

| Agribusiness Systems | | Scope and Sequence |
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| Unit | Lesson | Objectives |
| NATURE AND SCOPE OF THE AGRIBUSINESS SYSTEM AND ITS GLOBAL REACH | | |
| Today's Agribusiness Systems | | |
| | | Discuss the scope of agribusiness systems. |
| | | Explain the relationship between agribusiness systems and the other systems in agriculture, food, and natural resources. |
| | | Debate the relative benefits and drawbacks of how different entities, including global corporations, are intertwined in agribusiness. |
| Project: Producing a Packaged Food | | |
| The Evolution of Agribusiness | | |
| | | Explain the development of agriculture and the growth of agribusiness. |
| | | Identify the key components of the agribusiness system. |
| | | Describe the types of job opportunities available at agribusiness entities. |
| | | Understand the concept of sustainable agriculture. |
| Agribusiness Skills in a Changing World | | |
| | | Describe the role of the value chain in agribusiness. |
| | | Identify the major trends affecting the agribusiness industry. |
| | | Recognize the potential of agribusinesses to provide career opportunities. |
| | | Understand agribusiness skills valued in the agribusiness system. |
| Project: Identifying Job Opportunities | | |
| Global Agribusiness Systems | | |
| | | Describe the key challenges facing the agribusiness industry. |
| | | Discuss the impact of oligopolies on the industry. |
| | | Identify the components of an agribusiness supply chain. |

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| | | Outline the career opportunities available in the industry. |
| | The Global Impact of Agribusiness Systems | Describe the role of the agribusiness industry in different global economies. |
| | | Explain how global trade works and its impact on agriculture, agribusiness, and countries. |
| | | Compare the effects of tariffs and import quotas on trade, businesses, and countries. |
| | | Compare the role that agriculture played in the early days of the U.S with the role it plays today in fighting hunger. |
| | Project: Analyzing Trade Flow | |
| | Agribusiness Policies and Regulations | Explain how U.S. agricultural policies support America's farmers. |
| | | Outline ways the U.S. government creates demand for U.S. food products. |
| | | List the reasons governments establish agricultural policies and regulations. |
| | | Evaluate the positives and negatives of agricultural policies for the United States, consumers, agribusiness, and developing countries. |
| | Project: Debating the Use of GMOs | |
| | Test | |
| BASIC PRINCIPLES OF ECONOMICS IN AGRIBUSINESS | | |
| | Your Personal Utility and the Law of Supply and Demand | Describe how supply catches up with demand. |
| | | Interpret utility and how it is part of every buying decision. |
| | | Describe the link between personal utility and supply and demand. |
| | | Explain the law of demand and what it means to agribusiness enterprises. |
| | Project: Analyzing Personal Buying | |

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| | Decisions | |
| | The Demand Curve and Microeconomics | |
| | | Explain utility and how it factors into the law of supply and demand. |
| | | Understand the impact of microeconomics on agribusiness enterprises. |
| | | Outline the factors that can shape demand for a product. |
| | Project: Determining Your Personal Utility | |
| | Macroeconomics in Agribusiness Systems | |
| | | Analyze and interpret agricultural, business, and environmental policy in relation to its effect on sustained success in the agribusiness system. |
| | | Understand the difference between micro and macro demand. |
| | | List some of the various career opportunities for an agricultural business major. |
| | Market Equilibrium | |
| | | Understand the law of supply and its interaction with the law of demand. |
| | | Explain market equilibrium. |
| | | Determine how prices and quantities are set. |
| | | Compare market surplus with market shortage. |
| | | Understand the concept of marginal utility. |
| | | Explain why it is important that those who work in agribusiness understand basic economic principles. |
| | Project: Understanding Supply and Demand | |
| | Controlling the Market | |
| | | Detect the impact of government policies on agribusiness markets. |
| | | Summarize the effects of monopolies and monopsonies on agribusiness markets. |
| | | Explain why market disequilibrium occurs. |

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| | | Describe the kinds careers that can be had by those who understand the economics of agriculture, food, and natural resources. |
| | Project: Identifying the Impact of U.S. Price Supports | |
| | Scarcity and Economics | |
| | | Explain scarcity value and its impact on supply and demand. |
| | | Understand how scarcity dictates what can be found in restaurants and on grocery shelves. |
| | | Outline the steps involved in market adjustment. |
| | | Explain why change is the one common element in agribusiness markets. |
| | | Identify the skill sets that agribusiness enterprises value in new employees. |
| | Test | |
| FINANCIAL MANAGEMENT AND BUDGETING | | |
| | Understanding Financial Statements | |
| | | Understand why financial statements are essential. |
| | | Understand the three primary financial statements. |
| | | Explain the focus of each statement and what it shows. |
| | Analyzing Financial Performance | |
| | | Describe the three primary financial statements. |
| | | Calculate financial ratios. |
| | | Explain the relevance of financial ratios. |
| | | Compare an agribusiness enterprise's performance on a single financial ratio to itself, over time, and to competitors. |
| | | Explain why it is important for people in every line of work to be able to interpret and analyze financial data. |

