

AGRIBUSINESS & ENTREPRENEURSHIP | Course Syllabus

GRADE LEVEL

11 – 12

PERIODS PER WEEK

5 or Block Scheduling

COURSE LENGTH

1 School Year

CREDIT(S)

1 (single period format – ½ class for content/ ½ class for application)

2 (double period format – 1 period for content/1 period for application)

Course Description

Small business is the backbone of the American economy. Agribusiness & Entrepreneurship is the core class for the Agribusiness Pathway. Financial success in business operations often depends upon the managerial skills of the individual owner/operator. Agribusiness and Entrepreneurship is designed to give students a background in the decision-making process and day-to-day financial management skills required to effectively operate a business. Through exploring business types, economics, marketing, and business planning management, students will be introduced to business communications, along with ethics & social responsibility. Students will begin to develop a business plan where they will learn about financing, recordkeeping, accounting, staffing, taxes and government regulations (all necessary for the protection of their businesses). Students then move into marketing, investigating how to persuade others to buy their products and services and learning how to manage an existing business.

Careers in Agribusiness & Entrepreneurship

- Agribusiness manager
- Grain buyer
- Equipment sales
- Farm labor contractor
- Agricultural journalist
- Stock Broker
- Data Analyst
- Loan officer

Employers in Agribusiness & Entrepreneurship

- Self-owned business
- Private Industry
- Publicly Traded Agricultural Companies
- Agricultural Consulting Agencies

Colleges and Universities with Agribusiness & Entrepreneurship Majors/ Minors/ and Certifications

- University of Wisconsin – Madison
- Purdue University
- Cornell University
- Kansas State University
- Texas A&M University
- Ohio State University
- University of Florida
- University of Illinois at Urbana – Champaign

GOALS

- To engage students in financial learning, discovery, and problem solving with innovative creativity.
- To provide students with advanced business knowledge and skills necessary to function as an effective leader, manager, or team member.
- To enable students to develop their abilities to analyze, evaluate, and synthesize information.
- To provide opportunities for students to engage in the discovery and understanding of agriculture business & entrepreneurship knowledge that are both thought provoking and relevant.
- To engage students in project-based learning relevant to the study and understanding of agribusiness.
- To engender an awareness of open-minded evaluation of different opinions.

OBJECTIVES

- Students will be able to demonstrate both an understanding of, and ability to apply:
 - Business facts and concepts used in the agriculture industry from production to retail
 - Investigative methods and techniques used to start a business
 - Adaptations to emerging changes in technology, economics, societal influences, and communication that have a dramatic impact on the agribusiness/entrepreneurship industry
 - The whole business cycle, from production to pricing to policy
 - Current economic issues that affect our society

TOPICS OF INSTRUCTION

Intro to Agribusiness

- Careers in Agribusiness
- Types of Businesses & Business Ownership
- What is an Entrepreneur?
- Agricultural Commodities in the United States
- Trends in Consumer Preference
- Government Agencies and Private Organizations in the Agriculture, Food, and Natural Resources Industry
- Agriculture's Impact on the World Economy
- World Food Supply

Business Environment

- Introduction to Business & Economics
- Economic Activity
- Business Law and Ethics
- Business in the Free Enterprise
- Business in a Global Economy

Business Management

- Entrepreneurship
- Business Organization, management, and Leadership
- Production of Goods
- Human Resources Management

Marketing

- Marketing
- Product, Price, and Place
- Promotions
- Selling

Business Finance

- Risk Management
- Money and Banking
- Credit
- Financial Management
- Writing Business Plans

Personal Finance

- Income and Taxes
- Personal Banking and Investments
- Insurance

Managing Your Career

- Career Planning
- Writing for Employment
- Digital Citizenship

INSTRUCTIONAL METHODS

- Specialized Learning
 - Differentiated Learning
 - Cooperative Learning
 - Inquiry Based Learning
 - Experiential Learning
- Project Based/Cross-curricular Activities
 - Community Economics Newsletter
 - Food Deserts
 - Farmstand Operation
 - Agriculture Tourism
 - Marketing/Packaging Design
 - Stock Investment
- Class Discussion
- Cooperative Conflict
- Field Trips
- Resource Speakers

Supplemental Material

- Entrepreneurship *2nd Edition*
[Brenda Clark](#) (Author), [Judy Commers](#) (Author)
- © Junior Achievement of Southwest New England 2016[®]
- Farm Management
- IRS Supplemental Teaching Materials
- ThinkCERCA
Personalized computer literacy curriculum and platform empowers teachers to grow students' critical thinking skills, while increasing literacy.
- <https://www.teachingchannel.org/videos/differentiating-instruction>
- Differentiating Learning – Differentiating the Process PP - Pepper Skodack
- World Food Prize Youth Institute – Global Challenge