated with each module. All students are expected to participate to ensure everyone has a chance to contribute. There will be six in-class discussions available on Blackboard. They are worth 30 points each (total: 180 points).

Assignments:

There will be four assignments associated with this course, each to be completed individually on or before the specified due date. Late assignments will be accepted up to 72 hours after the deadline and will be penalized 10%. Assignments are worth 30 points each (total: 120 points).

Case Study:

There will be a case study as the final exam. It is worth 100 points.

Late Assignments:

Assignments are to be submitted via Blackboard by **11:59 PM on the assigned due date.** 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.

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 Jun. 1-Jun. 7	An Overview of Logistics Logistics and Information Technology	1, 2	Discussion 1
Week 2 Jun. 8-Jun. 14	Strategic and Financial Logistics Organizational and Managerial Issues in Logistics	3, 4	Discussion 2 Assignment 1
Week 3 Jun. 15-Jun. 21	The Supply Chain Management Concepts Procurement	5, 6	Discussion 3
Week 4 Jun. 22-Jun. 28	Management: Demand, Order, and Customer Service Inventory	7, 8	Discussion 4 Assignment 2
Week 5 Jun. 29-Jul. 5	Facility Location Warehousing Management	9, 10	Assignment 3
Week 6 Jul. 6-Jul. 12	Packaging and Materials Handling	11	Discussion 5
Week 7 Jul. 13-Jul. 19	Transportation	12, 13	Discussion 6 Assignment 4
Week 8 Jul. 20-Jul. 24	International Logistics	14	Case Study

8. ASSESSMENT METHODS AND GRADING SCALE

The assessment methods and grading scale are as follows:

Discussions	45%	180 pts
Assignments	30%	120 pts
Case Study Exam	25%	100 pts
Total	100%	400 pts



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/>
- [Tebo 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.