



School District of Marshfield Course Syllabus

Course Name: Agribusiness Management

Grade(s): 10-12

Length of Course: Semester

Credit: 1/2 Credit

Program Goal:

The School District of Marshfield Agriculture Education Program will provide learners the opportunity to explore and develop interests in various areas of agriculture while preparing young adults for their next steps in life. Whether it is pursuing a postsecondary education or entering the world of work, Marshfield's agriculture program offers diverse experiences for all students in agriculture, horticulture and natural resources. Marshfield's agriculture program will provide valuable learning experiences for all learners whether they want to learn more about the importance of agriculture on society, have a hobby related to agriculture or are preparing for an agriculture related career.

Course Description:

Gain personal management and leadership skills essential for a future in the world of business. Learn about the types of businesses and the advantages and disadvantages of each. Study methods for determining profitability, net worth and inventory values. Explore the many aspects of entrepreneurship, employability skills and marketing agricultural products and services. Lab

activities will include utilizing agribusiness accounting software, inventories, taxes, commodity marketing and management simulations.

Wisconsin Standards for Agriculture, Food and Natural Resources (AFNR)	
Agriculture Business Standards (ABS)	
ABS1: Students will use economic principles to establish and manage an AFNR enterprise.	
Apply principles of capitalism in the business environment. ABS1.a	1.a.3.h: Differentiate types of ownership and outline the structure of AFNR businesses in a capitalistic economic system. 1.a.4.h: Execute supply-and- demand principles in AFNR businesses.
Apply principles of entrepreneurship in businesses. ABS1.b	1.b.3.h: Demonstrate entrepreneurship, including idea generation, opportunity analysis and risk assessment.
ABS2: Students will use appropriate management planning principles in AFNR business enterprise.	
Apply appropriate management skills to organize a business. ABS2.c	2.c.4.h: Identify management types in AFNR businesses. 2.c.5.h: Implement management approaches to assure efficiency and profitability.
ABS3: Students will use record keeping to accomplish AFNR business objectives while complying with laws and regulations.	
Prepare and maintain all files needed to accomplish effective record keeping. ABS3.a	3.a.3.h: Analyze records to improve efficiency and profitability of an AFNR business. 3.a.4.h: Apply management information systems in AFNR business financial analysis.
Implement appropriate inventory management practices. ABS3.b	3.b.3.h: Use computer technology in inventory management and reporting, including spreadsheets, databases, word processing, networked systems and the Internet.
ABS4: Students will apply generally accepted accounting principles and skills to manage cash budgets, credit budgets and credit for AFNR businesses.	
Use accounting fundamentals to accomplish dependable bookkeeping and fiscal management. ABS4.a	4.a.5.h: Manage assets, including credit, for agribusiness goal achievement. 4.a.6.h: Manage resources to minimize liabilities and maximize profit. 4.a.8.h: Evaluate characteristics of lines of credit, loan terms and alternatives in sources of capital. 4.a.9.h: Analyze reporting requirements for income, property and employment taxes associated with small AFNR businesses.
ABS5: Students will access accomplishment of goals and objectives by an AFNR business.	
Maintain and interpret financial information (i.e., income statements, balance sheets, inventory, purchase orders, accounts receivable and cash-flow analyses) for businesses.	5.a.7.h: Maintain accounting information needed to prepare an income statement, balance sheet and cash-flow analysis for an AFNR business. 5.a.8.h: Interpret financial information for an AFNR business to determine profitability, net worth position,

