

Course Title: Agribusiness Management

Unit: 1	Career Opportunities
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Content Standard(s) and Depth of Knowledge Level(s):	<p>Students will:</p> <ol style="list-style-type: none"> 1. Identify careers in agribusiness management. <ul style="list-style-type: none"> • Identify employer expectations, work habits, and interpersonal skills necessary for careers in agribusiness management.
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Learning Objective(s) and Depth of Knowledge Level(s):	<p>Students will:</p> <ol style="list-style-type: none"> 1. Explain the importance of occupational competencies in gaining employment. 2. Describe the use of task analysis. 3. Describe occupation competency needs in gaining occupational preparation. 4. Describe information sources for job opportunities. 5. Develop a system to evaluate job openings.
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Essential Question(s):	What job qualifications are necessary for a job in agribusiness management?
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Content Knowledge	Suggested Instructional Activities Rigor & Relevance Framework (Quadrant)	Suggested Materials, Equipment and Technology Resources
I. Job Qualifications	Research	Computer Lab

Unit Assessment:	Research projects
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Unit/Course CTSO Activity:	
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Unit/Course Culminating Product:	Research paper
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Course/Program Credential(s): Credential Certificate Postsecondary Degree University Degree
 Other:

Course Title: Agribusiness Management

Unit: 2	Safety
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Content Standard(s) and Depth of Knowledge Level(s):	Students will: 2. Describe occupational safety practices in agribusiness management.
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Learning Objective(s) and Depth of Knowledge Level(s):	Students will: 1. Identify common hazards in the agricultural occupations and the agricultural education laboratories. 2. Define safety terms. 3. Explain methods of accident prevention in agriculture. 4. Explain the importance of an organized and well maintained working environment. 5. Explain the cause and type of accidents most common to agricultural occupations. 6. Recognize the chain of events and speed with which accidents can occur. 7. Describe the procedure to take when an accident occurs. 8. Identify the location, content, and use of Material Safety Data Sheets. 9. Explain the possible liability of employers when customers and employees are injured. 10. Identify safety equipment in the agricultural workplace.
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Essential Question(s):	How can safety affect the day to day operation of an agribusiness?
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Content Knowledge	Suggested Instructional Activities Rigor & Relevance Framework (Quadrant)	Suggested Materials, Equipment and Technology Resources
I. Identify Common Hazards II. Safety Terms III. Accident Prevention IV. Maintaining Working Environment VI. Types of Accidents VII. First Aide VIII. Material Safety Data Sheets	Demonstration Worksheet Lecture Research Group investigation Simulations Demonstration	Lab supplies Teacher designed materials Computer Projector Computer Printer Reference books Teacher designed materials Teaching equipment

Unit Assessment:	Portfolios
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Unit/Course CTSO Activity:	Participate in the FFA Agricultural Communications Proficiency Award.
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Unit/Course Culminating Product:	Portfolios
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Course/Program Credential(s): <input type="checkbox"/> Credential <input type="checkbox"/> Certificate <input type="checkbox"/> Postsecondary Degree <input checked="" type="checkbox"/> University Degree <input type="checkbox"/> Other:
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Course Title: Agribusiness Management

Unit: 3	Principles of Agribusiness and Economics
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<p>Content Standard(s) and Depth of Knowledge Level(s):</p>	<p>Students will:</p> <ol style="list-style-type: none"> 3. Describe agribusiness partnerships and corporations. <ul style="list-style-type: none"> • Describing agribusiness management techniques Examples: planning, organizing, directing, coordinating 4. Describe the law of supply and demand as related to the agricultural industry. <ul style="list-style-type: none"> • Evaluating the effects of monetary, fiscal and international policies on the agricultural industry 5. Describe various techniques for measuring the performance of an agribusiness.
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<p>Learning Objective(s) and Depth of Knowledge Level(s):</p>	<p>Students will:</p> <ol style="list-style-type: none"> 1. Define agribusiness and explain its effect on our society. 2. Identify the success of agribusiness in America. 3. Explain the size and importance of production agriculture. 4. Explain the size and importance of the agribusiness sectors. 5. Understand the resources needed for agricultural businesses. 6. Understand the Law of Supply. 7. Understand the Law of Demand. 8. Understand the relationship between supply and demand. 9. Understand the Law of Diminishing Returns. 10. Understand the Principle of Equimarginal Returns. 11. Understand the relationship between enterprises.
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<p>Essential Question(s):</p>	<p>How do the principles of economics relate to the sales of agricultural products?</p>
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Content Knowledge	Suggested Instructional Activities Rigor & Relevance Framework (Quadrant)	Suggested Materials, Equipment and Technology Resources
I. Supply and Demand	Think-Pair-Share	Handouts

<p>Unit Assessment:</p>	<p>Scenarios</p>
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Unit/Course CTSO Activity:	
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Unit/Course Culminating Product:	Storyboard
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Course/Program Credential(s): <input type="checkbox"/> Credential <input type="checkbox"/> Certificate <input type="checkbox"/> Postsecondary Degree <input checked="" type="checkbox"/> University Degree <input type="checkbox"/> Other:
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Course Title: Agribusiness Management

