

Options EHS Agribusiness Systems 2020		Scope and Sequence
Unit	Lesson	Objectives
<b>NATURE AND SCOPE OF THE AGRIBUSINESS SYSTEM AND ITS GLOBAL REACH</b>		
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.

**Unit Lesson****Objectives**

The Global Impact of Agribusiness Systems

Outline the career opportunities available in the industry.

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.

The Demand Curve and Microeconomics

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		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.
		Describe the kinds careers that can be had by those who understand the economics of agriculture, food, and natural resources.

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	Test	
<b>FINANCIAL MANAGEMENT AND BUDGETING</b>		
	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.
	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	

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	Forecasting	<p>Understand the concept of hedging.</p> <p>Explain how uncontrollable forces can affect crop production and commodity prices.</p> <p>Understand the value of forecasting.</p> <p>Recognize the limitations of forecasting.</p> <p>Outline the steps to developing a sound forecast.</p> <p>Describe CCM's approach to forecasting.</p> <p>Understand the various aspects of SWOT analysis.</p>
	Project: Forecasting Lifetime Income	
	Test	
AGRIBUSINESS MARKETING AND SALES		
	Introduction to Marketing	<p>Understand the purpose of marketing.</p> <p>Outline the critical questions marketing addresses.</p> <p>Describe how agribusiness enterprises use value propositions to differentiate themselves.</p> <p>Explain why an enterprise needs a marketing strategy and marketing research.</p> <p>Understand the concepts of the 4Ps and 4Cs.</p>
	Market Research	<p>Explain how food trends affect the agribusiness industry.</p> <p>Identify the areas that affect the success of a new or improved product.</p> <p>Understand the steps in a market research project.</p> <p>List the types of research used in a market research project.</p>

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		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.
		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.

**Unit Lesson**

**Objectives**

Project: Identifying Potential Customers

Test

**COURSE PROJECT, REVIEW, AND EXAM**

Review

Exam