

CURRICULUM OVERVIEW

Agribusiness Systems

Career and Technical Education Series



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Agribusiness Systems Course Overview

Agribusiness Systems is a semester-length 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. Nearly 16 percent of total U.S. employment and 14 percent of the U.S. gross domestic product can be attributed to agribusiness systems, which means agriculture, food, and natural resources play a pivotal role in the economic success of our nation.

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.

Objectives

- Introduce the components of agribusiness systems.
- Explain key business and management principles and issues for the agribusiness enterprise.
- Present an overview of the knowledge and skills needed by agribusiness enterprises.
- Expose students to career opportunities in agribusiness.
- Analyze and interpret agricultural policies in relation to their effects on the agribusiness system and agribusiness enterprises.
- Understand the impact of green practices and sustainability principles on natural resources and how they affect food production.
- Recognize the need for accurate records and financial practices to maintain a successful agribusiness enterprise.
- Analyze budgets and forecasts to determine business strategies.
- Develop interpersonal and communication skills and critical thinking skills that are necessary for a successful career in the constantly changing agribusiness industry.
- Demonstrate an understanding of global markets, trade policies, and food security and safety issues that affect the agribusiness industry.

Unit 1: Nature and Scope of the Agribusiness System and Its Global Reach		
Agribusiness Systems	Assignments	
	1. Course Overview	10. Project: Analyzing Trade Flow
	2. Today's Agribusiness Systems	11. Agribusiness Policies and Regulations
	3. Project: Producing a Packaged Food	12. Project: Debating the Use of GMOs
	4. The Evolution of Agribusiness	13. Quiz 2: Local and Global Agribusiness
	5. Agribusiness Skills in a Changing World	14. Special Project*
	6. Project: Identifying Job Opportunities	15. Test
	7. Quiz 1: Overview of Agribusiness Systems	16. Course Project Part 1: Introducing Your New Business*
	8. Global Agribusiness Systems	17. Glossary and Credits
	9. The Global Impact of Agribusiness Systems	

Unit 2: Basic Principles of Economics in Agribusiness		
Agribusiness Systems	Assignments	
	1. Your Personal Utility and the Law of Supply and Demand	9. Controlling the Market
	2. Project: Analyzing Personal Buying Decisions	10. Project: Identifying the Impact of U.S. Price Supports
	3. The Demand Curve and Microeconomics	11. Scarcity and Economics
	4. Project: Determining Your Personal Utility	12. Quiz 2: Supply and Market Equilibrium
	5. Macroeconomics in Agribusiness Systems	13. Special Project*
	6. Quiz 1: Understanding Consumer Behavior and Demand	14. Test
	7. Market Equilibrium	15. Course Project Part 2: The Economics of Your New Enterprise*
	8. Project: Understanding Supply and Demand	16. Glossary and Credits

Unit 3: Financial Management and Budgeting		
Agribusiness Systems	Assignments	
	1. Understanding Financial Statements	9. Introduction to Budgeting
	2. Analyzing Financial Performance	10. Creating Budgets
	3. Project: Calculating Financial Ratios	11. Project: Creating a Cash Flow Budget
	4. Comparing Financial Performance	12. Quiz 2: Budgeting and Forecasting
	5. Project: Comparing the Financial Performance of Two Companies	13. Special Project*
	6. Quiz 1: Financial Statements and Statement Analysis	14. Test
	7. Forecasting	15. Course Project Part 3: Financial Planning for Your New Enterprise*
	8. Project: Forecasting Lifetime Income	16. Glossary and Credits
Unit 4: Agribusiness Marketing and Sales		
Agribusiness Systems	Assignments	
	1. Introduction to Marketing	9. The Sales Process: Discovering Customer Needs
	2. Market Research	10. The Sales Process: Making the Sale
	3. Project: Researching the Coffee Market	11. Project: Negotiating a Pay Increase
	4. The Marketing Mix	12. Quiz 2: Sales and AFNR Systems
	5. Project: Developing a Marketing Mix for a New Food Product	13. Special Project*
	6. Quiz 1: AFNR Marketing	14. Test
	7. The Sales Process: Finding Customers	15. Course Project Part 4: Marketing Your Products and Services*
	8. Project: Identifying Potential Customers	16. Glossary and Credits
Unit 5: Policy and Government Intervention		
Agribusiness Systems	Assignments	
	1. Understanding the Farm Bill	9. Project: Exploring an Agribusiness Job with Global Implications
	2. Analyzing the Farm Bill	10. Food Safety
	3. Project: Debating Cuts to SNAP	11. Project: Studying a Foodborne Pathogen
	4. Conservation and Energy Policies in the Farm Bill	12. Quiz 2: International Policy and Food Regulations
	5. Project: Analyzing a Farm Bill Conservation or Energy Program	13. Special Project*
	6. Quiz 1: Agricultural Policy	14. Test
	7. Our Global Food Supply	15. Course Project Part 5: The Global Context for Your New Enterprise*
	8. Food Security	16. Glossary and Credits
Unit 6: Course Project, Review, and Exam		
AS	Assignments	
	1. Course Project Part 6: Developing an Agribusiness Enterprise Business Plan*	2. Course Review
		3. Exam

(*) Indicates alternative assignment