

# **Master of Agribusiness Academic Assessment Plan 2012-2013**

College of Agricultural and Life Sciences  
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*Office of the Provost*

*University of  
Florida*

*Institutional  
Assessment*

*Continuous Quality  
Enhancement*

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## 2012-2013 Academic Assessment Plan for Master of Agribusiness

College of Agricultural and Life Sciences

### A. Mission

Through a distinctive tradition of core-discipline excellence, interdisciplinary collaborations and productive partnerships, the Food and Resource Economics Department (FRED) teaches students to think critically, objectively and creatively and to be lifelong learners, engaged leaders and productive citizens; pursues research to advance knowledge and to address state, national and global challenges; and engages and educates the public.

The Food and Resource Economics Department supports the missions of the college and university to serve the nation's and state's critical needs by contributing to a well-qualified and broadly diverse citizenry, leadership and workforce through graduate education and to expand our understanding of the natural world, the intellect and the senses through graduate student research.

### B. Student Learning Outcomes and Assessment Measures

SLO Type	Student Learning Outcome	Assessment Method	Degree Delivery
Knowledge	Explain principles of economics, management, marketing, finance, quantitative analysis and policy as they apply to food and agribusiness firms.	Student assessment will occur through monitoring of progress and maintenance of a 3.0 GPA minimum in core economic classes. This is important because all students admitted to the MAB program are non-economic majors. Specific attention is paid to the following 5 core classes, all taught in the first two semesters of admittance to the MAB program: AEB 5188 Economics of Agribusiness Decisions, AEB 5516 Quantitative Methods in Agribusiness, AEB 5326 Agricultural Financial Management, AEB 6183 Agribusiness Risk Management, AEB 6225 Public Policy and the Agribusiness Firm and AEB 6385 Management Strategies for Agribusiness Firms, and AEB 6675 International Agribusiness Marketing.	Campus
Skills	Apply, analyze and synthesize content knowledge to solve management	Students will present their findings from an internship project in oral and written form to a panel of faculty and will be evaluated using a faculty- developed rubric.	Campus

	problems faced by food and agribusiness firms.		
Professional Behavior	Display ethical behavior, cultural sensitivity, teamwork, professional conduct and effective communication.	During their degree program, students adhere to the University of Florida's Honor Code. Observations will be made by faculty of professional behavior during class activities, seminars, project work, internship and project defense. These observations will be shared with and evaluated by the student's supervisory committee, and noted on the student's MAB Checklist.	Campus

### C. Research

The Master of Agribusiness (MAB) is a non-research terminal degree. Students enrolled in the program are non-economic majors. Students enrolled in the program are required to complete a research related project by completing an internship, making an oral presentation on the internship project and submitting an internship paper. The internship paper is typically centered around the topics of finance, human resources, marketing or management and a “research assessment” of those topics based on the specific internship completed by the student.

### D. Assessment Timeline

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Assessment	GPA in Core Classes	Internship Project	Annual Evaluation
<b>SLOs</b>			
<b>Knowledge</b>			
#1	X		
<b>Skills</b>			
#2		X	
<b>Professional Behavior</b>			
#3			X

## E. Assessment Cycle

Assessment Cycle for:

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Analysis and Interpretation:

August 31

Program Modifications:

Completed by October 15

Dissemination:

Completed by December 15

SLOs	Year	12-13	13-14	14-15	15-16
<b>Content Knowledge</b>					
#1		X	X	X	X
<b>Skills</b>					
#2			X		X
<b>Professional Behavior</b>					
#3		X	X	X	X

## F. Measurement Tools

Measurement tools are still in the developmental stage. The current knowledge SLO s are assessed by the faculty who teach the core courses (AEB 5188 Economics of Agribusiness Decisions, AEB 5516 Quantitative Methods in Agribusiness, AEB 5326 Agricultural Financial Management, AEB 6183 Agribusiness Risk Management, AEB 6225 Public Policy and the Agribusiness Firm, AEB 6385 Management Strategies for Agribusiness Firms, and AEB 6675 International Agribusiness Marketing). The grades of these instructors are then reviewed by the graduate program office where a C=improvement needed, B=satisfactory skills achieved and A=superior skill achievement. An overall skill level of B, measured by cumulative GPA in the five core classes is required. Any student failing to achieve this level is then counseled by the associate chair/graduate coordinator.

