# Agribusiness Management Course No. 18201 Credit: 1.0

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| --- | --- | --- | --- |
| **Student name:**  |  | **Graduation Date:** |  |

Pathways and CIP Codes:Agribusiness Systems (01.0101); Comprehensive Agriculture Science (01.9999); Animal Science (01.0901); Biotechnology in Agriculture (26.1201); Food Products & Processing Systems (01.0401); Natural Resources & Environmental Systems (03.0101); Plant Systems (01.1101); Power, Structural & Technical Systems (01.0201)

Course Description: **Application Level:** Agribusiness Management courses provide students with the information and skills necessary for success in agribusiness and in operating entrepreneurial ventures in the agricultural industry. These courses may cover topics such as economic principles, budgeting, risk management, finance, business law, marketing and promotion strategies, insurance, and resource management. Other possible topics include developing a business plan, employee/employer relations, problem-solving and decision-making, commodities, and building leadership skills. These courses may also incorporate a survey of the careers within the agricultural industry.

Directions:The following competencies are required for full approval of this course. Check the appropriate number to indicate the level of competency reached for learner evaluation.

**RATING SCALE:**

4. Exemplary Achievement: Student possesses outstanding knowledge, skills or professional attitude.

3. Proficient Achievement:Student demonstrates good knowledge, skills or professional attitude. Requires limited supervision.

2. Limited Achievement:Student demonstrates fragmented knowledge, skills or professional attitude. Requires close supervision.

1. Inadequate Achievement:Student lacks knowledge, skills or professional attitude.

0. No Instruction/Training:Student has not received instruction or training in this area.

## Benchmark 1: Principles of Capitalism ABS.01.01

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 1.1 | Recognize principles of capitalism as related to AFNR businesses. |  |

## Benchmark 2: Principles of Entrepreneurship ABS.01.02

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 2.1 | Describe the meaning, importance, and economic impact of entrepreneurship. |  |

## Benchmark 3: Compose & Analyze Business Plan ABS.02.01

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 3.1 | Recognize quality AFNR business plan components that have been developed using the SMART (specific, measurable, attainable, realistic and timely) format. |  |
| 3.2 | Identify and observe ethical standards in planning and operating AFNR businesses. |  |

## Benchmark 4: Mission Statement ABS.02.02

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 4.1 | Read and interpret mission statements. |  |
| 4.2 | Identify the meaning and importance of goals and objectives in AFNR business enterprises. |  |

## Benchmark 5: Management Skills ABS.02.03

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 5.1 | Identify organizational structures and chains of command in AFNR businesses. |  |
| 5.2 | Identify appropriate local, state, federal, international and industry regulations for AFNR businesses. |  |

## Benchmark 6: Human Resources ABS.02.04

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 6.1 | Identify the meaning and functions of human resources in AFNR businesses. |  |
| 6.2 | Identify usual employee benefits in AFNR businesses. |  |
| 6.3 | Explain the meaning and importance of employee relations, including communication. |  |
| 6.4 | Identify the meaning and nature of employee compensation. |  |

## Benchmark 7: Effective Record Keeping ABS.03.01

### Competencies

| **#** | **Description** | **RATING** |
| --- | --- | --- |
| 7.1 | Maintain production and agribusiness records. |  |

## Benchmark 8: Accounting Fundamentals ABS.04.01

### Competencies

| **#** | **Description** | **RATING** |
| --- | --- | --- |
| 8.1 | Budget resources, as applied to the AFNR business, including capital, human, financial and time. |  |
| 8.2 | Identify financial concepts associated with production and profit. |  |
| 8.3 | Explain the importance of return on investment for an agribusiness enterprise. |  |

## Benchmark 9: Financial Information ABS.05.01

### Competencies

| **#** | **Description** | **Rating** |
| --- | --- | --- |
| 9.1 | Identify accounting information in AFNR business reporting and management. |  |
| 9.2 | Name and explain the impact of external economic factors on an AFNR business. |  |
| 9.3 | Identify information needed for an AFNR business manager to monitor performance on a daily, weekly, monthly, quarterly and annual basis. |  |
| 9.4 | Calculate percentages, ratios and related business applications. |  |

## Benchmark 10: Marketing & marketing Research ABS.06.01

### Competencies

| **#** | **Description** | **rating** |
| --- | --- | --- |
| 10.1 | Investigate the meaning and methods of marketing in AFNR as related to agricultural commodities, products and services and to agricultural goods in domestic and international markets. |  |
| 10.2 | Describe functions in agricultural marketing. |  |

## Benchmark 11: Develop a Marketing Plan ABS.06.02

### Competencies

| **#** | **Description** | **Rating** |
| --- | --- | --- |
| 11.1 | Identify the purpose, components and developmental processes of marketing plans. |  |

## Benchmark 12: Marketing plan Implementation ABS.06.03

### Competencies

| **#** | **Description** | **Rating** |
| --- | --- | --- |
| 12.1 | Identify and use strategies frequently employed in marketing programs, including those used in niche markets. |  |

## Benchmark 13: Marketing AFNR Products/Services ABS.06.04

### Competencies

| **#** | **Description** | **Rating** |
| --- | --- | --- |
| 13.1 | Explain the meaning and use of the four Ps (product, place, price and promotion) in marketing. |  |

## Benchmark 14: Merchandising Products/Services ABS.06.05

### Competencies

| **#** | **Description** | **Rating** |
| --- | --- | --- |
| 14.1 | Identify, explain and organize components of the sales process. |  |
| 14.2 | Develop strategies to gain new customers. |  |
| 14.3 | Identify and maintain needed sales records. |  |

## Benchmark 15: Identifying Resources ABS.07.01

### Competencies

| **#** | **Description** | **Rating** |
| --- | --- | --- |
| 15.1 | Prepare a flowchart that shows production processes, including the resources needed for each step. |  |

## Benchmark 16: Production & Operational Plan ABS.07.02

### Competencies

| **#** | **Description** | **Rating** |
| --- | --- | --- |
| 16.1 | Identify the components of a production and operational plan. |  |
| 16.2 | Identify common resources needed to operate a production facility. |  |

## Benchmark 17: Evaluating a Business Plan ABS.07.03

### Competencies

| **#** | **Description** | **Rating** |
| --- | --- | --- |
| 17.1 | Examine a business plan to identify inconsistencies and actions to correct inconsistencies. |  |

## Benchmark 18: Manage Risk & Uncertainty ABS.07.04

### Competencies

| **#** | **Description** | **Rating** |
| --- | --- | --- |
| 18.1 | Determine the meaning and importance of risk and uncertainty with AFNR enterprises. |  |

I certify that the student has received training in the areas indicated.

Instructor Signature:

For more information, contact:

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