

# AGRIBUSINESS (AGBUS)

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## **AGBUS 1000 Agribusiness Professional Development I 1 Credit**

An introductory course for discovering personal and career goals, an exploration of the agribusiness industry, and preparation for securing an internship which is a requirement of the major. Students will explore their career interests through reading, interviewing, job shadowing, and other career exploration activities. Students will also prepare and have critiqued resumes, cover letters, and develop interviewing skills.

**Components:** Class

**GE:** Entry Level requirement

## **AGBUS 1500 Introduction to Agribusiness 3 Credits**

Presents a background of American agriculture; interrelationships of agricultural industries; economic concepts of production, form of markets, marketing and consumption of food in the United States; principles of management; and key issues and trends in agribusiness.

**Components:** Laboratory, Class

## **AGBUS 2330 World Population, Food and Resources 3 Credits**

Examine current and future world population trends; study world food problems, nutrition, world hunger, and food supply and demand situation; analyze impact of trade and foreign aid, scrutinize economic development and analyze the impact on resources for society and individuals under various cultural, religious, economic, geographical, and political conditions.

**Components:** Class

**GE:** Global Studies, Social Sciences

## **AGBUS 2430 Agricultural Marketing 3 Credits**

Principles and organization of agricultural marketing; market functions, structure, and organizations; commodity and branded marketing.

**Components:** Class

**Prereqs/Coreqs:** P. AGBUS 1500

## **AGBUS 2500 Producer and Consumer Cooperatives 3 Credits**

Development, principles, legal basis, organization, finance, taxation, and management of agricultural, consumer, and industrial cooperatives.

**Components:** Class

**Prereqs/Coreqs:** P. AGBUS 1500

## **AGBUS 3410 Agricultural Consulting and Sales 3 Credits**

The history, image, and economic importance of agricultural sales and consulting are emphasized; the nature and functions of contemporary, professional sales consulting; and the selling process, as it applies to agricultural inputs and the food and fiber industry. Current issues facing the industry.

**Components:** Class

**Prereqs/Coreqs:** P. AGBUS 1500

## **AGBUS 3420 Agricultural Finance 3 Credits**

Capital and credit needs of farmers, agencies supplying credit needs, farm loan analysis, budgeting and capital investment analysis.

**Components:** Class

**Prereqs/Coreqs:** P. AGBUS 1500 and ACCTING 2010

## **AGBUS 3430 Quantitative Methods in Farm and Agribusiness 3 Credits**

This course provides both introduction to and application of the quantitative tools often used in farm and agribusiness decision-making. The toolbox will include decision analysis, statistical quality control, non-parametric methods, regression, correlation, tests for dependence, hypothesis testing, simulation, optimization, and others. Review interpretation of agricultural statistics and journal articles.

**Components:** Class

**Prereqs/Coreqs:** P. AGBUS 1500 and MATH 1830

## **AGBUS 3450 Agribusiness Professional Development II 1 Credit**

Professional and career development towards obtaining career objectives. Course objectives include planning and development of credentials needed to compete for a job position, learning how to package credentials and communicate them to prospective employers, and further developing professional skills and knowledge such as agribusiness ethics, etiquette, changing trends, and current events in the industry. A primary course activity is the development of a personal portfolio that showcases special achievements in being visionary, managing budgets, communication, professionalism and stewardship of people.

**Components:** Class

**Prereqs/Coreqs:** P. AGBUS 1000 and junior standing

**AGBUS 3460 Farm Business Management 3 Credits**

The study and application of farm business management issues and systems including: current topics and trends; farm financial records; farm business arrangements and transfer planning; managing capital and human resources; tax management; farm business analysis, benchmarking and decision-making; government programs; and sustainability.

**Components:** Laboratory, Class

**Prereqs/Coreqs:** P. AGBUS 1500 and ACCTING 2010 or consent of instructor

**AGBUS 3500 Agricultural Prices and Risk Management 3 Credits**

Analysis of agricultural price trends; elasticity of demand and supply; seasonal prices; and price cycles, and price management tools and strategies. Understanding the theory of demand and supply; how they change; and the impact on agricultural prices. Understanding and applying the concepts of risk and risk management with special emphasis on price risk management.

