

**MASTER SYLLABUS**

# 2020-2021

A. Academic Division: Health Sciences

B. Discipline: Agriculture Management

C. Course Number and Title: AGRI2130 Capstone Business Plan

D. Course Coordinator: Laura Ringler

Assistant Dean: Melinda Roepke, MSN, RN

Instructor Information:

* Name: Click here to enter text.
* Office Location: Click here to enter text.
* Office Hours: Click here to enter text.
* Phone Number: Click here to enter text.
* E-Mail Address Click here to enter text.

E. Credit Hours: 1

F. Prerequisites: BUSM 2050, BUSM 2210

G. Syllabus Effective Date: Fall, 2020

H. Textbook(s) Title:

*Building a Sustainable Business*, *A guide to Developing a Business Plan for Farms*

*and Rural Businesses* (Access or purchase online at: <http://www.sare.org/Learning-Center/Books/Building-a-Sustainable-Business>)

* Author(s): Minnesota Institute for Sustainable Agriculture
* Copyright Year: 2003
* Edition: 1st
* ISBN#: 9781888626070

1. Workbook(s) and/or Lab Manual: None

J. Course Description: This course will allow students to develop a foundational plan that will allow them to strategically lead the development of a business. This course will address all aspects of a business from establishment including daily decision making to expansion, diversification, and evaluation of the business.

K. College-Wide Learning Outcomes:

| College-Wide Learning Outcome | Assessments - - How it is met & When it is met |
| --- | --- |
| Communication – Written |  |
| Communication – Speech |  |
| Intercultural Knowledge and Competence |  |
| Critical Thinking |  |
| Information Literacy |  |
| Quantitative Literacy |  |

L. Course Outcomes and Assessment Methods:

Upon successful completion of this course, the student shall:

| Outcomes | Assessments – How it is met& When it is met |
| --- | --- |
| Identify new business and market opportunities while exploring innovative management practices and niche markets. | Formative Assessment: In class discussion and worksheets 1st & 2nd week  Summative Assessment: Business Plan and Presentation end of term |
| Evaluate successful businesses and plans as they develop mission and vision statements for their company. | Formative Assessment: In class discussion and worksheets 3rd & 4th week  Summative Assessment: Business Plan and Presentation end of term |
| Plan strategically for business financial decisions including management policies. | Formative Assessment: In class discussion and worksheets. 5th & 6th week  Summative Assessment: Business Plan and Presentation end of term |
| Demonstrate ability to critically and creatively research potential markets | Formative Assessment: In class discussion and worksheets 7th & 8th week  Summative Assessment: Business Plan and Presentation end of term |
| Recognize potential risks associated with business establishment | Formative Assessment: In class discussion and worksheets 7th & 8th week  Summative Assessment: Business Plan and Presentation end of term |
| Prepare business policies and core values | Formative Assessment: In class discussion and worksheets 9th & 10th week  Summative Assessment: Business Plan and Presentation end of term |
| Communicate business plan to lenders and potential partners and clients. | Formative Assessment: In class discussion and worksheets 11th & 12th week  Summative Assessment: Business Plan and Presentation end of term |

M. Topical Timeline (Subject to Change):

|  |  |
| --- | --- |
| Week | CONTENT |
| 1/2 | US Small Business Administration, Components of a Business Plan, Critical and Creative Thinking, Data Driven Plans, SWOT Market Analysis |
| 3/4 | Mission and Vision Statements, Core Values, Executive Summary, Establishing the Identity of your Business |
| 5/6 | Current Market Analysis, Business Financing, Product Pricing and Promotion, Inventory Analysis, Product Marketing and Sales, Balance Sheets, ROI, Financial Projections and Funding Requests |
| 7/8 | Laws and regulatory information, Risk Management (Business/Customer/Employees), Organization and Management, Employee Management, Customer Relations, Business Structure/Policies, |
| 9/10 | Business Plan Outline (Rough Draft), Think-Pair-Share |
| 11/12 | Business Plan Work Day |
| 13/14/15 | Business Plan Work Day |
| 16 | Final Business Plan and Presentation |

N. Course Assignments:

Class Participation/Plan Progress

Business Plan Outline (Rough Draft)  
Completed Business Plan

Formal Presentation of Business Plan

O. Recommended Grading Scale:

|  |  |  |  |
| --- | --- | --- | --- |
| **NUMERIC** | **GRADE** | **POINTS** | **DEFINITION** |
| 93–100 | A | 4.00 | Superior |
| 90–92 | A- | 3.67 | Superior |
| 87–89 | B+ | 3.33 | Above Average |
| 83–86 | B | 3.00 | Above Average |
| 80–82 | B- | 2.67 | Above Average |
| 77–79 | C+ | 2.33 | Average |
| 73–76 | C | 2.00 | Average |
| 70-72 | C- | 1.67 | Below Average |
| 67–69 | D+ | 1.33 | Below Average |
| 63-66 | D | 1.00 | Below Average |
| 60-62 | D- | 0.67 | Poor |
| 00-59 | F | 0.00 | Failure |

P. Grading and Testing Guidelines:

Click here to enter text.

Q. Examination Policy:

Click here to enter text.

R. Class Attendance and Homework Make-Up Policy:

Click here to enter text.

S. Classroom Expectations:

Click here to enter text.

T. College Procedures/Policies:

**Important information regarding College Procedures and Policies can be found on the** [**syllabus supplement**](http://catalog.ncstatecollege.edu/mime/download.pdf?catoid=5&ftype=2&foid=3) **located at**

[**http://catalog.ncstatecollege.edu/mime/download.pdf?catoid=5&ftype=2&foid=3**](http://catalog.ncstatecollege.edu/mime/download.pdf?catoid=5&ftype=2&foid=3)