

**Eastern WV Community & Technical College
Master Course Record**

Course Prefix and Number: TRT 281
Course Title: Agritourism Enterprise Management
Recommended Transcript Title (if over 40 characters)
Date Approved/Revised: 5/27/20
Credit Hours: 3 Contact hours per week (Based on 15 week term): Lecture: 3 Lab:
Prerequisite: None Corequisite: None Pre/Corequisite: None
Grading Mode: Letter
Catalog Description: Agritourism Enterprise Management is an introductory agritourism course designed for students who will likely use this information in future roles as agritourism entrepreneurs, employees, managers, and/or agritourism service provider. The course will introduce concepts and principles to successfully plan and manage an agritourism venture by providing knowledge of industry trends, business planning, financial considerations, and risk management strategies.
<p>Course Outcomes:</p> <ol style="list-style-type: none"> 1. Describe the role of agritourism as an emerging business and entrepreneurship opportunity and farm diversification strategy. 2. Identify supply and demand attributes and key distinguishing aspects of agritourism. 3. Recognize the need for and identify the components of a practical agritourism business plan. 4. Explain basic farm production and managerial changes necessary to sustain the agritourism enterprise. 5. Analyze the business side of agritourism as a farm diversification strategy; 6. Correlate business practices in agriculture and tourism including key collaborations, organizations, and current trends in the industry to maximize farm diversification strategies. 7. Demonstrate proficiency in the preparation and analysis of enterprise budgets and basic financial statements, and developing the records necessary to build them. 8. Explain the importance of, and identify tools and resources for, effective agritourism marketing strategies. 9. Explain the importance of, and identify tools and resources for, managing legal liability in agritourism. 10. Analyze the hospitality and customer management side of agritourism, and propose how to build successful partnerships and alliances for agritourism success. 11. Improve critical thinking skills by developing and presenting a practical agritourism business plan.

Implementation Cycle: Fall
Role in College Curriculum: (Check all that apply) <input type="checkbox"/> General Education Core (Specify category) <input type="checkbox"/> Technical Core (Specify Program) <input checked="" type="checkbox"/> Restricted Elective (Specify Program) AAS and CAS in Business <input type="checkbox"/> General Elective <input type="checkbox"/> Workforce Education <input type="checkbox"/> Other (Please specify)
Course Fee: None
Instructor's Qualifications: Master's degree in a related discipline.
Expanded Course Description (provides details regarding major course concepts, target audience, delivery format, etc.)

Prepared by:

Megan Webb, Dean of Advancement and Innovation

4-10-2020

Approved Per LOT Minutes:

Dean of Teaching and Learning

Date