

Agricultural Business and Management

Levels:	Grades 11–12
Units of Credit:	1.00
CIP Code:	01.0111
Core Code:	30-01-00-00-010
Prerequisite:	Any entry-level agriculture class
Skill Test:	# 150

COURSE DESCRIPTION

Students will develop knowledge and skills needed to manage an agricultural business. Instruction includes economic business principles and structures, business enterprise analysis, accounting, taxes, insurance, productivity, financing, capital resources, purchasing, government programs, commodity groups, contracts, estate planning, marketing, selling techniques, and the application of computer technology in agricultural business. The course should be taught as a part of a sequence of courses related to a specific technical area—for example, animal science or plant science.

CORE STANDARDS, OBJECTIVES, AND INDICATORS

STANDARD 1

Students will describe the role of agricultural education in agricultural business and management.

Objective 1: Examine the nature of agricultural education as related to agricultural business and management.

- a. Review program components and expectations of agricultural education, including classroom and laboratory instruction, supervised agricultural experience, and FFA.
- b. Plan individual education and career goals through agricultural education classes.

Objective 2: Investigate the importance of agricultural business and management and the available career opportunities.

- a. Explain the meaning and importance of agricultural business and management.
- b. Identify and describe career opportunities in agricultural business and management.

STANDARD 2

Students will develop personal, leadership, and career skills through FFA participation.

Objective 1: Assess the role of FFA participation in developing personal and leadership skills.

- a. Identify important personal skills and the strategies to use in developing the skills.
- b. Identify important leadership skills and the role of FFA participation in developing the skills.
- c. Use principles of parliamentary procedure to carry out a business meeting.

Objective 2: Assess the role of FFA participation in developing career skills.

- a. List and describe proficiency awards appropriate in agricultural business and management.
- b. List and describe career development events appropriate in agricultural business and management.
- c. Relate the importance of supervised agricultural experience to FFA advancement.
- d. Utilize FFA and supervised agricultural experience participation to gain advanced degrees of FFA membership.

STANDARD 3

Students will explain the maintenance and expansion of supervised agricultural experience (SAE) programs.

Objective 1: Maintain and use SAE records.

- a. Explain how SAE records are maintained from year to year.
- b. Explain how to summarize and analyze SAE records.

Objective 2: Devise long-range plans for expanding SAE programs.

- a. Evaluate the overall quality of a current SAE, and determine how to make it more productive or profitable.
- b. Explain factors that should be considered in expanding an SAE program.
- c. Explain how placement and ownership SAE programs may be expanded.

STANDARD 4

Students will explain economic principles used in establishing and managing agricultural businesses.

Objective 1: Discuss the meaning and importance of economic systems.

- a. Compare and contrast economic systems, including capitalism and socialism.
- b. Identify and explain types of agricultural business ownership in a capitalistic economic system, including sole proprietorship, partnership, and corporation.

Objective 2: Apply principles of entrepreneurship in agricultural business.

- a. Describe the meaning and importance of entrepreneurship.
- b. Discuss the characteristics of entrepreneurship, including opportunity and risk analysis.
- c. Relate the meaning and role of international agricultural business activity in planning and establishing an agricultural business.

STANDARD 5

Students will select appropriate planning and management principles for an agricultural business enterprise.

Objective 1: Compose a business plan for an agricultural business.

- a. Identify the components of a business plan, and explain how to develop each component.
- b. Use the SMART (specific, measurable, attainable, realistic, and timely) format in developing a business plan.

Objective 2: Explain management concepts for an agricultural business.

- a. List and explain management functions in agricultural business.
- b. Discuss the meaning and importance of ethics in agricultural business management.

STANDARD 6

Students will apply financial concepts in agricultural business management.

Objective 1: Use accounting fundamentals to accomplish dependable bookkeeping and fiscal management.

- a. Identify financial concepts associated with production and profit, including depreciation, credit, interest, and fixed and variable costs.
- b. Discuss the time value of money.

Objective 2: Establish and maintain appropriate records for an agricultural business.

- a. Select and implement appropriate record systems, including computer-based systems.
- b. Enter appropriate financial and other record information.
- c. Prepare needed financial reports.
- d. Interpret financial reports to create net-worth, cash-flow, and income statements.

- e. Prepare and use budgets and financial ratios in agricultural business management.
- f. Use financial statements in making agricultural business decisions.

Objective 3: Identify needed tax and other reporting documents.

- a. Explain the meaning and importance of proper reporting of federal and state income tax information.
- b. Discuss the assessment of property taxes, including real and personal property.
- c. Describe the meaning of sales tax, and calculate taxes on sales.

STANDARD 7

Students will identify appropriate legal requirements and explain how to comply with them.

Objective 1: Relate applicable laws for an agricultural business enterprise.

- a. Explain the meaning of agricultural law, and identify relevant agricultural laws and regulations of federal, state, and local governments.
- b. Discuss the meaning and use of deeds, lease agreements, and other documents.
- c. Describe the rights and responsibilities of property owners.
- d. Read and interpret contracts.
- e. Apply employment laws and regulations.

Objective 2: Discuss the role of insurance in an agricultural business.

- a. Explain the meaning and importance of insurance.
- b. Identify insurance appropriate for a particular agricultural business enterprise.

STANDARD 8

Students will apply generally accepted marketing principles to accomplish agricultural business objectives.

Objective 1: Assess marketing practices and alternatives with agricultural products.

- a. Investigate the meaning and methods of marketing agricultural commodities, supplies and services, and products.
- b. Identify and describe functions in the agricultural marketing process.
- c. Explain the role of consumers and buying trends in the marketing process.

Objective 2: Develop a marketing plan for an agricultural business.

- a. Explain the purpose, components, and developmental processes used in preparing marketing plans.
- b. Describe the meaning and importance of market analysis, including competitors, customers, and rules and regulations.
- c. Discuss the meaning and use of market trading, including cash and futures markets, options, and hedging.

Objective 3: Use appropriate promotion methods as related to an agricultural business.

- a. Explain the meaning and importance of promotion.
- b. Describe the meaning, use, and benefits of advertising.
- c. Explain the meaning of personal selling and the importance of customer relations.
- d. Identify strategies in the six-step sales process: preapproach, approach, presentation, handling objections, closing, and follow-up.
- e. Utilize product information in the promotion process, including labels, approved uses, and prices.

STANDARD 9

Students will demonstrate the use of computer applications skills.

Objective 1: Use computer applications in agricultural business management.

- a. Integrate information technology in the agricultural business for decision making and office management.

- b. Perform business operations using database, word-processing, and spreadsheet software.

Objective 2: Investigate computer applications in marketing and product promotion.

- a. Identify advantages and disadvantages of Web sites and other applications.
- b. Investigate the characteristics of an effective Web site and the costs associated with the implementation and maintenance of a Web site.