

Course Title:	Agribusiness & Marketing
Grade(s):	11th/12th

Course Description
This advanced-level course is designed to enhance the agribusiness knowledge and skills needed in such areas as: economic principles, budgeting and record keeping for personal and business finances, money management, and risk management. It also involves the use of cash flow and enterprise analysis to understand the use of labor, capital, and marketing strategies, as well as investment possibilities, insurance, loans, and credit. An awareness and understanding will lead to the application of agriculture marketing and sales and business plan development. Event planning and agriculture tourism are integrated as subsets of this course.
Approved Curricular Materials/Textbook(s)
Next Generation Personal Finance Curriculum CASE (Curriculum for Agricultural Education) Agricultural Business Foundations

Unit Title	Unit Description (Include Unit Objectives)	Unit Pacing
Unit 1: Introduction to Agribusiness	This unit is designed to give students an overview of the agribusiness industry and explain the purpose of studying business within the agricultural industry. Students will: • Define agribusiness and its various sectors. • Diagram supply chains for specific agricultural products. • Determine the difference between wants and needs. • Explain the difference between a product and a service. • Identify the types of organizational structure a business uses. • Diagram the steps in the supply chain that bring products and services to consumers.	2 weeks

Unit 2: Local Agribusiness	This unit will discuss local agricultural businesses and how the Connecticut agribusiness industry is composed of a wide array of business structures. Students will: • Research and develop an inventory of top CT agricultural products using CT Department of Ag statistics. • Inventory local agribusinesses in your town/area that currently exist and record their services/products sold. • Identify the top agricultural products produced in Connecticut. • Explain how Connecticut agribusinesses evolved to meet consumer needs/wants.	1 week
Unit 3: Career	This unit will focus on career opportunities and employability skills. Students will: • Participate in a career exploration survey. • Explore different career pathways based on their skills and interest levels. • Differentiate between hard skills and soft skills. • Recognize how different careers can be connected by similar skill sets. • Participate in a mock interview. • Develop a professional resume & cover letter.	2 weeks
Unit 4: Paying for College/Post Secondary	This unit will allow students to explore how to fund post-secondary education or career plan options. Students will develop an understanding of the costs associated with different career paths and how funds can be used to pay for these options. Students will: • Discuss what factors are important when considering whether or not to attend college. • Analyze the opportunity cost of going to college when compared to entering the workforce. • Identify the most common costs associated with attending college. • Explain the difference between a college's sticker price and net price. • Compare the net price of different colleges. • Explain the role the FAFSA plays in the financial aid process.	2 weeks

	• Understand the importance of submitting the FAFSA. • Read a Student Aid Report (SAR) and understand the role of their Expected Family Contribution (EFC) in paying for college. • Explain why scholarships and grants should be prioritized when looking for and accepting financial aid. • Explain the difference between scholarships and grants. • Find scholarships and grants that they are eligible for. • Explain what it means to be a responsible borrower. • Analyze different types of federal student loans. • Compare federal and private student loans. • Analyze hypothetical and personal scenarios involving college and career decisions that impact their ability to pay for college. • Discuss common mistakes made in repaying student loans. • Explain the difference between the types of repayment plans. • Identify sources of assistance if they need help with student loan repayment. • Analyze different scenarios and choose the best repayment option.	
Unit 5: Starting a Business: Business Plans	In this unit, students will be introduced to the structure of a business plan and how it can be used to organize the development of a business. Students will: • Identify how entrepreneurs identify opportunities for new businesses. • Define the purpose of a business plan. • Explain what the components of a business plan are. • Start a business plan by describing a planned business.	1 week
Unit 6: Competition	In this unit, students will learn about how to analyze different forms of competition and perform a competitive analysis using their own business being developed. Students will: • Determine the complementary and competitive products or services that pose risk for a business. • Develop a competitive analysis for the business plan. • Define the difference between competitive and complementary products. • Perform a SWOT analysis on various businesses.	1 week

	• Determine the difference between direct and indirect competition.	
Unit 7: Marketing	This unit explores the various methods of marketing to consumers and the advertising media used. Students will explore marketing techniques, behavioral economics, and will work on developing a marketing plan for their own businesses. Students will: • Conduct market research and analyze data collected from a survey to discover a product or service to offer related to an agribusiness of interest. • Reflect on their personal values and how they can influence their financial decisions. • Explore how values differ from person to person. • Define the 4 P's of Marketing. • Identify different forms of marketing media and how they reach consumers. • Explore how digital marketing is used to reach consumers. • Develop a marketing plan.	2 weeks
Unit 8: Financials	In this unit, students will learn about financials used to track business records. Students will start with understanding basic financial vocabulary by tracking incomes and expenses and categorizing them. Students will learn about how balance sheets and income statements are used to assess the financial health of a business. Students will: • Identify income and expenses from raw enterprise records. • Classify typical business expenses as fixed, variable, or noncurrent asset purchase. • Calculate interest for business scenarios. • Calculate depreciation using a straight-line method. • Calculate and analyze net income and return on assets for business scenarios. • Calculate breakeven and use it to analyze the feasibility of an enterprise. • Categorize sample balance sheet entries as current or noncurrent assets or liabilities.	2 weeks