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| | Project: Calculating Financial Ratios | |
| | Comparing Financial Performance | Retrieve financial information from a public company's annual report. |
| | | Identify key financial data in an annual report. |
| | | Calculate financial ratios. |
| | | Compare the financial performance of two companies. |
| | | Interpret financial data to identify positive and negative results. |
| | | Understand the skills needed to pursue a career in accounting or finance in agribusiness. |
| | Project: Comparing the Financial Performance of Two Companies | |
| | Forecasting | Understand the concept of hedging. |
| | | Explain how uncontrollable forces can affect crop production and commodity prices. |
| | | Understand the value of forecasting. |
| | | Recognize the limitations of forecasting. |
| | | Outline the steps to developing a sound forecast. |
| | | Describe CCM's approach to forecasting. |
| | | Understand the various aspects of SWOT analysis. |
| | Project: Forecasting Lifetime Income | |
| | Introduction to Budgeting | Describe how a budget serves as a "flight plan" for an agribusiness enterprise. |
| | | Explain the purpose of the three different types of budgeting. |
| | | Compare the three different types of budgeting. |

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| | | Explain how the three types of budgeting are interrelated. |
| | | Compare budget creation for small and large operations. |
| | Creating Budgets | Outline the steps in the budgeting process for an agribusiness enterprise. |
| | | Understand how to develop an operating budget. |
| | | Explain the key steps in creating a cash flow budget. |
| | | Understand the concept of capital expenditures. |
| | | Explain the role of the time value of money. |
| | | Recognize the importance of using discount rates to evaluate capital expenditures. |
| | | List the different types of managers and other employees who have budgeting expertise in agribusiness enterprises. |
| | Project: Creating a Cash Flow Budget | |
| | Test | |
| AGRIBUSINESS MARKETING AND SALES | | |
| | Introduction to Marketing | Understand the purpose of marketing. |
| | | Outline the critical questions marketing addresses. |
| | | Describe how agribusiness enterprises use value propositions to differentiate themselves. |
| | | Explain why an enterprise needs a marketing strategy and marketing research. |
| | | Understand the concepts of the 4Ps and 4Cs. |
| | Market Research | Explain how food trends affect the agribusiness industry. |
| | | Identify the areas that affect the success of a new or improved product. |

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| | | Understand the steps in a market research project. |
| | | List the types of research used in a market research project. |
| | | Understand the concepts of primary and secondary research. |
| | | Describe how the results of research can be used to make informed decision in marketing. |
| | | List the qualification that a market research manager should have. |
| | | Understand why marketing is the largest part of the agribusiness industry. |
| | | Explain how marketing research helped make Chobani Yogurt a success. |
| | Project: Researching the Coffee Market | |
| | The Marketing Mix | |
| | | Understand the key variables to be addressed in the marketing mix. |
| | | Plan a new product using the 4 Ps. |
| | | Explain the purpose and value of target marketing. |
| | Project: Developing a Marketing Mix for a New Food Product | |
| | The Sales Process: Finding Customers | |
| | | Explain why it is that only the customer can know what he or she really wants. |
| | | Understand the importance of sales to an agribusiness enterprise. |
| | | Understand the concept of the marketing mix. |
| | | Outline the techniques used to identify potential customers. |
| | | List the reasons why it is important to match the advertising strategy to the media through which the target market prefers to be approached. |
| | | Recognize the connection between the sales success of an agribusiness enterprise and a strong online presence and communication. |
| | | Recognize the connection between sales and marketing. |

