

# College of Micronesia-FSM

PO Box 159  
Pohnpei, FM 96941

## AGRICULTURE (AG) 094 Farm Management and Marketing

### Course Description (Catalog)

This course introduces the basic economic concepts, government policies as they relate to farm production and marketing, prepare, analyze and interpret farm records and accounts, techniques and management of farm business.

**Course Prepared by:** Lyle Bacongus, Kosrae Campus  
Kiyoshi Phillip, National Campus

	Hours / Week	#. Of Weeks	Total Hours	Semester Credits
Lecture	3	16	48	3
Laboratory				
Workshop				
Total Semester Credits				

Purpose of Course:

Degree Requirement: \_\_\_\_\_

Degree Elective: \_\_\_\_\_

Certificate: \_\_\_\_\_ X \_\_\_\_\_

Remedial: \_\_\_\_\_

Other: \_\_\_\_\_

Prerequisite of Courses:

None

\_\_\_\_\_  
Signature, Chair Curriculum Committee

\_\_\_\_\_  
Date Approved by Committee

\_\_\_\_\_  
Signature, President, COM-FSM

\_\_\_\_\_  
Date Approved by President

# **AG 094 Farm Management and Marketing**

## **I COURSE OBJECTIVE**

### **Program Learning Outcomes:**

Upon successful completion of the Certificate of Achievement in Agriculture & Food Technology, students will be able to:

1. Demonstrate an overall knowledge of the crop production process.
2. Practice good agricultural management and marketing skills.
3. Identify and demonstrate the fundamentals of food processing, preparation techniques, the relationship between scientific principles and cooking procedures.
4. Identify and demonstrate basic skills and principles of swine and poultry production techniques including breed selection, feed, housing, management techniques and animal health.
5. Apply the basic skills and knowledge of nursery micropropagation practices, transplanting, harvesting and maintenance.
6. Identify the proper use of land for agriculture purposes, local ornamental and turf management.

### **Student Learning Outcomes**

By the end of this course students will be able to:

1. Define farm management and the terminologies of farm management.
  - 1.1. Define farm management.
  - 1.2. Define the following terms: assets, liabilities, net worth, income, expenses, depreciation, profit, loss, credit and interest.
  - 1.3. Compute net worth, profitability and interest.
2. Explain the farm planning process.
  - 2.1. Explain the importance of having a farm business plan.
  - 2.2. Describe the steps in preparing a farm plan.
  - 2.3. Explain the components of a farm plan.
  - 2.4. Develop a farm business plan.
3. Describe the decisions a farm manager has to make to ensure that he has a productive farm.
  - 3.1. Describe the decisions a farmer has to make in certain situations.
  - 3.2. Describe the different types of decisions a farmer has to make as either strategic, operational, administrative or marketing.

## **II COURSE CONTENT**

1. The field of farm management: definition, resources and goals of the farmer, characteristics of a successful farm manager and typical farm management decisions
2. Characteristics of farming as a business and as a profession
3. Objectives of production economics and the language of farm management
4. Concept of cost and categories of cost
5. Farm planning
6. Farm business analysis: Types of farm records and accounts: problems and difficulties in farm accounting and record keeping.
7. Management of important farm resources; land management, efficient farm layout, crop rotations and soil management.
8. Farm labor management
9. Advantages of mechanization in farming; calculating the expenses involved in substituting machinery for labor.
10. Marketing strategies that maximize profits, pricing strategies, wholesale and retail marketing, marketing at farms, roadside stands and farmers market.

## **III TEXTBOOK**

Olson, K.D. *Farm Management: Principles and Strategies*. Boston: Wiley-Blackwell, 2003. ISBN: 978-0813804187.

## **IV REFERENCE**

Penson, J.B. Jr., O. Capps, Jr. and C.P. Rossen III. *Introduction to Agricultural Economics*, 3<sup>rd</sup> Edition (or latest edition). Upper Saddle River, NJ: Prentice-Hall, 2001. ISBN: 978-0130195722.

## **V REQUIRED COURSE MATERIALS**

Calculator

## **VI INSTRUCTIONAL MATERIALS/EQUIPMENT AND COST FOR THE COLLEGE**

Problem worksheets (photocopying cost only)                      \$ 20

## **VII METHODS OF INSTRUCTION**

Lecture, discussions, class projects

## **VIII EVALUATION**

Examinations, problem sets and business analysis report suggested.

100 – 90 = A

89 – 80 = B

79 – 70 = C

69 – 60 = D

59 – Below = F

## **IX CREDIT-BY-EXAMINATION POLICY**

None

## **X ATTENDANCE POLICY**

College of Micronesia-FSM Attendance Policy will be applied.

## **XI ACADEMIC HONESTY POLICY**

College of Micronesia-FSM Academic Honesty Policy will be applied.