

# Aquacultural Management Practices

## FAS 2353C

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**Class Schedule:** Wednesday (9:30AM-1:00PM), BADM 106/Ruskin

**Text:** *Fish Hatchery Management*, other handouts as needed. Reference to material in *Aquaculture Desk Reference* (Creswell) will also be needed.

**Course Description:** Aquaculture and the business of aquaculture demand different approaches to be successful. This course teaches the basic operations of the business side, showing profit and loss statements, marketing, how to manage people, and the general principles of how to manage an aquaculture establishment. In addition, decision making tools for the manager will be presented that include the use of computers and records management. Students will be expected to develop an individual management plan based on class concepts. This plan will be put into practice as the semester progresses, with students increasing their levels of responsibility.

**Course web page** <http://www.hccfl.edu/faculty-info/ckasper.aspx> (This is my faculty website. Please check this web page for announcements/updates to the class schedule)

**Prerequisites/Corequisites:** College reading and writing ability is expected.

**Course Objectives:** Upon completion of this course you will be able to:  
Prerequisites: College level reading and writing skills are required.

- A. Manage an aquaculture facility, research project, or business.
- B. Understand the economic principles that govern such a facility.
- C. Create a management plan for an aquaculture facility.
- D. Create a marketing plan for selling aquatic animals.
- E. Manage cash flow for a facility.
- F. Prepare records and financial statements in accordance with their management issues.

**Exams:** Four (4) in-class exams will be given during the semester. Exams will be completed during normal class period. It is the responsibility of the student to be aware of the dates of exams. **Format:** Exam questions will consist of multiple-choice, matching, true-false and essay questions. No make-up exams will be given.

**Quizzes:** Quizzes will be given throughout the semester on material that should be known for that day. Missed quizzes cannot be made up, and will receive a grade of zero.

### How to do well on exams:

1. Attend lecture: approx. 80% of exam material is covered in class (the rest is from readings and assignments). Some of this material is not in the book, so the only place to learn it is from lecture or borrowed class notes.
2. Understand the material: It is difficult to respond to a question correctly unless you know the answer!
3. Use the PowerPoint handouts as a study guide. They are your study guides, as I use them to guide lectures, which represent at least 80% of test questions.
4. Ask questions during class. I do not always have review sessions; so ask if/when something is

unclear.

5. Utilize my office hours. They are for your benefit if you need extra help.
6. Follow directions: If the question asks for an essay, respond with an essay. If it says answer with complete sentences, don't provide a list of sentence fragments.
7. Answer the question asked. Believe it or not, students often miss points for answering a question other than the one asked on the exam. They get off on a tangent, and run with it. More commonly, students miss points for not addressing every part of a multi-part question. They may answer the first two parts of a question perfectly, then completely ignore the final part, resulting in a score of 67% for that question.
8. Budget your time wisely. I try very hard to only ask enough questions that you will have time to answer. But, don't waste all your time trying to figure out a 5 point question, leaving you with no time to finish a remaining 30 point essay question.
9. Answer all questions (even if you have to guess): You get credit for all questions answered correctly, and I usually give out partial credit for questions answered partially correctly. You get zero credit for questions left blank. Therefore, it is in your best interest to at least attempt a response. Even if you're totally wrong, you get the same zero credit you would for a blank, and there may even be some humor value to the response.

**General Academic Dishonesty Policy:** Students must submit their own unique work on all assignments. Indications of cheating during an examination include talking with other students, using non-approved notes, shuffling through notebooks, looking at other's exam papers, etc. Cheating will result in a failing grade and notification of the academic dean for further discipline

**Exam Policies:** During exams, you can only use a pen, pencil, and the paper I give you to answer the questions (and your brain and body, of course). I have had issues with cheaters in the past, and because of this, the following policies were created.

1. DO NOT sit next to a person that is a study partner. Being a study partner is not an acceptable excuse for sharing similar (and often incorrect) answers with the person sitting next to you.
2. Place all your books, notes, and electronic devices in your backpack and out of sight during the exam. If an electronic device disrupts the test, you will earn a zero. (If I see an electronic device out; or on, during the exam...zero!) You get the idea!!
3. Spread out. If room allows, make sure there is at least one empty seat between you and your neighbor.
4. No not alter exams that are being returned for a re-grade.
5. Don't start the exam with a full bladder. Use the bathroom BEFORE the exam. If you must use the restroom during an exam, it will cost you 25 points.
6. Don't plagiarize. Plagiarism results in a zero for the course and possible expulsion from the college.
7. Don't use cheat sheets, note cards, etc. during exams. If writing is present on your desk before, you start the exam, inform me and I'll remove it. Otherwise I'll assume you put it there as a cheat sheet, and you get a zero for the exam.
8. Ball caps and other hats are not allowed during exams.
9. Any academic misconduct will result in your semester grade being multiplied by a factor of 0 (zero). In other words, the minimum penalty is that you will fail the entire course. More severe forms of cheating and/or unethical behavior could result in more serious sanctions.