For the entirety of the MAB program, a student checklist has been developed that assesses the student's progress on SLO #2 through presentation of the internship experience and submission of the internship paper. In terms of SLO #3, all MAB students are required to complete a UF Student Services Honesty and Ethics training offered during FRED graduate student orientation and recorded on the student checklist (A copy of the student checklist is located in Appendix A). Notations are made regarding observations of professional behavior and any concerns that arise.

To further assist students with SLO #2 an internship handbook was developed and is distributed to all MAB students and their supervisory committee to enhance the skill levels and quality of the internship.

### G. Assessment Oversight

Name	Department Affiliation	Email Address	Phone Number
Ray Huffaker, Chair	Food and Resource Economics	<a href="mailto:rhuffaker@ufl.edu">rhuffaker@ufl.edu</a>	352-294-7625
Rod Clouser, Assoc. Chair and Graduate Coordinator	Food and Resource Economics	<a href="mailto:rclouser@ufl.edu">rclouser@ufl.edu</a>	352-294-7623
James Sterns	Food and Resource Economics	<a href="mailto:jasterns@ufl.edu">jasterns@ufl.edu</a>	352-294-7621
Rick Weldon	Food and Resource Economics	<a href="mailto:rweldon@ufl.edu">rweldon@ufl.edu</a>	352-294-7635
Lisa House	Food and Resource Economics	<a href="mailto:lahouse@ufl.edu">lahouse@ufl.edu</a>	352-294-7653

Appendix A.

## MAB checklist

Name: \_\_\_\_\_

First Term/Year: \_\_\_\_\_

UFID: \_\_\_\_\_

Final Term/Year: \_\_\_\_\_

**Semester 1**    Meet with Jess for advisement \_\_\_\_\_  
Summer B \_\_\_\_\_

**Semester 2**    FRED Orientation \_\_\_\_\_  
Fall \_\_\_\_\_ *(includes UF Student Services Honesty/Ethics training)*  
Bio for website \_\_\_\_\_  
Transfer of Credit from BS/BA \_\_\_\_\_  
Supervisory committee \_\_\_\_\_  
Program of Study \_\_\_\_\_

MAB Chair/Committee assessment of student ability to explain principles of economics, management, marketing, finance, quantitative analysis and policy as they apply to food and agribusiness firms (SLO #1).

Achieved:        Yes        No        Incomplete

Student completed UF Student Services Honesty/Ethics Training That Will Help Them Understand and Display Professional Behavior During Their Graduate Program (SLO #3).

Achieved:        Yes        No

Comments regarding professional behavior:

**Semester 3**    Summer Internship plan \_\_\_\_\_  
Spring \_\_\_\_\_

**Semester 4**    Degree Application \_\_\_\_\_  
Summer \_\_\_\_\_ Graduation Check \_\_\_\_\_  
Final Presentation \_\_\_\_\_  
Final Paper \_\_\_\_\_

Internship Evaluation \_\_\_\_\_  
Final Oral Exam \_\_\_\_\_  
Exit Surveys \_\_\_\_\_

Student applied, analyzed and synthesized content knowledge to solve management problems faced by food and agribusiness firms during internship process (SLO #2).

Achieved:      Yes      No      Incomplete

Comments regarding professional behavior:

<b>Core Courses</b>	<b>Grade</b>
AEB 5188	_____
AEB 5326	_____
AEB 5516	_____
AEB 6183	_____
AEB 6225	_____
AEB 6385	_____
AEB 6675	_____