ABS5.a	<p>financial ratios, performance measures and ability to meet cash-flow requirements.</p> <p>5.a.9.h: Maintain accounting information needed to prepare an income statement, balance sheet and cash-flow analysis for an AFNR business.</p> <p>5.a.10.h: Interpret financial information for an AFNR business to determine profitability, net worth position, financial ratios, performance measures and ability to meet cash-flow requirements.</p> <p>5.a.13.h: Summarize financial data for use in preparing various business financial statements.</p> <p>5.a.14.h: Interpret and evaluate financial statements, including income statements, balance sheets and cash-flow analyses.</p>
ABS6: Students will use industry-accepted marketing principles to accomplish AFNR business objectives.	
<p>Conduct appropriate market and marketing research. ABS6.a</p>	<p>6.a.5.h: Apply benefit/cost analysis to marketing in AFNR businesses.</p> <p>6.a.6.h: Implement and evaluate marketing strategies with agricultural commodities, products and services.</p> <p>6.a.7.h: Assess the presence of marketing infrastructure for agricultural commodities.</p> <p>6.a.9.h: Evaluate alternative marketing strategies, such as value-adding, branding and niche marketing and propose and implement.</p>
<p>Develop a marketing plan. ABS6.b</p>	<p>6.b.3.h: Perform a marketing analysis, including evaluation of the competitors, customers, international and domestic policy environment, regulations and rules, standards and AFNR business resources.</p>
<p>Develop strategies for marketing plan implementation. ABS6.c</p>	<p>6.c.3.h: Determine marketing strategies that are most likely to be effective in an AFNR business.</p> <p>6.c.4.h: Revise marketing strategies based on monitoring and measurement information for target customer base.</p>
ABS7: Students will create a production system plan.	
<p>Prepare a step-by-step production plan that identifies needed resources. ABS7.a</p>	<p>7.a.3.h: Identify and assess alternative production systems and ways products can be produced.</p>
<p>Develop a production and operational plan. ABS7.b</p>	<p>7.b.5.h: Develop and implement a product supply and distribution plan that meets the goals and objectives of an AFNR business.</p> <p>7.b.6.h: Examine legal and industry requirements for a production facility.</p> <p>7.b.7.h: Develop a production facility plan that includes building, equipment, personnel, utilities and logistics components.</p>

<p>Use appropriate techniques to determine the most likely strengths, weaknesses and inconsistencies in a business plan and relate these to risk management strategies. ABS7.c</p>	<p>7.c.2.h: Describe approaches to use in revising a business plan for improved consistency and realism.</p>
<p>Manage risk and uncertainty. ABS7.d</p>	<p>7.d.3.h: Describe alternative approaches to reducing risk, including the use of insurance for product liability, property, production or income loss and for personnel life and health. 7.d.4.h: Prepare a comprehensive risk management and contingency plan for an AFNR business.</p>
<p>Wisconsin Common Career Technical Standards (WCCTS)</p>	
<p>Creativity, Critical Thinking, Communication and Collaboration (4C)</p>	
<p>4C3: Students will communicate and collaborate with others to accomplish tasks and develop solutions to problems and opportunities.</p>	
<p>Work collaboratively with others. 4C3.b</p>	<p>3.b.9.h: Incorporate the use of technology to productively plan, implement and evaluate a solution, process or procedure.</p>
<p>Career Development (CD)</p>	
<p>CD1: Students will consider, analyze and apply an awareness of self, identity and culture to identify skills and talents.</p>	
<p>Identify person strengths, aptitudes and passions. CD1.a</p>	<p>1.a.3.h: Evaluate various occupations and career pathways to identify personal, academic and career goals based on personal strengths, aptitudes and passions.</p>
<p>CD2: Students will identify the connection between educational achievement and work opportunities in order to reach personal and career goals.</p>	
<p>Assess attitudes and skills that contribute to successful learning in school and across the life span. CD2.b</p>	<p>2.b.9.h: Analyze local and regional labor market and job growth information to select a career pathway for potential advancement.</p>
<p>CD3: Students will create and manage a flexible and responsive individualized learning plan to meet their career goals.</p>	
<p>Investigate the world of work in order to gain knowledge of self in order to make informed career decisions. CD3.a</p>	<p>3.a.11.h: Apply academic and employment readiness skills in work-based learning situations such as internships, shadowing and/or mentoring experiences.</p>
<p>CD4: Students will identify and apply employability skills.</p>	
<p>Demonstrate skills related to seeking and applying for employment to find and obtain a desired job. CD4.b</p>	<p>4.b.5.h: Use multiple resources to locate job opportunities. 4.b.6.h: Prepare a resume, cover letter, employment application. 4.b.7.h: Employ critical thinking and decision-making skills to exhibit qualifications to a potential employer in an interview.</p>

