

AGRIBUSINESS COMPREHENSIVE MAJOR, B.S.

Coursework includes completion of required core and an emphasis area.

Course	Title	Credits
General Requirements		
General Education (https://catalog.uwplatt.edu/undergraduate/degree-requirements/bachelor-of-science-degree-core-curriculum/)		40-53
School of Agriculture Core (https://catalog.uwplatt.edu/undergraduate/business-industry-life-science-agriculture/agriculture/#soa-core)		11
Required Agribusiness Courses		
MATH 1830	Elementary Statistics	3
One ECONOMIC Course		3
One Agriculture Foundation Course Beyond Core Requirement		3
ACCTING 2010	Financial Accounting	3
ACCTING 2020	Management Accounting	3
AGBUS 2430	Agricultural Marketing	3
BUSADMIN 2010	Business Communication	3
AGBUS 3410	Agricultural Consulting and Sales	3
AGBUS 3420	Agricultural Finance	3
AGBUS 3430	Quantitative Methods in Farm and Agribusiness	3
AGBUS 3460	Farm Business Management	3
AGBUS 4500	Agribusiness Management	3
Emphasis		
Select one of the following emphases		29-33
Total Credits		116-133

COMMODITY AND PRICE ANALYSIS EMPHASIS

Course	Title	Credits
Required Courses		
AGBUS 3500	Agricultural Prices and Risk Management	3
AGBUS 3530	Agricultural Commodity Marketing	3
AGBUS 4330	Agribusiness Marketing Management	3
AGBUS 4400	Livestock and Meat Marketing	3
AGBUS 4620	Agricultural Commodity Price Forecasting	3
Select three credits from agricultural sciences, agricultural engineering technology or reclamation beyond the core courses.		3
Electives		
Select electives in consultation with advisor.		12
Total Credits		30

MANAGEMENT EMPHASIS

Course	Title	Credits
Required Courses		
AGBUS 3500	Agricultural Prices and Risk Management	3
BUSADMIN 3530	Organizational Behavior	3
AGBUS 4330	Agribusiness Marketing Management	3
AGBUS 4460	Agricultural Policy Seminar	3
AGBUS 2500	Producer and Consumer Cooperatives	3
or AGBUS 3520	Agricultural Law	
Select three credits from agricultural sciences, agricultural engineering technology or reclamation beyond the core courses.		3
Electives		
Select electives in consultation with advisor.		12
Total Credits		30

COMMUNICATION AND MARKETING EMPHASIS

Course	Title	Credits
Required Courses		
AGBUS 3990	Agricultural Media Writing	3
AGBUS 4330	Agribusiness Marketing Management	3
BUSADMIN 3240	Digital Marketing	3
BUSADMIN 3630	Advertising	3
MEDIA 2230	Digital Media Technologies	3
Choose any 3 credit course from the courses below:		3
BUSADMIN 3110	Strategic Promotions Management	
BUSADMIN 3700	Marketing Research	
BUSADMIN 3720	International Marketing	
BUSADMIN 3740	Consumer Behavior	
BUSADMIN 4150	e-Marketing Applications	
Any 3 credit course from the School of Agriculture at 2000 level or above EXCEPT for AGBUS required courses		
Electives		
Select electives in consultation with advisor.		12
Total Credits		30

AGRICULTURAL ENGINEERING TECHNOLOGY EMPHASIS

Course	Title	Credits
Required Courses		
AGET 3830	Engines and Tractor Systems	3
AGET 3850	Electrical Applications in Agriculture	3
AGET 3950	Soil and Water Conservation Engineering	3
AGET 4690	Machinery Engineering and Management	3
AGET 4790	Materials Handling and Energy Seminar	3
AGET 4890	Structures and Environmental Control	3
Electives		
Select electives in consultation with advisor.		12
Total Credits		30

INTERNATIONAL EMPHASIS

Course	Title	Credits
Required		
AGBUS 2330	World Population, Food and Resources	3
ENGLISH 3260	Language and Culture	3
Select one of the following:		3
BUSADMIN 1300	Global Business	
BUSADMIN 3720	International Marketing	
BUSADMIN 4140	International Management	
International Experience ¹		
Select one of the following:		3-12
Study abroad experience		
One-on-one exchange experience		
Faculty-led international experience		
Electives		
World languages course beyond second semester or any university course approved for global studies credit not being used to meet the university global studies three credit requirement.		3-12
Total Credits		15-33

¹ Any international experience that is to be counted as credit(s) toward this emphasis must be agreed upon by the student and academic advisor prior to the experience. Of these 3-12 credits, at least three credits must have been agriculturally related or adequately related to the student's major.

COMPREHENSIVE EMPHASIS

A specialized 24-credit program of study (plus nine elective credits) designed in consultation with and approval of the advisor.