

**Agricultural Systems Management**  
A A E 320 Agricultural and Applied Economics  
3 Credits - Fall 2025



Time and Location: Monday & Wednesday, 2:30-3:45pm, Babcock Hall room 121

Instructor: Jeremy Beach ([jpbeach@wisc.edu](mailto:jpbeach@wisc.edu))

Office: 223 Taylor Hall

Phone (608) 262-9485

Office hours: By appointment

Course Description: Methods of economic analysis, planning and management as applied to conventional and alternative farming systems. Pre-Req: AAE 215, ECON 101, or 111

Course Objective: Students will learn to apply basic economic and business principles to the management of agricultural and food systems, while gaining an appreciation of the complexity of U.S. agriculture. Several additional topics are covered in-depth to expose students to the far-reaching issues impacting US agriculture and society.

Course Learning Outcomes:

- Understand and apply economic principles to current US agricultural production systems
- Learn how farms and other agricultural firms generate revenue and incur expenses
- Understand the implication of government intervention in agriculture on the production and consumption of agricultural goods and services
- Become aware of the underlying economic principles driving the environmental and social impacts of agriculture
- Develop an understanding of the business planning, development, and management strategies used when evaluating agricultural businesses
- Assess the marketing process, channels, opportunities, and strategies for marketing decisions made by agricultural and food businesses

Course Credit Hours: This 3-credit class meets for two, 75-minute class periods each week over the fall semester with the expected time investment of 45 hours of work per credit hour. One credit will be earned through the 45 hours of in-person learning during class periods including lecture presentations, class discussions, and small-group exercises. The other two credits are earned through students' independent work (i.e., reading, reviewing, analyzing, studying, discussing, etc.) outside of class periods. The instructor will provide substantive feedback on student's learning outcomes during in-person class periods and outside of class periods.

## Teaching & Learning Data Transparency Statement

The privacy and security of faculty, staff and students' personal information is a top priority for UW-Madison. The university carefully evaluates and vets all campus-supported digital tools used to support teaching and learning, to help support success through [learning analytics](#), and to enable proctoring capabilities. View the university's full [teaching and learning data transparency statement](#).

## Privacy of Student Records & the Use of Audio Recorded Lectures Statement

See more information about [privacy of student records and the usage of audio-recorded lectures](#).

Lecture materials and recordings for this course are protected intellectual property at UW-Madison. Students in this course may use the materials and recordings for their personal use related to participation in this class. Students may also take notes solely for their personal use. If a lecture is not already recorded, you are not authorized to record my lectures without my permission unless you are considered by the university to be a qualified student with a disability requiring accommodation. [Regent Policy Document 4-1] Students may not copy or have lecture materials and recordings outside of class, including posting on internet sites or selling to commercial entities. Students are also prohibited from providing or selling their personal notes to anyone else or being paid for taking notes by any person or commercial firm without the instructor's express written permission. Unauthorized use of these copyrighted lecture materials and recordings constitutes copyright infringement and may be addressed under the university's policies, UWS Chapters 14 and 17, governing student academic and non-academic misconduct.

## How to Succeed in This Course

Students are expected to attend class and participate, devote appropriate time preparing for class assignments and quizzes, and engage regularly with the course instructor and classmates. Additional campus services to help you succeed at UW-Madison include:

- [University Health Services](#)
- [Undergraduate Academic Advising and Career Services](#)
- [Office of the Registrar](#)
- [Office of Student Financial Aid](#)
- [Dean of Students Office](#)

## Course Evaluations

Students will be provided with an opportunity to evaluate this course and your learning experience. Student participation is an integral component of this course, and your confidential feedback is important to me. I strongly encourage you to participate in the course evaluation.

### Digital Course Evaluation (AEFIS)

UW-Madison uses a digital course evaluation survey tool called [AEFIS](#). For this course, you will receive an official email two weeks prior to the end of the semester, notifying you that your course evaluation is available. In the email you will receive a link to log into the course evaluation with your NetID. Evaluations are anonymous. Your participation is an integral component of this course, and your feedback is important to me. I strongly encourage you to participate in the course evaluation.

## Students' Rules, Rights & Responsibilities

<https://guide.wisc.edu/graduate/>

## Diversity & Inclusion Statement

Diversity is a source of strength, creativity, and innovation for UW-Madison. We value the contributions of each person and respect the profound ways their identity, culture, background, experience, status, abilities, and opinion enrich the university community. We commit ourselves to the pursuit of excellence in teaching, research, outreach, and diversity as inextricably linked goals. The University of Wisconsin-Madison fulfills its public mission by creating a welcoming and inclusive community for people from every background – people who as students, faculty, and staff serve Wisconsin and the world.

## Academic Integrity Statement

By virtue of enrollment, each student agrees to uphold the high academic standards of the University of Wisconsin-Madison; academic misconduct is behavior that negatively impacts the integrity of the institution. Cheating, fabrication, plagiarism, unauthorized collaboration, and helping others commit these previously listed acts are examples of misconduct which may result in disciplinary action. Examples of disciplinary action include, but is not limited to, failure on the assignment/course, written reprimand, disciplinary probation, suspension, or expulsion.