**Components:** Class

**Prereqs/Coreqs:** P. AGBUS 2430

**AGBUS 3520 Agricultural Law 3 Credits**

An introduction to the historical background of law and legal institutions; various legal contracts; law pertaining to real and personal property; landlord and tenant arrangements; agricultural business arrangements, partnerships, corporations, and cooperatives; legal aspects of sales transactions; legal aspects of credit; governmental regulatory agencies.

**Components:** Class

**Prereqs/Coreqs:** P. AGBUS 1500

**AGBUS 3530 Agricultural Commodity Marketing 3 Credits**

Current marketing trends and problems, futures marketing and forward contracting, bargaining, international trade, current marketing issues of selected agricultural commodities.

**Components:** Class

**Prereqs/Coreqs:** P. AGBUS 2430 or BUSADMIN 3620

**AGBUS 3750 Agricultural Business Internship 3-6 Credits**

Supervised experiential learning opportunities in collaboration with agricultural businesses and public agencies.

**Components:** Field Studies

**Prereqs/Coreqs:** Aget/Agbus internship

**AGBUS 3990 Agricultural Media Writing 3 Credits**

For agricultural communication to be most beneficial, it must be delivered efficiently, while keeping appropriate communication techniques and audiences in mind. This course provides a specialized focus on agricultural media writing that will allow students to remain job market competitive and skill ready to meet the demands as agricultural communicators in the industry. The course content includes the application of agricultural terminology and the principles and practices of news gathering techniques, newswriting and editing activities, reporter observing and interviewing skills, digital journalism and public relations writing for organizations. Further, specialized industry related lectures and activities will allow a student to learn how to think about the challenges and issues, as they relate to the agriculture industry.

**Components:** Class

**Prereqs/Coreqs:** P. AGBUS 1500, ENGLISH 1230 with grade of C or better, or consent of instructor

**AGBUS 4120 The Animal Rights and Animal Welfare Social Movements 3 Credits**

Students will learn about the past and present actions of the animal rights and animal welfare movements and will be expected to theorize using facts on what the future may hold if each movement continues ahead. Emphasis will be placed on class debates, mature discussions/interactions, fact-finding assignments and a major project researching individuals that have been influential to either movement or how they have impacted the opposing movement.

**Components:** Discussion, Class

**Cross Offering:** ANSCI 4120

**Prereqs/Coreqs:** P. Junior standing

**AGBUS 4330 Agribusiness Marketing Management 3 Credits**

Development of a marketing plan; review and work with media; advertising and promotional programs; merchandising strategies; financial market and demographic research and analysis; pricing and product strategies for agricultural (food and inputs) products.

**Components:** Class

**Prereqs/Coreqs:** P. AGBUS 1500 and AGBUS 2430

**AGBUS 4400 Livestock and Meat Marketing 3 Credits**

Economic analysis of principles and methods of marketing, evaluating, and pricing meat animals, and the marketing and merchandising of meat and meat products for the beef, pork and poultry industries.

**Components:** Class

**Prereqs/Coreqs:** P. AGBUS 1500 and AGBUS 2430

**AGBUS 4460 Agricultural Policy Seminar 3 Credits**

The making of Agricultural, Food, Rural, and Environmental Policy including history, process, political dynamics, and players; the current state of legislative developments; and an evaluation of the economic, environmental, and social impacts of current and alternative policy.

**Components:** Seminar

**Prereqs/Coreqs:** P. AGBUS 1500

**AGBUS 4500 Agribusiness Management 3 Credits**

Management of the agribusiness firm including planning, organizing, coordinating, control and communication. Special emphasis is given to learning and decision-making through case studies including financial analysis, investments, organizational structure, etc.

**Components:** Class

**Prereqs/Coreqs:** P. AGBUS 1500

**AGBUS 4590 Individual Study in the Agricultural Business 1-3 Credits**

Advanced study on a particular topic or problem in the area of specialization within the agricultural industries.

**Components:** Independent Study

**AGBUS 4620 Agricultural Commodity Price Forecasting 3 Credits**

Analyze basic commodity price fluctuations. The three major approaches include technical, fundamental, and behavioral analyses. Primary emphasis involves charting theory.

**Components:** Class

**Prereqs/Coreqs:** P. AGBUS 1500, AGBUS 2430, and AGBUS 3530