

AGRIBUSINESS

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MISSION STATEMENT

Wisconsin's agricultural industry of production, processing, distribution, retail, and services generates \$84 plus billion in annual state revenue per year, making it the largest industry in Wisconsin. Wisconsin's agricultural industry means jobs; 22 percent of the workforce relies directly on agriculture. The same story can be told in the surrounding regional states of Iowa, Illinois, and Minnesota. With a very high placement record, the baccalaureate degree program in agribusiness is a direct feed into the number one industry of the state and region—agriculture.

The purpose and obligation of the agribusiness program and faculty are to serve students, parents of students, employers, and citizens by turning out students who excel in their preparedness and capacity to compete for desired careers in the agribusiness industry, and be successful at accomplishing both business and personal goals. This will be accomplished through the learning and application of business, economic and agricultural science theories, tools and processes, and through the development of the whole student via the university's general education requirements.

The agribusiness program's curriculum structure includes core courses required to be taken by all students. In addition, students must choose either a minor or one of the following agribusiness areas of emphasis:

- Commodity and Price Analysis
- Management
- Communications and Marketing
- Agricultural Engineering Technology
- International
- Comprehensive

STUDENT LEARNING OUTCOMES

Students will gain knowledge, comprehend, apply, analyze, synthesize and/or evaluate, as appropriate, principles, tools, and processes in the following overall areas:

1. Agribusiness management principles
2. Economic principles and concepts
3. Financial analysis and record keeping
4. Agricultural science
5. Mathematical and quantitative tools of agribusiness management and analysis
6. Commodity and identity-based marketing
7. Oral and written communication skills
8. Professional and personal development
9. Experiential - crash site - learning
10. Working understanding of the current status and trends in the local and global structure of the agriculture and food system

Specific student learning outcomes for each of the overall areas is available upon request from the director of the program.

MAJORS

- Agribusiness Major with Minor, B.S. (<https://catalog.uwplatt.edu/undergraduate/business-industry-life-science-agriculture/agriculture/agribusiness/bs-minor/>)
- Agribusiness Comprehensive Major, B.S. (<https://catalog.uwplatt.edu/undergraduate/business-industry-life-science-agriculture/agriculture/agribusiness/bs-comprehensive-major/>)
 - Commodity and Price Analysis Emphasis
 - Management Emphasis
 - Communication and Marketing Emphasis
 - Agricultural Engineering Technology Emphasis

- International Emphasis
- Comprehensive Emphasis

FOUR-YEAR PLANS

- Agribusiness Major, B.S., Four-Year Plan (<https://catalog.uwplatt.edu/undergraduate/business-industry-life-science-agriculture/agriculture/agribusiness/four-year-plan/>)
- Agribusiness Major, B.S. Agricultural Engineering Technology Emphasis, Four-Year Plan (<https://catalog.uwplatt.edu/undergraduate/business-industry-life-science-agriculture/agriculture/agribusiness/aget-four-year-plan/>)