



# Agribusiness Management

Career Cluster	Agriculture, Food and Natural Resources
Course Code	18202
Prerequisite(s)	Recommended: Introduction to AFNR
Credit	0.5 or 1.0
Program of Study and Sequence	Agribusiness Sales and Marketing – <b>Agribusiness Management</b> – Capstone experience
Student Organization	National FFA Organization
Coordinating Work-Based Learning	Job shadowing, mentoring, internships, entrepreneurship, service learning, workplace tours, apprenticeship, school-based enterprises, Supervised Agricultural Experience (SAE)
Industry Certifications	OSHA 10 Hour Safety Certification (General Industry), National Career Readiness Certificate (NCRC), Registered Parliamentarian
Dual Credit or Dual Enrollment	None
Teacher Certification	Agriculture Food and Natural Resources Cluster Endorsement; Agribusiness Pathway Endorsement; *Agriculture Education
Resources	

## Course Description:

Agribusiness Management is a semester-length or year-long high school elective that introduces the business, management, marketing, and financial skills needed to successfully produce food, fiber, and fuel for domestic and global markets. Students will learn about the components of the agribusiness system and how they interact to deliver food to our tables. They will also learn about the key elements of a successful agribusiness enterprise: economics, financial management, marketing and sales, and government policies and regulations. Developing a business plan for an AFNR business as an authentic assessment for the end of the course is recommended. Opportunities for application of clinical and leadership skills are provided by participation in FFA activities, conferences and skills competition such as sales related career development events and proficiency awards. Each student will be expected to maintain a Supervised Agricultural Experience Program/Internship.

## Program of Study Application

Agribusiness Management is a second pathway course in the Agriculture, Food and Natural Resources Cluster, Agribusiness Systems Pathway. Agribusiness Management would be preceded by a Agribusiness Sales and Marketing and followed by a Capstone experience.

**Course Standards**

**AM 1 Introduce the components of agribusiness management.**

<i>Webb Level</i>	<i>Sub-indicator</i>	<i>Integrated Content</i>
Three Strategic Thinking	AM 1.1 Explain key business types and management principles and issues for the agribusiness enterprise.	
One Recall	AM 1.2 Present an overview of the knowledge and skills needed to work effectively within the agribusiness enterprises.	
Two Skill/Concept	AM 1.3 Demonstrate leadership skills to accomplish goals and objectives in an agribusiness environment.	

**Notes**

**AM 2 Use record keeping to accomplish AFNR business objectives, manage budgets and comply with laws and regulations. (National AFNR.03)**

<i>Webb Level</i>	<i>Sub-indicator</i>	<i>Integrated Content</i>
Two Skill/Concept	AM 2.1 Distinguish key accounting fundamentals to accomplish dependable bookkeeping and associated files.	
Two Skill/Concept	AM 2.2 Analyze and interpret agricultural policies in relation to their effects on the agribusiness management and agribusiness enterprises.	

**Notes**

**AM 3 Plan a marketing program utilizing various methods for sales of agricultural products. (National AFNR ABS.05)**

<i>Webb Level</i>	<i>Sub-indicator</i>	<i>Integrated Content</i>
Two Skill/Concept	AM 3.1 Explore strategies for optimum marketing of agricultural commodities.	
Four Extended Thinking	AM 3.2 Analyze budget and forecast models to determine optimal business marketing, strategies, and performances.	

**Notes**

**AM 4 Manage cash budgets, credit budgets, and credit for an AFNR business using generally accepted accounting principles (GAAP).  
(National #3)**

<i>Webb Level</i>	<i>Sub-indicator</i>	<i>Integrated Content</i>
Three Strategic Thinking	AM 4.1 Develop, assess and manage cash budgets to achieve AFNR business goals.	
Three Strategic Thinking	AM 4.2 Analyze credit needs and manage credit budgets to achieve AFNR business goals.	

**Notes**