<p>Identify and exhibit traits for retaining employment. CD4.c</p>	<p>4.c.5.h: Maintain appropriate dress and behavior for the job to contribute to a safe and effective workplace/ jobsite. 4.c.6.h: Complete required employment forms and documentation. 4.c.7.h: Summarize key activities necessary to retain a job in an industry.</p>
<p>Develop positive relationships with others. CD4.d</p>	<p>4.d.5.h: Participate in co-curricular and community activities to enhance the school experience.</p>
<p>Environment, Health and Safety (EHS)</p>	
<p>EHS1: Students will identify the importance and interrelationships of health, safety and environmental systems and evaluate the impacts of these systems on organizational performance for continuous improvement.</p>	
<p>Implement personal and jobsite safety rules and regulations to maintain and improve safe and healthful working conditions and environments. EHS1.d</p>	<p>1.d.9.h: Describe employee rights and responsibilities to maintain workplace health and safety, including compliance with rules and laws.</p>
<p>Leadership (LE)</p>	
<p>LE1: Students will apply leadership skills in real-world, family, community and business and industry applications.</p>	
<p>Implement leadership skills to accomplish team goals and objectives. LE1.a</p>	<p>1.a.10.h: Exhibit skills such as compassion, service, listening, coaching, developing others, team development. 1.a.12.h: Exhibit skills such as innovation, intuition, adaptation, life-long learning and coach-ability to develop leadership potential over time. 1.a.14.h: Apply parliamentary procedure to an appropriate situation.</p>
<p>Employ teamwork skills to achieve collective goals and use team members/ talents effectively. LE1.b</p>	<p>1.b.10.h: Demonstrate the ability to negotiate and adapt effectively to changes in projects and work activities to meet timelines.</p>
<p>Identify the role of community service and service learning in family, community and business and industry. LE1.c</p>	<p>1.c.7.h: Plan a community service event, participate in the event and evaluate its impact. 1.c.8.h: Plan and participate in activities that rate skills necessary to be a successful leader and citizen. 1.c.11.h: Participate in the development of a program of work/strategic plan and work to implement the organization's goals.</p>

Key Vocabulary:			
Non-current assets	Entrepreneurship	Fixed expense	Variable expense
Forward contract	Futures	Put option	Call option
Commodity exchange	Long hedge	Short hedge	Traders
Speculators	Broker	Hedgers	Premium
Commission	Fundamental analysis	Technical analysis	Bullish market
Bearish market	Beginning inventory	Ending inventory	Cash sales
Current asset liabilities	Gross National Product	Non-current liabilities	Depreciation
Net worth	Collateral	Interest	Principle
Market value	Fiscal year	Income statement	Capital
Expenditure	Equity	Variable cost	Resume
Cover letter	Proficiency awards		

Topics/Content Outline- Units and Themes:

Content Outline:

- Orientation
- Transition to Work Skills
 - Selecting a Career and Finding a Job
 - Getting the Job
 - Resume
 - Job Application
 - Cover Letter
 - Interviewing
 - Employability Skill and Keeping the Job
 - Leadership through Financial Management and Security
- Agribusiness in Wisconsin
 - What is Agribusiness
 - Importance of Agribusiness to Wisconsin
 - Importance of Agribusiness to U.S.
 - International Trade (Farm and Ranch Business Management)
- Commodity Marketing
 - Marketing Basics
 - Fundamental Analysis
 - Technical Analysis
 - Using Futures
 - Option Terms
 - Option Strategies
 - Marketing Math
 - Marketing How-to
- Agricultural Record Keeping

- Financial Records – State FFA Proficiencies/ State Degrees
- Cooperatives in Agriculture
 - Growmark Essay
- Agribusiness, Decision and Dollars
 - Developing Personal Life Skills
 - Inventory
 - Balance Sheet
 - Income Statement
 - Statement of Cash Flow
 - Statement of Owners Equity
 - Analyzing Financial Performance
 - Planning and Decision Making
 - Business Borrowing/Investing
 - Taxes
 - Management Information System

Primary Resource(s):
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