Entrepreneurial Agriculture: A Jr./Sr. Colloquium

(3.0 credits)

Normally Offered: Spring every year. By Albert Ayeni, Mark Robson, Tung-Ching Lee, Leon Segal, William Sciarappa.

Pre-requisites and other registration restrictions:
Junior/Senior status or a graduate student at Rutgers University; A commitment to attend ALL class sessions.

Format: Two 80-minute lectures

Description:
Enterprising Agriculture (EA) colloquium is a 3-credit course intended primarily to provide Rutgers' students (junior, senior undergraduate and/or graduate) who have interest in Production Agriculture and Food (PA & F) with ingredients that are essential to engaging in or setting up of profitable and sustainable PA & F ventures in New Jersey and the Mid-Atlantic United States. Real life field experiences are emphasized and students are engaged in the practical development of their own virtual PA & F enterprise with simulated business and marketing plans. Students will present PA & F project plans to the class. At the end of colloquium the student should be able to develop a potentially bankable and viable small/medium scale PA & F enterprise capable of creating jobs and enhancing community development. The EA colloquium has three modules: Module I Theoretical principles; Module II Practical applications; and Module III Student presentations. Successful completion of the three modules earns the student three (3) credits.

Learning Goals:

• Understand how to identify and pursue business opportunities in an area of interest in production agriculture and food.
• Learn how to develop bankable business and marketing plans for a start-up company in production agriculture and food
• Acquire the basic elements of small business management skills in the production agriculture and food industry

Measures of Assessment:

• Two class exams, one at the end of Module I and one at the end of Module II (60%)
• Class presentation (30%)
• Class participation (attendance and contribution to class discussions) (10%)

Course Website:
eCompanion or Sakai

Topics:
• Entrepreneurial Agriculture: Definitions and examples
• Entrepreneurial Agriculture: What it is and what it is not
• Business and Marketing Plan Development in Production Ag and Food
• State of Production Agriculture and Food in NJ and the Mid-Atlantic
• Entrepreneurial Opportunities: Food-focused Production Agriculture
• Entrepreneurial opportunities: Non-Food focused Production Agriculture
• Entrepreneurial Opportunities: The Food Industry
• Sustainability concepts in Production Agriculture and Food enterprises in NJ and the Mid-Atlantic

Required and Recommended Course materials:

Resources: The faculty E-Team, RU-SET Club, Textbooks, Journals, the Print & Electronic Media, Interaction with the PA & F business community within and around Rutgers, etc.


Policies for Exams, Assignments, Attendance, and Grading
Student grade will be based on two class exams (one at the end of Module I and one at the end of Module 2), one class presentation, and class participation (class attendance & contribution to class discussions) as follows: Exam 1: 30% ; Exam 2: 30% Class presentation: 30% Class participation: 10%. Rutgers standard for grading students will be applied and letter grade awarded based on the student’s final score out of 100 points. Class attendance is required in this course. A student may miss up to three classes without special permission or reason. Any subsequent absences without a reason attested by a recognized Rutgers authority will attract penalty by way of losing scores attached to class participation up to a maximum of 10% of total score for the course

Other Information:
When feasible field visits to grocery stores and production agricultural sites near Rutgers will be carried out to expose students to real world activities in the production agriculture and food industry in New Jersey
Contact:

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