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| | | Summarize the qualifications and role of an agribusiness salesperson. |
| | | Explain how a business can succeed or fail based on whether or not it knows what the customer wants. |
| | Project: Identifying Potential Customers | |
| | The Sales Process: Discovering Customer Needs | Describe the steps in the sales process. |
| | | Explain the role of the salesperson in acquiring new business. |
| | | Understand the concept of qualifying a prospect. |
| | | Explain the importance of the AIDA approach in sales. |
| | | Compare the cost of getting new customers to keeping existing customers. |
| | | Understand the skill set necessary for a career in agribusiness sales. |
| | The Sales Process: Making the Sale | |
| | | List the typical steps included in the sales process. |
| | | Understand how the salesperson is closing the sale throughout the sales process. |
| | | Understand how salespeople close a sale. |
| | | Explain the techniques involved in closing a sale. |
| | | Explain the strategies for overcoming objections. |
| | | Describe the attributes of a good negotiator. |
| | | Describe the vital skills needed for negotiating. |
| | | Understand how salespeople develop loyal customers. |
| | | Understand the qualifications required for a career in agribusiness sales and marketing. |
| | Project: Negotiating a Pay Increase | |
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| POLICY AND GOVERNMENT INTERVENTION | | |
| Understanding the Farm Bill | | |
| | | Outline the history of the farm bill. |
| | | Understand the history and development of the food stamp program. |
| | | Understand the components of a farm bill. |
| | | Explain how nutrition and conservation programs work. |
| | | Explain the difficulty passing a farm bill in 2013. |
| | | Understand the basis of the SNAP debate. |
| | | Describe the types of agribusiness jobs available in government and industry affairs. |
| Analyzing the Farm Bill | | |
| | | Understand the major budget allocations in the farm bill. |
| | | Explain the pros and cons of price supports for farmers. |
| | | Outline the value of SNAP, and explain why its budget may be cut in the new farm bill. |
| | | Understand the role of crop insurance in farm bill spending. |
| | | Explain what led to the farm bill's having been split into two bills. |
| | | Understand how becoming part of the political process at the local, state, and national levels can provide the basis for an influential career in agribusiness. |
| Project: Debating Cuts to SNAP | | |
| Conservation and Energy Policies in the Farm Bill | | |
| | | Understand the interplay between carbon dioxide and the greenhouse effect. |
| | | Describe the environmental issues addressed by the farm bill. |
| | | Outline the conservation programs in the farm bill. |

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| | | Explain the benefits of conservation programs to farmers and ranchers. |
| | | Explain how crop insurance can contribute to the undermining of a sustainable environment. |
| | | Understand the effect on farmland of soil erosion and nutrient runoff. |
| | | Explain why farmers cannot participate in the popular programs for which they have applied. |
| | | Describe the energy focus of the farm bill. |
| | | Outline the benefits of energy programs such as REAP. |
| | | Explain why the future of farmers depends on protecting their land and the water upon which they rely. |
| | Project: Analyzing a Farm Bill Conservation or Energy Program | |
| | Our Global Food Supply | |
| | | Recognize the opportunities of an agribusiness career in a global marketplace. |
| | | Understand the scope of U.S. exports and imports of agricultural goods and services. |
| | | Explain the impact of international trade on agribusiness enterprises and consumers. |
| | | Understand how food tastes and preferences change as income increases. |
| | | Describe the impact of the Uruguay Round on agricultural trade. |
| | | Explain the Doha Development Round of the WTO. |
| | | Understand why the U.S. favors tariffs on imported goods. |
| | | Understand why direct payments have been opposed. |
| | Food Security | |
| | | Describe the scope and impact of food insecurity. |
| | | Outline the three factors expected to shape the food security issue. |
| | | Understand the conditions that must be met to ensure food security. |
| | | Outline the trade issues affecting food security. |

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| | | Compare the levels of undernourishment between Northern and Southern Hemisphere countries. |
| | | Understand how the FAO monitors food security. |
| | | Describe the findings and recommendations of the Global Strategic Framework for Food Security and Nutrition. |
| | | Understand how protectionism can negatively affect countries that wish to pursue global markets. |
| | | Explain the steps that can be taken to improve food security worldwide. |
| | Project: Exploring an Agribusiness Job with Global Implications | |
| | Food Safety | |
| | | Describe the common causes of foodborne illness. |
| | | Understand why agribusiness enterprises are motivated to prevent food poisoning incidents. |
| | | Outline the principles underlying the HACCP system. |
| | | Understand the steps food producers and processors are taking to ensure food safety. |
| | | Explain the role of government agencies in regulating food safety. |
| | | Understand the concept of vertical integration. |
| | | Explain what the four major U.S. regulatory agencies do to ensure the safety of food. |
| | | Explain the Canadian dispute over COOL. |
| | | Describe the types of skills and people that governing agencies look to employ to help ensure food safety. |
| | Project: Studying a Foodborne Pathogen | |
| | Test | |
| COURSE PROJECT, REVIEW, AND EXAM | | |
| | Review | |
| | Exam | |