Proposal Type

I am proposing
Writing Intensive

Contact Information

Proposer User ID:
sykutam
First Name:
Michael
Last Name:
Sykuta

E-mail:
SykutaM@missouri.edu
Phone:
573/882-1738
Department:
Agricultural/Applied Economics

Instructor for whom you are submitting proposal:

Instructor User ID:
sykutam
First Name:
Michael
Last Name:
Sykuta

E-mail:
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Phone: 573/882-1738
Department: Agricultural/Applied Economics

Subject Area’s Department Chair/Director:

Chair/Director User ID: parcellj
First Name: Joseph
Last Name: Parcell
E-mail: ParcellJ@missouri.edu
Phone: 573/882-7740
Department: Agricultural/Applied Economics

Term for Proposal

Semester: Fall 2018

Course Catalog Information

Academic Unit: CAFNR
Subject area: Agricultural Economics (AG_EC)
Course number: 4971W
Credit hours: 3
Expected enrollment: 30

Full course title: Agribusiness Management Strategy - Writing Intensive
Catalog description:
Analysis of industry forces in agriculture and food sector. Assessing risks and firms' capabilities. Development of firm's competitive strategy, including vertical integration, diversification, international business option, and financial planning and performance measurement.

General education:

Components:
Lecture/Standard

Grading option:
A-F (allow student to choose S/U option)

Prerequisites:
AG_EC 3282 or FINANC 3000 and AG_EC 3286 or MANGMT 3000.

Corequisites:

Recommended:

Cross-listed courses:

Instructor Information

Instructor User ID:
sykutam
First Name:
Michael
Last Name:
Sykuta

E-mail:
SykutaM@missouri.edu
Phone:
573/882-1738
Department
Agricultural/Applied Economics

Faculty rank:
Tenured Associate Professor

Campus address:
135B Mumford Hall

Attendance at Campus Writing Program workshop:
Indicate below if additional instructors are planned, but specific individuals have not yet been chosen. Check all that apply

Type of Additional instructors:

Writing Intensive Course Information

WI course overview:
The course is structure primarily around a semester-long team project. The project involves four major sections: an industry (external) analysis, a firm (internal) analysis, a strategic overview, and a final recommendation. The team prepares a draft of each of the first three sections of the project over the course of the semester. This is the capstone course in the Agribusiness Management major, which brings together concepts and skills developed throughout our major curriculum in an experiential learning environment. Students work in teams to conduct strategic analyses of agrifood-related corporate firms, preparing progress reports throughout the semester and a final strategic recommendation that is presented orally in class and in a final, comprehensive document at the end of the term.

What changes have you made to your course since its last offering?
I am not planning any changes regarding the writing assignments.

Delivery mode (select one):
Face-to-face

Previous WI enrollment:
43

Expected WI enrollment
45

Is this course required for students majoring in this area?
Yes

Is this course open to Non-Majors?
Yes

Are WI funds needed to support any of the following? (check all that apply)
Checkbox Group

WI funding will be needed to support Teaching Assistants or other teaching staff.

Writing Intensive Assignments

I count the lengths of my assignments by:
Pages

Assignment title:
External Analysis
Purpose and process of the assignment:

Provide an analysis of the client firm’s external environment, including an industry analysis and STEP analysis. Each student prepares part of the paper. Pages below are approximate per student.

Length of assignment per student:

First Draft # pages:
4
First Draft Evaluator:
Team peers

Revised Draft(s) #pages:
8
Revision Evaluator
Instructor

Total length of assignment:
12

Assignment title:
Internal Analysis

Purpose and process of the assignment:
Evaluate the strengths and weaknesses of the client firm in light of the external analysis.

Length of assignment per student:

First Draft # pages:
4
First Draft Evaluator:
Team peers

Revised Draft(s) #pages:
8
Revision Evaluator
Instructor

Total length of assignment:
12

Assignment title:
Strategy summary

Purpose and process of the assignment:
Each student prepares a strategy proposal summary for the team's client firm.

Length of assignment per student:

First Draft # pages:
3
First Draft Evaluator:
Team peers

Revised Draft(s) #pages:
6
Revision Evaluator
Instructor

Total length of assignment:
9

Total pages for all assignments:

First drafts:
Total # of pages:
11.00

Revisions:
Total # of pages:
22.00

Total # of pages for all assignments:
33.00

Additional comments regarding assignments:

Each student also has to prepare a firm proposal (2-3 pages) at the beginning of the semester, but the proposal is not revised for regrading and is therefore not included above. There are also occasional short in-class writing assignments for which there is no revision.

Writing Intensive Teaching

Method for teaching revision:
Instructor provided feedback
Oral presentation by student, followed by feedback
Peer review

If your writing assignments include group writing, please explain how individual work is assessed:

When the team paper is submitted to the Instructor for grading, each student's section must be clearly marked. Students also conduct peer evaluations at each stage of the project, which include questions about each teammate's timeliness on the peer-reviewed short assignments and the quality of feedback and editorial review provided on initial drafts before the team paper is compiled.
Explain briefly the nature of the assignment(s) which address(es) a question for which there is more than one acceptable interpretation, explanation, analysis, or evaluation:

The semester project has no right or wrong answer. Students are required to do research, collect quantitative and qualitative data, summarize facts, draw inferences, and make and defend recommendations based on their inferences. They are graded based on their demonstrated ability to think critically in the reasonable application of the skills of the discipline to what is a very open-ended problem.

Explain how the writing is distributed throughout the semester:

The three project reports are spaced throughout the semester, typically with deadlines in late September, late October, and mid-November. The final report is due at the conclusion of the semester.

Percent of course grade determined by writing-intensive assignments?

65
%

Estimated number of TAs or graders:

1

Explain how you plan to select and train them and what their role in the course will be:

I have recruited an incoming Master's student who took the course last fall in her undergraduate program. I use the TA primarily for help with grading quizzes and in-class assignments, to provide writing and technical consultation to students on their projects, and to assist in evaluating and assessing the team presentations at the end of the semester.

Course Syllabus

Upload Writing Course Syllabus (Optional)

Attach Syllabus

Administrative Information

CWP Sub-Committee:
Education and Social Sciences

CWP Notes:

Correspondence with Instructor:

Acknowledgement

I have read and reviewed the updated proposal:
I have read and reviewed the updated proposal

Additional Comments

Additional Comments:
Reviewer Comments

Patricia Luckenotte (luckenottep) (Mon, 05 Mar 2018 17:19:49 GMT): Added AG EC 4971W, 01 and cancelled the non-WI section of AG_EC 4971, 01 for the fall 2018 semester

Key: 10