## Accommodations for Students with Disabilities Statement

The University of Wisconsin-Madison supports the right of all enrolled students to a full and equal educational opportunity. The Americans with Disabilities Act (ADA), Wisconsin State Statute (36.12), and UW-Madison policy ([UW-855](#)) require the university to provide reasonable accommodations to students with disabilities to access and participate in its academic programs and educational services. Faculty and students share responsibility in the accommodation process. Students are expected to inform faculty [me] of their need for instructional accommodations during the beginning of the semester, or as soon as possible after being approved for accommodations. Faculty [I], will work either directly with the student [you] or in coordination with the McBurney Center to provide reasonable instructional and course-related accommodations. Disability information, including instructional accommodations as part of a student's educational record, is confidential and protected under FERPA. (See: [McBurney Disability Resource Center](#))

Academic Calendar & Religious Observances: <https://secfac.wisc.edu/academic-calendar/>

Textbooks: No textbook is required for this course

## Assignments & Course Grades:

- Attendance and Participation ..... 10%
- Assignments:
  - 6 homework @ 5% each ..... 30%
- Quiz #1: Agricultural Economics ..... 20%
- Quiz #2: Financial & Operations Management ..... 20%
- Quiz #3: Marketing & HR Management ..... 20%

## Grading:

The course is based on a maximum of 1,000 points and the total number of points earned in all quizzes, assignments, and *Attendance and Participation* (see rubric below), will be added together for a final course grade based on the following:

A	93-100
AB	88-92
B	83-87
BC	78-82
C	70-77
D	60-69
F	59 and below

## Attendance and Participation Rubric

Criteria	Unsatisfactory	Developing	Accomplished	Exemplary	Total
Attendance	<b>0-9 points</b> 4 or more absences	<b>10-19 points</b> 3 absences	<b>20-39 points</b> 2 absences	<b>40-50 points</b> Attended all class sessions or at most 1 absence	/50
	<b>0-9 points</b> Student does not initiate contribution & needs instructor to solicit input. Does not listen to others; does not pay attention while others speak; detracts from discussion, etc.	<b>10-19 points</b> Student initiates contribution at least in half of the class sessions. Student is often inattentive and occasionally makes disruptive comments while others are speaking.	<b>20-39 points</b> Student initiates contribution often and is mostly attentive when others present ideas. Provides mostly insightful and constructive comments relevant to the discussion or speaker	<b>40-50 points</b> Student initiates contributions during most if not all class sessions. Student listens attentively to other's comments, including speakers, and builds off remarks by contributing to the dialogue.	/50
				<b>TOTAL</b>	/100

## Course Schedule:

<b>Class Period</b>	<b>Topic</b>	<b>Assignment due @ 2:30pm</b>
Wednesday, Sept 3	Intro to AAE 320; Lecture	
Monday, Sept 8	Agricultural Economics Lecture	
Wednesday, Sept 10	Agricultural Economics Lecture	
Monday, Sept 15	Agricultural Economics Lecture	
Wednesday, Sept 17	Agricultural Economics Lecture	<b>Homework #1</b>
Monday, Sept 22	Agricultural Economics Lecture	
Wednesday, Sept 24	Agricultural Economics Lecture	
Monday, Sept 29	Guest Speaker; Agricultural Economics Lecture	<b>Homework #2</b>
Wednesday, Oct 1	Agricultural Economics Lecture	
Monday, Oct 6	<b>Quiz #1: Agricultural Economics</b>	
Wednesday, Oct 8	Financial & Operations Management Lecture	
Monday, Oct 13	Financial & Operations Management Lecture	
Wednesday, Oct 15	Financial & Operations Management Lecture	
Monday, Oct 20	Financial & Operations Management Lecture	<b>Homework #3</b>
Wednesday, Oct 22	Financial & Operations Management Lecture	
Monday, Oct 27	Financial & Operations Management Lecture	
Wednesday, Oct 29	Financial & Operations Management Lecture	<b>Homework #4</b>
Monday, Nov 3	Financial & Operations Management Lecture	
Wednesday, Nov 5	<b>Quiz #2: Financial &amp; Operations Management</b>	
Monday, Nov 10	Marketing & HR Management Lecture	
Wednesday, Nov 12	Marketing & HR Management Lecture	
Monday, Nov 17	Marketing & HR Management Lecture	
Wednesday, Nov 19	Marketing & HR Management Lecture	<b>Homework #5</b>
Monday, Nov 24	Marketing & HR Management Lecture	
Wednesday, Nov 26	<b>No Class – Thanksgiving Break</b>	
Monday, Dec 1	Marketing & HR Management Lecture	
Wednesday, Dec 3	Marketing & HR Management Lecture	
Monday, Dec 8	Marketing & HR Management Lecture	<b>Homework #6</b>
Wednesday, Dec 10	Marketing & HR Management Lecture	

**FINAL EXAM TIMESLOT:** Monday, December 15 (2:45-4:00pm) - **Quiz #3: Marketing & HR Management**