Agribusiness Management

Agribusiness Management is a course that provides students with a basis for making effective decisions, setting goals, assessing and solving problems, appraising financial progress and success, evaluating the management of resources, and gaining skills useful in the agricultural industry. Students also evaluate national and international policies, regulations, and values that affect the production and trade of agricultural commodities. Topics include career opportunities, safety, principles of agribusiness economics, financial management, marketing agricultural products, business regulations, and entrepreneurship.

Content standards for this course are not intended to serve as the entire curriculum. Teachers are encouraged to expand the curriculum beyond the limits of these content standards to accommodate specific community interests and utilize local resources. This course encourages critical thinking, use of the scientific method, integration of technology, development of student leadership skills, and application of knowledge and skills related to practical questions and problems. Safety concepts are integrated into instruction to the maximum extent possible.

Agribusiness Management may be offered as a one-credit or half-credit course. For a half-credit course, content standards 1, 2, 3, 4, 8, 11, and 14 must be included.

Career and technical student organizations are integral, cocurricular components of each career and technical education course. These organizations serve as a means to enhance classroom instruction while helping students develop leadership abilities, expand workplace-readiness skills, and broaden opportunities for personal and professional growth.

Career Opportunities

Students will:

1. Identify career opportunities in agribusiness management.
   - Identifying employer expectations, work habits, and interpersonal skills necessary for careers in agribusiness management

Safety

2. Describe occupational safety practices in agribusiness management.

Principles of Agribusiness and Economics

3. Describe agribusiness partnerships and corporations.
   - Describing agribusiness management techniques
     Examples: planning, organizing, directing, coordinating

4. Describe the law of supply and demand as related to the agricultural industry.
   - Evaluating effects of monetary, fiscal, and international policies on the agricultural industry
5. Describe various techniques for measuring the performance of an agribusiness.

**Financial Management**

   Examples: straight line, sum-of-year digits

7. Compare types of accounting systems used in agribusiness.

8. Identify sources for obtaining agribusiness loans.
   • Describing procedures for obtaining an agribusiness loan

**Marketing Agricultural Products**

9. Compare various market venues for agricultural products.

10. Explain ways the law of comparative advantage affects the agribusiness industry.

11. Identify ways technology is used in agribusiness marketing.
    Examples: Web sites, mass e-mail, Web page advertising

**Business Regulations and Compliance**

12. Explain the impact of government policies and regulations on agribusiness management decisions.
    • Examining benefits of participating in government programs that supplement agricultural production

**Entrepreneurship**

13. Explain strategies for marketing agricultural products and services.

14. Design an agribusiness entrepreneurial plan, including management and marketing strategies.