

AGRIBUSINESS COMPREHENSIVE MAJOR, B.S.

Coursework includes completion of required core and an emphasis area.

| Course | Title | Credits |
|--|---|---------|
| General Requirements | | |
| General Education (http://catalog.uwplatt.edu/undergraduate/degree-requirements/bachelor-of-science-degree-core-curriculum/) | | 40-53 |
| School of Agriculture Core (http://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 3010 | 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 or AGBUS 3520 | Producer and Consumer Cooperatives Agricultural Law | 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 |

COMMUNICATION AND MARKETING EMPHASIS

| Course | Title | Credits |
|---|---|----------|
| Required Courses | | |
| AGBUS 3990 | Agricultural Media Writing | 3 |
| AGBUS 4330 | Agribusiness Marketing Management | 3 |
| BUSADMIN 3240 | E-Commerce and E-Marketing in Today's World | 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 | | |
| Foreign language course beyond second semester or any university course approved for international education credit not being used to meet the university international 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.