

COURSE NAME; NUMBER; SEMESTER; MEETING DAYS, TIMES, AND PLACE.

Entrepreneurial Agriculture

11-020-442 Fall 2017

Tuesday/Friday; 9.15-10.35a

Location: Foran Hall Room 138B

CONTACT INFORMATION:

Instructors: Albert Ayeni, Tung-Ching Lee, Christopher Pflaum, Mark Robson, and Bill Sciarappa,

Office Location for Albert Ayeni: Foran Hall Rm 268

Phone for Albert Ayeni: 848-932-6289

Email: aayeni@sebs.rutgers.edu

Office Hours: Tuesday/Friday 11.00a-12.00 noon

COURSE WEBSITE, RESOURCES AND MATERIALS:

- Sakai is the primary mode of communication in this course. Class lectures, announcements and Q&A will be posted regularly throughout the semester
- **Recommended texts:** Lectures will be based on current scientific information drawn from recent Entrepreneurship texts, reputable journal articles and credible/authoritative Internet websites. Textbook to consult:
Alsos, GA, Carter, S., Ljunggren, E., and Welter, F (Ed.) 2011. The Handbook of Research on Entrepreneurship in Agriculture & Rural Development. ISBN 978 1 84844 625 0. Edward Elgar Publishing, Inc., Northampton, MA. 320pp. This textbook will be placed on reservation at the Lucy Chang Library in Foran Hall.01

COURSE DESCRIPTION:

Entrepreneurial Agriculture (EA) 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 the 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 class 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. Entrepreneurial Agriculture has three modules: Module 1: Theoretical principles; Module 2: Practical applications; and Module 3: 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 sustainable production agriculture and food.
- Learn how to develop bankable business and marketing plans for a start-up company in sustainable production agriculture and food
- Acquire the basic elements of small business management skills in the production agriculture and food industry
- Cultivate the leadership qualities and intellectual soundness expected of a successful entrepreneur
- Develop the ability to communicate effectively in front of a live audience

ASSIGNMENTS/RESPONSIBILITIES & ASSESSMENT:

Examinations: There will be two take home exams, each worth 30% of the class grade. Take Home Exams will be short answer questions using a mixture of multiple choice, true/false and short note questions.

Grading: Class performance is based on (i) two Exams (60%), (ii) Class presentation (30%), and (iii) Class participation based on attendance and contribution in class discussions (10%). Student letter grade is awarded based on total score out of 100 points following Rutgers guidelines.

Class presentation: Student teams (2-4 per team) will be formed early in the semester. Each team will work on an entrepreneurship project selected from a list suggested by the instructor at the beginning of class. Each group will give a presentation on the selected project towards the end of semester.

ACCOMODATIONS FOR STUDENTS WITH DISABILITIES

Please follow the procedures outlined at <https://ods.rutgers.edu/students/registration-form>. Full policies and procedures are at <https://ods.rutgers.edu/>

ABSENCE POLICY

Students are expected to attend all classes; if you expect to miss one or two classes, please use the University absence reporting website <https://sims.rutgers.edu/ssra/> to indicate the date and reason for your absence. An email is automatically sent to me.

COURSE SCHEDULE:

Date	Topic	Instructor(s)
Module 1: Background & Theoretical Principles		
Tue. 09/05	Introductions, Course overview, Definitions & Examples (Entrepreneurship, Entrepreneur, Entrepreneurial Success)	Albert Ayeni
Fri. 09/08	State of Production Ag& Food (PA&F in NJ and the Mid-Atlantic)	Mark Robson/Albert Ayeni
Tue. 09/12	Entrepreneurial Ag: What it is and what it is not	Deborah Perez
Fri. 09/15	Business and Marketing Plan Development: Case Studies	Deborah Perez
Tue. 09/19	Rutgers New Venture and Entrepreneurship Office	Christopher Pflaum
Fri. 09/22	Government Policy Impact on PA & F in NJ	Brian Schilling
Tue. 09/26	The Company Incubation Concept: How it works	Diane Holtaway
Fri 09/29	Grant Writing tips for the Young Entrepreneur	Elaine Griffin
Tue. 10/03	Sustainable PA &F: Major factors to consider	Serpil Guran
Fri. 10/06	Field Trip: Grocery Stores (Mainstream & Ethnic); <i>Take Home Exam 1, Due Friday October 13</i>	Albert Ayeni
Module 2: Practical Applications		

