

AGRIBUSINESS MAJOR WITH AN EMPHASIS, 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 any 3-credit course from the School of Agriculture courses at 2000 level or above EXCEPT for the Agribusiness required courses		3
Electives		
Select electives in consultation with advisor.		12
Total Credits		30

MANAGEMENT EMPHASIS

Course	Title	Credits
Required Courses		
AGBUS 4330	Agribusiness Marketing Management	3
BUSADMIN 3030	Introduction to Human Resource Management	3
BUSADMIN 3530	Organizational Behavior	3
Select any 3-credit course from the School of Agriculture courses at 2000 level or above EXCEPT for the Agribusiness required courses		3
Choose any courses for 6 credits from the courses below:		6
AGBUS 3500	Agricultural Prices and Risk Management	
AGBUS 2500	Producer and Consumer Cooperatives	
AGBUS 3520	Agricultural Law	
or BUSADMIN 3130	Business Law	
AGBUS 4460	Agricultural Policy Seminar	
Electives		

Select electives in consultation with advisor.	12
Total Credits	30

COMMUNICATION AND MARKETING EMPHASIS

Course	Title	Credits
Required Courses		
AGBUS 4330	Agribusiness Marketing Management	3
BUSADMIN 3240	Digital Marketing	3
BUSADMIN 3630	Advertising	3
Choose any courses for 9 credits from the courses below:		9
BUSADMIN 3700	Marketing Research	
BUSADMIN 3740	Consumer Behavior	
BUSADMIN 3110	Strategic Promotions Management	
BUSADMIN 4150	e-Marketing Applications	
BUSADMIN 3720	International Marketing	
MEDIA 2230	Digital Media Technologies	
or ART 1740	Introduction to Digital Media	
Select 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

COMPREHENSIVE EMPHASIS

A specialized 21-credit program of study (plus nine elective credits) designed in consultation with and approval of the advisor.