

# AGRIBUSINESS COMPREHENSIVE MAJOR, B.S.

Coursework includes completion of required core and an emphasis area.

Course	Title	Credits
<b>General Requirements</b>		
General Education ( <a href="http://catalog.uwplatt.edu/undergraduate/degree-requirements/bachelor-of-science-degree-core-curriculum/">http://catalog.uwplatt.edu/undergraduate/degree-requirements/bachelor-of-science-degree-core-curriculum/</a> )		40-53
School of Agriculture Core ( <a href="http://catalog.uwplatt.edu/undergraduate/business-industry-life-science-agriculture/agriculture/#soa-core">http://catalog.uwplatt.edu/undergraduate/business-industry-life-science-agriculture/agriculture/#soa-core</a> )		11
<b>Required Agribusiness Courses</b>		
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
<b>Emphasis</b>		
Select one of the following emphases		29-33
<b>Total Credits</b>		<b>116-133</b>

## COMMODITY AND PRICE ANALYSIS EMPHASIS

Course	Title	Credits
<b>Required Courses</b>		
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
<b>Electives</b>		
Select electives in consultation with advisor.		12
<b>Total Credits</b>		<b>30</b>

## MANAGEMENT EMPHASIS

Course	Title	Credits
<b>Required Courses</b>		
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
<b>Electives</b>		
Select electives in consultation with advisor.		12
<b>Total Credits</b>		<b>30</b>

## COMMUNICATION AND MARKETING EMPHASIS

Course	Title	Credits
<b>Required Courses</b>		
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
<b>Choose any 3 credit course from the courses below:</b>		<b>3</b>
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		
<b>Electives</b>		
Select electives in consultation with advisor.		12
<b>Total Credits</b>		<b>30</b>

## AGRICULTURAL ENGINEERING TECHNOLOGY EMPHASIS

Course	Title	Credits
<b>Required Courses</b>		
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
<b>Electives</b>		
Select electives in consultation with advisor.		12
<b>Total Credits</b>		<b>30</b>

## INTERNATIONAL EMPHASIS

Course	Title	Credits
<b>Required</b>		
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	
<b>International Experience <sup>1</sup></b>		
Select one of the following:		3-12
Study abroad experience		
One-on-one exchange experience		
Faculty-led international experience		
<b>Electives</b>		
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
<b>Total Credits</b>		<b>15-33</b>

<sup>1</sup> 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.