Tue. 10/10	Entrepreneurship Oppoprtnunities: Food Focussed PA in NJ and Mid-Atlantic Region (Non-processed and Processed)	Bill Sciarappa
Fri. 10/13	Entrepreneurship Opportunities: Non-Food –focussed PA in NJ & Mid-Atlantic Region (Non-processed and Processed)	Nick Polanin
Tue. 10/17	Entrepreneurship Opportunities: Controlled Environment Agriculture	David Specca
Fri. 10/20	The Farmers Market Experience, Rutgers Gardens	Albert Ayeni
Tue. 10/24	Entrepreneurship Opportunities: The Wine Industry	Dan Ward
Fri. 10/27	Entrepreneurship Opportunities: The Turf Industry	Bill Meyer
Tue. 10/31	A Plant Breeder’s Experience with Intellectual Propoerty Commercialization at Rutgers	Joe Goffreda
Fri 11/03	Trends in Food Preferences at Rutgers University	Joe Charette
Tue. 11/07	Entrepreneurship Opportunities: Ethnic Crops	Ramu Govindasamy/Albert Ayeni
Fri 11/10	Entrepreneurship Opportunities: Livestock Industry: <u>Final Take Home Exam, Due November 17</u>	Michael Westendorf/Albert Ayeni
Sat. 11/11	Field trip to Ag & Food Enterprises in NJ	Albert Ayeni
Tue. 11/14	Entrepreneurship Opportunities: Urban Agriculture	Laura Lawson
Friday 11/17	Entrepreneurship Opportunities: Indoor Crop Cultivation	Albert Ayeni
Tue. 11/21	No Class ---- Thanksgiving travel	
Fri. 11/24	Thanksgiving Weekend	
Module 3: Class presentations*		
Tue. 11/28	Class Presentation Team 1	Albert Ayeni
Fri. 12/01	Class Presentation Team 2	Albert Ayeni
Tue. 12/05	Class Presentation Team 3	Albert Ayeni
Fri. 12/08	Class Presentation Team 4	Albert Ayeni
Tue. 12/12	Class presentation Team 5	Albert Ayeni
Fri. 12/15	Class Review & Evaluation	Albert Ayeni

***Class presentation carries 30% It is focused on the topic selected by each team at the beginning of class.**

FINAL EXAM/PAPER DATE AND TIME

There is no final exam paper in this course. The final exam is the second Take Home Exam to be handed out to students on Friday November 10 and due on Friday November 17.

ACADEMIC INTEGRITY

The university's policy on Academic Integrity is available at <http://academicintegrity.rutgers.edu/academic-integrity-policy>. The principles of academic integrity require that a student:

- properly acknowledge and cite all use of the ideas, results, or words of others.
- properly acknowledge all contributors to a given piece of work.
- make sure that all work submitted as his or her own in a course or other academic activity is produced without the aid of impermissible materials or impermissible collaboration.
- obtain all data or results by ethical means and report them accurately without suppressing any results inconsistent with his or her interpretation or conclusions.

- treat all other students in an ethical manner, respecting their integrity and right to pursue their educational goals without interference. This requires that a student neither facilitate academic dishonesty by others nor obstruct their academic progress.
- uphold the canons of the ethical or professional code of the profession for which he or she is preparing. Adherence to these principles is necessary in order to ensure that
 - everyone is given proper credit for his or her ideas, words, results, and other scholarly accomplishments.
 - all student work is fairly evaluated and no student has an inappropriate advantage over others.
 - the academic and ethical development of all students is fostered.
 - the reputation of the University for integrity in its teaching, research, and scholarship is maintained and enhanced.

Failure to uphold these principles of academic integrity threatens both the reputation of the University and the value of the degrees awarded to its students. Every member of the University community therefore bears a responsibility for ensuring that the highest standards of academic integrity are upheld.

STUDENT WELLNESS SERVICES

Just In Case Web App <http://codu.co/cee05e>

Access helpful mental health information and resources for yourself or a friend in a mental health crisis on your smartphone or tablet and easily contact CAPS or RUPD.

Counseling, ADAP & Psychiatric Services (CAPS)

(848) 932-7884 / 17 Senior Street, New Brunswick, NJ 08901/ www.rhscaps.rutgers.edu/

CAPS is a University mental health support service that includes counseling, alcohol and other drug assistance, and psychiatric services staffed by a team of professional within Rutgers Health services to support students' efforts to succeed at Rutgers University. CAPS offers a variety of services that include: individual therapy, group therapy and workshops, crisis intervention, referral to specialists in the community and consultation and collaboration with campus partners.

Violence Prevention & Victim Assistance (VPVA)

(848) 932-1181 / 3 Bartlett Street, New Brunswick, NJ 08901 / www.vpva.rutgers.edu/

The Office for Violence Prevention and Victim Assistance provides confidential crisis intervention, counseling and advocacy for victims of sexual and relationship violence and stalking to students, staff and faculty. To reach staff during office hours when the university is open or to reach an advocate after hours, call 848-932-1181.

Disability Services

(848) 445-6800 / Lucy Stone Hall, Suite A145, Livingston Campus, 54 Joyce Kilmer Avenue, Piscataway, NJ 08854 / <https://ods.rutgers.edu/>

Rutgers University welcomes students with disabilities into all of the University's educational programs. In order to receive consideration for reasonable accommodations, a student with a disability must contact the appropriate disability services office at the campus where you are officially enrolled, participate in an intake interview, and provide documentation: <https://ods.rutgers.edu/students/documentation-guidelines>. If the documentation supports your request for reasonable accommodations, your campus's disability services office will provide you with a Letter of Accommodations. Please share this letter with your instructors and discuss the accommodations with them as early in your courses as possible. To begin this process, please complete the Registration form on the ODS web site at: <https://ods.rutgers.edu/students/registration-form>.

Scarlet Listeners

(732) 247-5555 / <http://www.scarletlisteners.com/>

Free and confidential peer counseling and referral hotline, providing a comforting and supportive safe space.