	• Compare the net worth for two businesses. • Calculate solvency and liquidity for two businesses. • Analyze the financial health of two business operations and summarize their position. • Complete an income statement for the business example. • Develop a balance sheet and a budget for the business plan.	
Unit 9: Personal Finance- Banking & Savings	This unit explores how banking systems are used in both checking and savings accounts. Students will come away understanding the difference between different accounts and why to use each one. Students will: • Explain what a checking account is used for. • Understand the variety of ways they can deposit and withdraw funds from their checking account. • Explain the pros and cons of opening a checking account at a credit union. • Understand what the various components of a bank statement mean to interpret where the money goes. • Explain the difference between a checking and a savings account. • Compare different savings vehicles, such as a savings account, CD, and money market account. • Identify important criteria to consider when selecting a savings account. • Identify various rules of thumb and strategies to save money. • Brainstorm short, medium, and long-term savings goals. • Explain what an emergency fund is for and how much to save up. • Identify everyday obstacles Americans experience when trying to save money. • Recognize the impact of inflation on savings. • Experience simulated challenges of living paycheck to paycheck. • List the advantages of online and mobile banking versus traditional banking. • Explain what online bill pay is and how recurring payments work. • Enumerate the benefits of direct deposit for their paychecks. • Compare and contrast various peer-to-peer payment apps. • Explain how to bank safely online. • Explore the pros and cons of a cashless society.	1 week

Unit 10: Personal Finance- Credit	In this unit, students will learn more about credit and how it can be used and maintained. Students will: • Identify the major types of credit and their characteristics. • Understand the three basic components of lines of credit: principal, interest rate, and term. • Define net worth and how it is calculated. • Enumerate the differences between debit, prepaid debit, and credit cards. • Identify at least 3 ways a young adult can gain access to a credit card, even before they are 21. • Read a Schumer Box. • Explain why a person may need or want to use credit. • Explain how a credit card works in terms of making purchases and managing payments. • Understand how interest is charged and how to avoid or minimize it. • Interpret data to understand what types of debt the average American household has. • Differentiate between amortized installment loans and revolving credit lines. • Read an amortization table and understand how the payments are structured. • Describe how Buy Now, Pay Later plans work. • Observe how interest-bearing credit accounts impact a person's ability to manage debt. • Critique the actions of someone who found themselves in problematic debt. • Assess multiple strategies to reduce or eliminate debt. • Compare when late payments become troublesome and the potential consequences for late payments of different types of debt. • Analyze how often credit reports are used. • Summarize the content and purpose of a credit report. • Analyze a credit report. • Explain how to address errors on a credit report. • Compare the percentage of people in different credit score bands. • Explain what a credit score is and how one is calculated.	1 week
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	- Analyze the different methods available to view their credit score. - Critique different credit score scenarios and formulate a plan on how to improve credit scores.	
Unit 11: Personal Finance- Insurance, Benefits, & Taxes	This unit discusses insurance, benefits, and taxes, and what choices an individual has when these options are given. Students will have a chance to work through tax documents, benefit options, and tax forms to practice. Students will: - Illustrate how everyone risks financial loss and how insurance shares that risk. - Identify factors that impact insurance premiums and the relationship between premiums, deductibles, and coverage limits. - Explain how the insurance industry uses risk pooling and math to provide insurance coverage and make a profit. - Explain a deductible, out-of-pocket expenses, and what insurance will pay for in different situations. - List factors that determine auto insurance premiums. - Describe the main types of auto insurance policies and compare state requirements. - Choose an appropriate level of car insurance coverage. - Understand the importance of having health insurance. - Identify the various costs affiliated with having health insurance. - Explain how health insurance works and the different types of plans available to them. - Explore steps they can take to lower their medical costs.	2 weeks
Unit 12: Personal Finance- Investing	In this unit, students will be introduced to methods of investing and long-term wealth development. Students will: - Define investing and distinguish it from saving and trading. - Identify reasons for investing, including outpacing inflation. - Analyze how compounding builds wealth over time. - Experience making a variety of investment decisions through an interactive simulation.	1 week

	• Explain what stocks are and how they can make money from investing in them. • Identify ways to minimize risk when investing in stocks. • Read a stock quote and evaluate a stock's performance over time. • Understand what a stock split is and how it impacts investors who own that stock. • Identify strategies recommended for a beginner investor and explain why these strategies may be beneficial. • Explore their own risk tolerance through a worksheet. • Experience making a variety of investment decisions through an interactive simulation. • Understand what a brokerage account is and how to open one.	
Unit 13: Personal Finance- Budgeting	This unit will expand upon budgeting experiences students have gained throughout the agriscience program to develop a more in-depth understanding of how to save and allocate money. Students will: • Describe the purpose of a budget. • Classify expenses as needs and wants. • Explain the difference between gross pay and net pay. • Create a budget on a salaried adult's income and adjust it as required. • Research and choose appropriate budgeting apps to meet specific needs. • List the different categories of expenses. • Explain how four different budgeting strategies work. • Weigh the pros and cons of each budgeting strategy.	2 weeks