

Options EHS Agribusiness Systems		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.

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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	
<b>BASIC PRINCIPLES OF ECONOMICS IN AGRIBUSINESS</b>		
	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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	Project: Identifying the Impact of U.S. Price Supports	
	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.

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	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.
		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.

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### Unit Lesson

### Objectives

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.

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

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	The Marketing Mix	<p>Understand the key variables to be addressed in the marketing mix.</p> <p>Plan a new product using the 4 Ps.</p> <p>Explain the purpose and value of target marketing.</p>
	Project: Developing a Marketing Mix for a New Food Product	
	The Sales Process: Finding Customers	<p>Explain why it is that only the customer can know what he or she really wants.</p> <p>Understand the importance of sales to an agribusiness enterprise.</p> <p>Understand the concept of the marketing mix.</p> <p>Outline the techniques used to identify potential customers.</p> <p>List the reasons why it is important to match the advertising strategy to the media through which the target market prefers to be approached.</p> <p>Recognize the connection between the sales success of an agribusiness enterprise and a strong online presence and communication.</p> <p>Recognize the connection between sales and marketing.</p> <p>Summarize the qualifications and role of an agribusiness salesperson.</p> <p>Explain how a business can succeed or fail based on whether or not it knows what the customer wants.</p>
	Project: Identifying Potential Customers	
	The Sales Process: Discovering Customer Needs	<p>Describe the steps in the sales process.</p> <p>Explain the role of the salesperson in acquiring new business.</p> <p>Understand the concept of qualifying a prospect.</p>

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		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	
	Test	

**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.



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		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.
		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.

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	Project: Analyzing a Farm Bill Conservation or Energy Program	
	Our Global Food Supply	<p>Recognize the opportunities of an agribusiness career in a global marketplace.</p> <p>Understand the scope of U.S. exports and imports of agricultural goods and services.</p> <p>Explain the impact of international trade on agribusiness enterprises and consumers.</p> <p>Understand how food tastes and preferences change as income increases.</p> <p>Describe the impact of the Uruguay Round on agricultural trade.</p> <p>Explain the Doha Development Round of the WTO.</p> <p>Understand why the U.S. favors tariffs on imported goods.</p> <p>Understand why direct payments have been opposed.</p>
	Food Security	<p>Describe the scope and impact of food insecurity.</p> <p>Outline the three factors expected to shape the food security issue.</p> <p>Understand the conditions that must be met to ensure food security.</p> <p>Outline the trade issues affecting food security.</p> <p>Compare the levels of undernourishment between Northern and Southern Hemisphere countries.</p> <p>Understand how the FAO monitors food security.</p> <p>Describe the findings and recommendations of the Global Strategic Framework for Food Security and Nutrition.</p> <p>Understand how protectionism can negatively affect countries that wish to pursue global markets.</p> <p>Explain the steps that can be taken to improve food security worldwide.</p>
	Project: Exploring an Agribusiness Job with Global Implications	

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	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	
<b>COURSE PROJECT, REVIEW, AND EXAM</b>		
	Review	
	Exam	