# Applications in Agribusiness Course No. 18220 Credit: 1.0

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

Pathways and CIP Codes:Agribusiness Systems (01.0101)

Course Description:

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

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 1.1 | Differentiate types of ownership and outline the structure of AFNR businesses in a capitalistic economic system. |  |

## Benchmark 2: Principles of Entrepreneurship

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 2.1 | Classify the characteristics of successful entrepreneurs in AFNR businesses. |  |
| 2.2 | Demonstrate entrepreneurship, including idea generation, opportunity analysis and risk assessment. |  |

## Benchmark 3: Mission Statement

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 3.1 | Identify components of business plans and demonstrate how to write such components using the SMART format. |  |
| 3.2 | Observe appropriate laws and regulations in planning and operating AFNR businesses. |  |

## Benchmark 4: Mission Statement

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 4.1 | Identify approaches in creating mission statements for AFNR businesses. |  |
| 4.2 | Prepare short-term, intermediate and long-term goals and objectives that are consistent with the mission statement for an AFNR business. |  |

## Benchmark 5: Management Skills

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 5.1 | Identify management types in AFNR businesses. |  |
| 5.2 | Prepare and deliver AFNR business presentations that include customers served, sources of inputs and how business produces goods and services. |  |

## Benchmark 6: Human Resources

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 6.1 | Determine appropriate human resources for AFNR businesses. |  |
| 6.2 | Design a career development and training plan for employees of an AFNR business. |  |
| 6.3 | Create a recruitment and evaluation program for employees in an AFNR business. |  |
| 6.4 | Establish and maintain appropriate records and reports on human resources. |  |
| 6.5 | Design a legally compliant and competitive compensation plan for AFNR business employees. |  |

## Benchmark 7: Effective Record Keeping

### Competencies

| **#** | **Description** | **RATING** |
| --- | --- | --- |
| 7.1 | Analyze records to improve efficiency and profitability of an AFNR business. |  |

## Benchmark 8: Inventory Management

### Competencies

| **#** | **Description** | **RATING** |
| --- | --- | --- |
| 8.1 | Use computer technology in inventory management and reporting, including spreadsheets, databases, word processing, networked systems and the Internet. |  |

## Benchmark 9: Accounting Fundamentals

### Competencies

| **#** | **Description** | **Rating** |
| --- | --- | --- |
| 9.1 | Manage assets, including credit, for agribusiness goal achievement. |  |
| 9.2 | Use accounting information to estimate the cost of goods sold and margins on the goods. |  |
| 9.3 | Analyze reporting requirements for income, property and employment taxes associated with small AFNR businesses. |  |

## Benchmark 10: Financial Information

### Competencies

| **#** | **Description** | **rating** |
| --- | --- | --- |
| 10.1 | Maintain accounting information needed to prepare an income statement, balance sheet and cash-flow analysis for an AFNR business. |  |
| 10.2 | Interpret financial information for an AFNR business to determine profitability, net worth position, financial ratios, performance measures and ability to meet cash-flow requirements. |  |
| 10.3 | Recognize how changes in prices of inputs and/or outputs influence the financial statements of an AFNR business. |  |
| 10.4 | Interpret business performance data. |  |
| 10.5 | Conduct a breakeven analysis for an AFNR business. |  |
| 10.6 | Summarize financial data for use in preparing various business financial statements. |  |
| 10.7 | Interpret and evaluate financial statements, including income statements, balance sheets and cash-flow analyses. |  |

## Benchmark 11: Marketing & Marketing Research

### Competencies

| **#** | **Description** | **Rating** |
| --- | --- | --- |
| 11.1 | Apply benefit/cost analysis to marketing in AFNR businesses. |  |
| 11.2 | Implement and evaluate marketing strategies with agricultural commodities, products and services. |  |
| 11.3 | Assess the presence of marketing infrastructure for agricultural commodities. |  |
| 11.4 | Evaluate alternative marketing strategies, such as value-adding, branding and niche marketing, and propose and implement appropriate modification to achieve AFNR business goals. |  |

## Benchmark 12: Develop a Marketing Plan

### Competencies

| **#** | **Description** | **Rating** |
| --- | --- | --- |
| 12.1 | Perform a marketing analysis, including evaluation of the competitors, customers, international and domestic policy environment, regulations and rules, standards and AFNR business resources. |  |
| 12.2 | Establish marketing plan goals/objectives, including monitoring, measuring and analyzing goal achievement. |  |

## Benchmark 13: Marketing plan Implementation

### Competencies

| **#** | **Description** | **Rating** |
| --- | --- | --- |
| 13.1 | Determine marketing strategies that are most likely to be effective in an AFNR business. |  |

## Benchmark 14: Marketing AFNR Products/Services

### Competencies

| **#** | **Description** | **Rating** |
| --- | --- | --- |
| 14.1 | Develop advertising campaigns that promote products and services. |  |

## Benchmark 15: Merchandising Products/Services

### Competencies

| **#** | **Description** | **Rating** |
| --- | --- | --- |
| 15.1 | Develop effective customer relationships using approaches that are consistent and comprehensive. |  |
| 15.2 | Devise sales practices to achieve goals effectively and effectively. |  |
| 15.3 | Prepare and make sales presentations. |  |
| 15.4 | Use strategies to follow up sales to provide post-sales service. |  |
| 15.5 | Intercept, interpret and process customer complaints, needs and problems with products and services. |  |

## Benchmark 16: Identifying Resources

### Competencies

| **#** | **Description** | **Rating** |
| --- | --- | --- |
| 16.1 | Identify and assess alternative production systems and ways products can be produced. |  |

## Benchmark 17: Production & Operational Plan

### Competencies

| **#** | **Description** | **Rating** |
| --- | --- | --- |
| 17.1 | Evaluate the components of a production and operational plan and then revise an existing plan. |  |
| 17.2 | Examine legal and industry requirements for a production facility. |  |

## Benchmark 18: Evaluating a Business Plan

### Competencies

| **#** | **Description** | **Rating** |
| --- | --- | --- |
| 18.1 | Describe approaches to use in revising a business plan for improved consistency and realism. |  |

## Benchmark 19: Manage Risk & Uncertainty

### Competencies

| **#** | **Description** | **Rating** |
| --- | --- | --- |
| 19.1 | Describe alternative approaches to reducing risk, including the use of insurance for product liability, property, production or income loss and for personnel life and death. |  |

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

Instructor Signature:

For more information, contact:

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