

EASTERN WYOMING COLLEGE
COURSE SYLLABUS – Fall 2013

1. Course Information

AGEC 2395
Section 1

Ag Econ Capstone Experience
2 Hours

2. Instructor Information

Instructor: Kaitlyn Steben
Office: MT 124
Phone: 307.532.8271 email: ksteben@ewcmail.wy.edu
Office Hours: MWR 10:00-11:00 am; T 2:00-3:00 pm; F 11:00 am – 12:00 pm

3. Course Content Information

Course Description: This course is required to successfully complete the AAS Farm/Ranch Management Degree and the AS degrees in General Agriculture, Animal Science, Agriculture Economics, and Agri-Business. Sophomore students intending to graduate with the AAS degree will be completing a business plan. Sophomore students intending to graduate with the AS degree will complete a thesis paper consistent with their degree field.

Course Rationale: This course is designed to fulfill the outcome assessment requirements of the North Central Accrediting Association. It is used instead of a comprehensive test. This course is also open to any student who might wish to learn how to develop a small business and a small business plan, which would be acceptable to the SBA and other investment companies.

Course Objectives:

1. To learn the practical application of the various management concepts offered in the other courses by developing a fully prepared Business Plan. Or, to develop a researched paper relevant to their transfer major.
2. To apply computer skills in word processing, spreadsheets, and accounting programs.
3. To take a critical look at a proposed or an existing Farm/Ranch operation or an Agri-business in the areas of finance, management, marketing, and production.
4. To use math, communication, economic and critical thinking skills in development and presentation of the plan or thesis.
5. To satisfy the institution's objectives on outcomes assessment for AAS degree programs and for assessing student's general education abilities.

4. Course Expectations

Course Requirements

1. Develop a business plan using the following website:
<https://www.agplan.umn.edu>

Evaluation

Executive Summary	50 points
Business Description	50 points
Operations	50 points
Marketing Plan	50 points
Management and Organization	<u>50 points</u>
Total:	250 points

Final Grade Determination

90% or Above	=	A
80-89%	=	B
70-79%	=	C
60-69%	=	D
59% or Below	=	F

Course Schedule

Business Plan

August	-Selection of either existing business or a new business idea
September	-Development of the Executive Summary to include: Business Description, Mission Statement, Goals, Plan Summary, Capital Request -Development of the Business Description to include: Business Overview, Location, Facilities, Business History, Ownership Structure
October	-Operations: Products, Services, Production System, Licenses, Permits and Regulations, Risk Management, Environmental Issues, Quality Control, Implementation Timeline
November	-Marketing Plan: Market Trends, Marketing Strategy, Marketing Contracts, Strategic Partners, Competitive Advantage -Management and Organization: Management Team, Board of Directors, Advisory Board, Personnel Plan, Professional Services -Financial Plan section is not required.
December	-Presentation

5. Educational Requirements

- **Communication Skills:** Graduates will be able to understand and communicate ideas and information in written and spoken English that reveals a mastery of terminology appropriate to their disciplines.
- **Analytical and Quantitative Reasoning:** Graduates will be able to solve problems through critical thinking involving analytical and quantitative reasoning at a level appropriate to their disciplines.
- **Technology Skills:** Graduates will be able to demonstrate competence using technology appropriate to their disciplines.
- **Social Awareness:** Graduates will be able to demonstrate an awareness of the relationship between the individual and the world.
- **Information Literacy:** Graduates will be able to locate, evaluate, and use information effectively.

6. ADA Accommodation Statement

Eastern Wyoming College is committed to providing reasonable accommodations for qualified individuals with disabilities. If a student has a disability and desires a reasonable accommodation for such disability, the student should contact Mrs. Debra Ochsner (532-8238) or Mr. Tom McDowell (532-8330) as soon as possible so that arrangements may be made.

7. Disclaimer Statement

The instructor reserves the right, acting within the policies and procedures of EWC, to make changes in the course schedule or activities. All changes will be announced in class.