

**Elizabethtown Area School District
Scope & Sequence - Quick Reference**



Department: Agriculture Education

Course: Intro to Ag Business Fundamentals

Grade Level(s): 11-12th Grade

<i>Unit Title</i>	<i>General Topic(s)</i>	<i>Pacing</i>
1. Intro To Agribusiness	<ul style="list-style-type: none"> ● Agriculture - Farm to Fork ● Agribusiness - The Big Picture ● Agribusiness in our daily lives ● Development/History of Agribusiness ● Success of American Agribusiness 	2 Weeks
2. Agricultural Economics	<ul style="list-style-type: none"> ● Supply and Demand ● Scarcity ● Wants vs Needs ● Agricultural Resources ● Agricultural Economic Systems <ul style="list-style-type: none"> ○ Traditional ○ Capitalism ○ Socialism ○ Fascism ○ Communism ○ Mixed Economy ● Role of the Government <ul style="list-style-type: none"> ○ Competition ○ Economic Freedom ○ Political Influences ● American Economy <ul style="list-style-type: none"> ○ Free Enterprise ○ Private Property ● Macro vs Micro Economics 	5 Weeks

3. Size and Importance of Agribusiness	<ul style="list-style-type: none"> ● Agriculture Production in the U.S. ● Efficiency of Ag Production ● Inputs vs Outputs in Agriculture ● Agriservices ● Agriculture's Role in Foreign Trade 	1 Week
4. Starting and Running an Agribusiness	<ul style="list-style-type: none"> ● What is an entrepreneur? ● Challenges of an Agribusiness ● Why Agribusinesses Fail ● Agribusiness/Marketing Plan ● Goal Setting/Problem Solving 	3 Weeks
5. Types of Agribusiness	<ul style="list-style-type: none"> ● Proprietorships ● Partnerships ● Corporations ● LLC's ● Cooperatives ● Franchises ● Record Keeping 	2 Weeks
6. Agricultural Marketing	<ul style="list-style-type: none"> ● Selling vs Marketing ● Marketing Plans ● Commodity Marketing ● Advertising ● Commodity and Promotion Boards ● Futures <ul style="list-style-type: none"> ○ Exchanges ○ Hedging ○ Speculating 	2 Weeks
7. FFA Career Development Events	<ul style="list-style-type: none"> ● Ag Market Plan ● Ag Sales ● Farm Business Management 	3 Weeks
8.	<ul style="list-style-type: none"> ● 	1 ½ Weeks
9.	<ul style="list-style-type: none"> ● 	½ Week