Unit: 4	Financial Management
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Content Standard(s) and Depth of Knowledge Level(s):	<p>Students will:</p> <ol style="list-style-type: none"> 6. Differentiate among methods of depreciating capital goods. Examples: straight line, sum or year digits 7. Compare types of accounting systems used in agribusiness. 8. Identify sources fro obtaining agribusiness loans. <ul style="list-style-type: none"> • Describing procedures for obtaining agribusiness loans
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Learning Objective(s) and Depth of Knowledge Level(s):	<p>Students will:</p> <ol style="list-style-type: none"> 1. Explain the different types of depreciation. 2. Describe ways to achieve an agribusiness loan. 3. Understand the resources needed for an agricultural business. 4. Under the relationships between enterprises. 5. Understand the relationship between supply and demand.
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Essential Question(s):	Why are management skills important to run an agribusiness?
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Content Knowledge	Suggested Instructional Activities Rigor & Relevance Framework (Quadrant)	Suggested Materials, Equipment and Technology Resources
I. Depreciation	10+2	Reference books

Unit Assessment:	Written test, project
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Unit/Course CTSO Activity:	
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Unit/Course Culminating Product:	Develop a management plan.
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Course/Program Credential(s): Credential Certificate Postsecondary Degree University Degree
 Other:

Course Title: Agribusiness Management

Unit: 5	Marketing Agricultural Products
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Content Standard(s) and Depth of Knowledge Level(s):	<p>Students will:</p> <ol style="list-style-type: none"> 9. Compare various market venues for agricultural products. 10. Explain ways the law of comparative advantage affects the agribusiness industry. 11. Identify ways technology is used in agribusiness marketing. <p>Examples: Web sites, mass e-mail, Web page advertising</p>
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Learning Objective(s) and Depth of Knowledge Level(s):	<p>Students will:</p> <ol style="list-style-type: none"> 1. Define the purpose for developing a marketing plan. 2. Identify the process of developing a marketing plan. 3. Explain the essential elements of a marketing program. 4. Identify the function of advertising. 5. Identify methods to communicate in advertising. 6. Understand the essential components of a quality advertisement. 7. Understand how the cash and futures market works.
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Essential Question(s):	What markets are available to sale agricultural products?
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Content Knowledge	Suggested Instructional Activities Rigor & Relevance Framework (Quadrant)	Suggested Materials, Equipment and Technology Resources
I. Futures Market	Group investigation	Computer lab

Unit Assessment:	Learning Logs
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Unit/Course CTSO Activity:	
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Unit/Course Culminating Product:	Learning Logs
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Course/Program Credential(s): Credential Certificate Postsecondary Degree University Degree
 Other:

Course Title: Agribusiness Management

Unit: 6	Business Regulations and Compliance
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Content Standard(s) and Depth of Knowledge Level(s):	<p>Students will:</p> <ol style="list-style-type: none"> 12. Explain the impact of government policies and regulations on agribusiness management decisions. <ul style="list-style-type: none"> • Examining benefits of participating in government programs that supplement agricultural production
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Learning Objective(s) and Depth of Knowledge Level(s):	<p>Students will:</p> <ol style="list-style-type: none"> 1. Describe six types of economic systems. 2. Identify the characteristics of the American economy. 3. Identify the specialization of agricultural economics. 4. Identify the basic principles of good management organization. 5. Explain the role of government in an agricultural operation.
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Essential Question(s):	Why is it important to understand the regulations that control agribusinesses?
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Content Knowledge	Suggested Instructional Activities Rigor & Relevance Framework (Quadrant)	Suggested Materials, Equipment and Technology Resources
I. Economic Systems II. American Economy III. Agricultural Economics IV. Organization of Management VI. Government Regulations	10+2 discussion Research report PowerPoint Presentation Lecture Position paper Lead questions	Computer Printer Projector Textbook

Unit Assessment:	Oral presentation, written test
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Unit/Course CTSO Activity:	Apply for the American FFA Degree.
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**Unit/Course
Culminating
Product:**

Develop a computer presentation.

Course/Program Credential(s): Credential Certificate Postsecondary Degree University Degree
 Other:

Course Title: Agribusiness Management

Unit: 7	Entrepreneurship
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Content Standard(s) and Depth of Knowledge Level(s):	<p>Students will:</p> <p>13. Explain strategies for marketing agricultural products and services.</p> <p>14. Design an agribusiness entrepreneurial plan, including management and marketing strategies.</p>
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Learning Objective(s) and Depth of Knowledge Level(s):	<p>Students will:</p> <ol style="list-style-type: none"> 1. Identify the considerations of purchasing a business. 2. Describe the importance of supply and demand. 3. Explain the usefulness of marketing research and strategies. 4. Identify the importance of location and facilities. 5. Describe the costs associated with running a business. 6. Identify methods of pricing goods and services. 7. Identify ways to improve customer relations.
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Essential Question(s):	What things must be considered before starting an agribusiness?
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Content Knowledge	Suggested Instructional Activities Rigor & Relevance Framework (Quadrant)	Suggested Materials, Equipment and Technology Resources
I. Purchasing a Business II. Supply and Demand III. Marketing Research IV. Location and Facilities V. Costs of Running a Business VI. Pricing Goods and Services VII. Improving Customer Relations	Cooperative learning Research Worksheets Group investigation Buzz sessions	Teacher designed material Computer Printer Textbooks Reference books Handouts

Unit Assessment:	Management plan, written test
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Unit/Course CTSO Activity:	Participate in the FFA Entrepreneurship Proficiency Award.
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Unit/Course Culminating Product:	Develop a management plan.
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Course/Program Credential(s): <input type="checkbox"/> Credential <input type="checkbox"/> Certificate <input type="checkbox"/> Postsecondary Degree <input checked="" type="checkbox"/> University Degree <input type="checkbox"/> Other:
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