**Grievance procedure:** If a student has a grievance with any aspect of a course, the first step is to meet with the instructor during office hours or by appointment to discuss the problem. This discussion should not take place by e-mail. Student and instructor should both maintain a professional, respectful demeanor during this discussion, and make an honest effort to listen carefully and to understand the other's viewpoint. If the

grievance cannot be resolved by an honest and sincere dialogue between student and instructor, the student may then make an appointment to discuss the problem with the department chair.

**Hurricane days, instructor absence, exams, and coursework:** If class is cancelled because the campus is closed, or because the instructor is unable to be present there is an exam or coursework due that day, the exam or coursework will automatically be rescheduled for the next regular class meeting.

**Grading:** The four semester exams will each count for 20% of the total grade. Average quiz grades will count 10 % of the final grade. Class attendance and participation will count 10%. Grades will be assigned according to the following system.

90-100 = A; 80-89= B; 70-79= C; 60-69 = D; <60 = F

**Regrading policy:** Return work or exams for regarding within 1 week of it being returned to you. After this 1 week period, regrades will not be considered. Return the graded material plus a written explanation for why you are requesting a regrade. Short answer and essay questions must be written in ink to be considered for a regrade. In an attempt to provide as accurate a grade as possible, I reserve the right to re-grade any and all questions returned for re-grading. Therefore, regrading can result in a lower, higher, or unchanged score.

**Late homework:** Homework grades will be lowered 5% per calendar day it is late.

**Attendance:** I will take attendance each day. Class attendance and participation is part of your grade. Not all information that will appear on exams comes from the text book. Therefore, attendance is essential.

**Classroom rules and general courtesies:** I encourage students to discuss topics and ask questions during lectures. If this causes lectures to run over, we can simply continue where we leave off during the following class meeting. However, discussion not related to class topics (e.g., scheduling conflicts, re-grades, career counseling) should be reserved for office-hours. If you arrive late, pick up any handouts and quietly take a seat, but do not make a habit of arriving late. Synchronize watches now. If you skip or miss class, get notes from a fellow classmate. Don't complain to me when YOU miss material because YOU missed class. I will not repeat a lecture for students that miss class. There simply are not enough hours in the day. **Turn off any electronic device that might make a noise (e.g., cell phones, watch alarms, pagers).** Don't pass notes or carry out extraneous conversations during class. I do not mind if you have food or drink (room permitting) as long as you recycle or discard the packaging.

**Instructional Methods:** Overheads, PowerPoint, internet, class discussion, class activities

**Request for Accommodations:** If, to participate in this course, you require an accommodation due to a physical or learning impairment, you must contact the Office of Services to Students with Disabilities (BSSB 109) (813) 259-6035, or (813) 253-7035.

**Miscellaneous:** You are responsible for any announcements made, or materials circulated in your absence. You are responsible for understanding all policies, deadlines, etc... specified by the HCC Student Handbook. Arrangements can be made for students with learning disabilities only if they provide documentation from an HCC LD advisor.

## Aquaculture Management Practices, FAS 2353C (Spring 2012)

DATE		TOPIC	(Handouts, etc.)
	<b>Note Set</b>		Chapter
1/11	1	Course Introduction/Overview/Syllabus A. What is Management? B. Aquaculture Systems Management	1 (Principles of Fish Culture Systems)
1/18	2	People/Research Management	2 (Principles of Culture Systems Management)
1/25	3	Basic Aquaculture Economics <b>(Quiz 2: 10 pts)</b>	3 (Approaches to Using Human Resources)/Appendix I
2/1		<b>Exam 1 (100 pts)</b>	
2/8	4	Production Economics	
2/15	5	Supply and Demand <b>(Quiz 3: 10 pts)</b>	8 (Production Economics)
2/22	6	Business Planning <b>(Quiz 4: 10 pts)</b>	9 (Records for Managerial Analysis)
3/1	7	Capital Investment and Operational Costs <b>(Quiz 5: 10 pts)</b>	
3/8	8	<b>Exam 2 (100 pts)</b>	
3/15		Risk Management <b>(Quiz 6: 10 pts)</b>	
3/22	9	The Agribusiness System <b>(Quiz 7: 10 pts)</b>	7 (Ethics)
3/29		<b>Spring Break (no classes)</b>	
4/5	10	Ten Secrets of Profitability/Customer Relations/Interview Skills	
4/12	11	<b>Exam 3 (100 pts)</b>	4 (Marketing)
4/19		Basic Aquaculture Marketing	
4/26	12	Market Analysis <b>(Quiz 9: 10 pts)</b>	
5/3	13	<b>Exam 4 (100 pts)</b>	

**\*A note about the Reading.** This is a guide only. We will be covering material from other text pages and sources in lecture. You are expected to read all pages of the assigned chapters before coming to class.