



Small Farm Business Planning AGMG-2371 ONLINE

Course Syllabus: Fall 2020

“Northeast Texas Community College exists to provide personal, dynamic learning experiences empowering students to succeed.”

Instructor: Rene’ McCracken

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Office	Monday	Tuesday	Wednesday	Thursday	Friday	
Hours	8am – 10am	8am – 9:20am	8am – 10am	8am – 9:20am	8am – 10am	

Information relative to the delivery of the content contained in this syllabus is subject to change. Should that happen, the student will be notified.

Course Description: 3 credit hours - Three hours of lecture each week.

Course provides students with a working knowledge of small farm business development. Students will develop a written business plan which will become a vehicle through which management, marketing, accounting and cash flow, staffing, and legal issues will be considered and discussed. Resource needs will be identified, and possible sources of funding, including grants and loans, will also be considered. (Fall)

Prerequisite(s): None

Student Learning Outcomes: Upon successful completion of this course, students will:

- Describe the importance and purpose of their farm based on values, goals and objectives.
- Assess current situation of small farm and provide a brief financial history
- Evaluate markets for product types, customers, unique features, distribution, pricing, promotion, and industry.
- Evaluate and describe what physical resources are available for our farm business, what production systems we are using, and what management information systems do we have in place.
- Evaluate and describe human resource situation, who is involved in our business and what roles will they play?
- Evaluate and describe financial situation; the needs of the farm, financial performance, risk and financial environment, including a whole farm SWOT analysis.
- Develop a mission statement including goals for future enterprises.
- Develop a business strategy: markets, products, competition, distribution, pricing, promotion, inventory, regulations and policy, resource needs, resource gaps, size and capacity, human resource plan, risk management, organizational structure, and finance.
- Develop a plan to implement strategies developed through monitoring, to-do lists, checkpoints, records, and review progress.

Evaluation/Grading Policy:

Grades will be computed as follows:

- Exams – 2 subject exams covering ICEV material 20% each or 40% total exam grade.
- Quizzes in each section on ICEV 30% of final grade.
- Final Business Plan/Farm Service Loan Application - 30% of final grade.

The grading scale below will be used to determine your final grade.

Points	Grade
90-100	A
80-89	B
70-79	C
60-69	D
BELOW 59%	F

Required Instructional Materials: ICEV access card. This can be purchased at the college bookstore or you can purchase directly on the ICEV site. <https://login.icevonline.com/Register>. If you have purchased an ICEV card for another Ag class – you will only need to add the course to your playlist.

Publisher: N/A

ISBN Number: N/A

Optional Instructional Materials: None

Minimum Technology Requirements: use of blackboard to complete and turn-in assignments are necessary to complete this course.

Required Computer Literacy Skills: Basic computer and technology skills needed to complete this course.

Course Structure and Overview:

- Exams:
 1. Exams will be loaded in blackboard and be based on the materials and activities you complete in ICEV. They will be two exams that will be multiple choice, short answer and matching.
- Assignments and Study Materials (ICEV):
 2. Completion of assignments and sign-on records for ICEV will determined this portion of your course grade.
- Business Plan/Final:
 3. There will not be a comprehensive final for this course. Instead a final business plan will be printed, and presented before class for your final grade.

Communications: Turnaround time for email responses (i.e. within 24 hours), stipulating if you will allow student text messages (i.e. Remind app), etc. *Reminder: NTCC email is the official form of communication used by the college.

Institutional/Course Policy: Class attendance and participation is required. Your completion of assignments and sign-on's to blackboard course will be monitored. Those students who continue to miss due dates and show no sign- on's may be contacted to drop the course. Anyone who wishes to withdraw from class must take the responsibility to formally drop with the Registrar; otherwise a failing grade will be given.

Alternate Operations During Campus Closure and/or Alternate Course Delivery Requirements: In the event of an emergency or announced campus closure due to a natural disaster or pandemic, it may be necessary for Northeast Texas Community College to move to altered operations. During this time, Northeast Texas Community College may opt to continue delivery of instruction through methods that include, but are not

limited to, online through the Blackboard Learning Management System, online conferencing, email messaging, and/or an alternate schedule. It is the responsibility of the student to monitor NTCC's website (<http://www.ntcc.edu/>) for instructions about continuing courses remotely, Blackboard for each class for course-specific communication, and NTCC email for important general information.

Additionally, there may be instances where a course may not be able to be continued in the same delivery format as it originates (face-to-face, fully online, live remote, or hybrid). Should this be the case, every effort will be made to continue instruction in an alternative delivery format. Students will be informed of any changes of this nature through email messaging and/or the Blackboard course site.

NTCC Academic Honesty/Ethics Statement:

NTCC upholds the highest standards of academic integrity. The college expects all students to engage in their academic pursuits in an honest manner that is beyond reproach using their intellect and resources designated as allowable by the course instructor. Students are responsible for addressing questions about allowable resources with the course instructor. Academic dishonesty such as cheating, plagiarism, and collusion is unacceptable and may result in disciplinary action. This course will follow the NTCC Academic Honesty and Academic Ethics policies stated in the Student Handbook. Refer to the student handbook for more information on these subjects.

ADA Statement:

It is the policy of NTCC to provide reasonable accommodations for qualified individuals who are students with disabilities. This College will adhere to all applicable federal, state, and local laws, regulations, and guidelines with respect to providing reasonable accommodations as required to afford equal educational opportunity. It is the student's responsibility to request accommodations. An appointment can be made with the Academic Advisor/Coordinator of Special Populations located in Student Services and can be reached at 903-434-8264. For more information and to obtain a copy of the Request for Accommodations, please refer to the special populations page on the NTCC website.

Family Educational Rights and Privacy Act (FERPA):

The Family Educational Rights and Privacy Act (FERPA) is a federal law that protects the privacy of student education records. The law applies to all schools that receive funds under an applicable program of the U.S. Department of Education. FERPA gives parents certain rights with respect to their children's educational records. These rights transfer to the student when he or she attends a school beyond the high school level. Students to whom the rights have transferred are considered "eligible students." In essence, a parent has no legal right to obtain information concerning the child's college records without the written consent of the student. In compliance with FERPA, information classified as "directory information" may be released to the general public without the written consent of the student unless the student makes a request in writing. Directory information is defined as: the student's name, permanent address and/or local address, telephone listing, dates of attendance, most recent previous education institution attended, other information including major, field of study, degrees, awards received, and participation in officially recognized activities/sports.

Tentative Course Timeline (*note* instructor reserves the right to make adjustments to this timeline at any point in the term): Include a course outline that lists all assignments (i.e. by week and/or chapter), due dates, test dates, notable college dates, and any other information important to the course. For hybrid courses, also note what will be completed in class versus online. It is strongly suggested that you include the date of graduation for students to see.