

Course Title: 874 - Agricultural Business & Marketing

Board Approval Date: November 17, 2020

Credit / Hours: 1.0 Credit / 126 hrs.

Course Description:

This course includes an extensive study in agriculture/small business financial principles including marketing, agriculture business structure, advanced record keeping, computer business analysis, and basic taxes. Career development including workplace skills will be discussed. Students completing the Agriculture General, Applied Horticulture, and Agriculture Mechanization Programs would benefit from this course. This course counts for the Ag General CIP code 1.0000, Ag Mechanics CIP code 1.0201, and Horticulture CIP code 1.0601 scope and sequences.

Learning Activities / Modes of Assessment:

Unit Projects

Quizzes

Tests

Business Analysis

Marketing Analysis

Technology

Group Projects

Written Business Plan(s)

Marketing Presentation(s)

Instructional Resources:

Curriculum for Agricultural Science Education (CASE) National Curriculum: Agricultural Business Foundations (ABF) *A. Barzydlo certified July 2019

Textbook: Agribusiness Decisions and Dollars: 2nd Edition (Elliot)

Online Resources

National FFA Agricultural Sales Career Development Event Materials

National FFA Farm & Agribusiness Management Career Development Event Materials

National FFA Marketing Plan Career Development Event Materials

Community Network for business examples

Curriculum: Agriculture General CIP 1.0000, Agricultural Mechanics CIP 1.0201, Horticulture CIP 1.0601

Course: 874 - Agricultural Business & Marketing

Task # Reference Across Multiple CIP Codes

Agriculture General CIP 1.0000

Agricultural Mechanics 1.0201

Horticulture CIP 1.0601

Know/Task:

Understand:

Do:

Know/Task:	Understand:	Do:
<u>Agriculture General CIP 1.0000</u>	Products and services are developed to meet consumer needs	List consumed need and want items and identify source(s) for each
501 - Accurate Program Plans & Records	Farms and ranches are businesses and must be managed in an organized, intentional manner	Implement an organizational system to file course documents
502 - Analyze Records		Classify businesses according to five common business structures used in agriculture
503 - Create SMART Goals	Agribusinesses provide products and services from planning to production to retail	Find evidence of steps in the supply chain for a food item
506 - Demonstrate Skills for Employment	Entrepreneurs anticipate the interests of consumers by researching trends	Conduct market research and analyze data collected from a survey to discover a product or service to offer related to an agribusiness of interest
507 - Research Careers in Agriculture	Starting an entrepreneurial enterprise requires a business plan	Start a business plan by describing a planned business
508 - Create Plan to Achieve Career Goals	Enterprises incur expenses, such as inputs and noncurrent asset purchases, to generate income for a business	Identify income and expenses from raw enterprise records
510 - Use Social Media as a Business Tool	Interest paid on loan principal is a business expense	Classify typical business expenses as fixed, variable, or noncurrent asset purchase
601 - Describe the Role of Agriculture in the Economy	The decrease in asset value due to depreciation is a business expense	Calculate interest for business scenarios
602 - Management in Business		Calculate depreciation using straight-line method
603 - Maintain Accurate Financial Records	Businesses measure profitability in two ways, net income and return on assets (ROA)	

604 - Nontraditional Ag Markets	An entrepreneur's time is valuable	Calculate and analyze net income and return on assets for business scenarios
605 - Net Worth Statements	The breakeven point of an enterprise occurs when the expenses match the income	Determine how much money a business owner's time is worth
606 - Construct a Business Plan	Business managers use graphs and calculators developed in spreadsheet software to make management decisions	Calculate breakeven and use it to analyze the feasibility of an enterprise
607 - Products vs. Commodities		Make a graph using spreadsheet software illustrating the portion of income compared to expenses for an enterprise
608 - Supply & Demand	A balance sheet shows the financial position of a business at a point in time	Build common financial calculators in spreadsheet software for use throughout the course
609 - Business Ownership Structures	Business managers measure the health of an enterprise by analyzing the balance sheet	Categorize sample balance sheet entries as current or noncurrent assets or liabilities
<u>Agricultural Mechanics CIP 1.0201</u>		
103 - Maintain Complete & Accurate Records	An income statement summarizes income and expenses over a specific period to calculate net income	Compare the net worth for two businesses
104 - Analyze Records	Business managers determine economic advisability of an enterprise by using enterprise budgets	Calculate solvency and liquidity
201 - Ag. Impact on Economics	Decision-makers use financial documents to plan and manage a business	Analyze the financial health of business operations
202 - Accurate Financial Records	Agricultural businesses face risk in operations	Complete an income statement
203 - Types & Sources of Credit	Projected cash flow statements are used to anticipate and plan for seasonal fluctuations in income and expenses	Construct enterprise budgets using financial records
301 - Use Computers for Data		Evaluate and select alternative inputs or business plans
304 - Fill Out Business or Government Forms	Businesses utilize strategies such as diversification, insurance, borrowing money,	Develop a balance sheet and budget for the business plan
401 - Analyze Sales Trends		Research various types of risk

<p>404 - Access Media Advertising Services</p>	<p>and value-added products, to mitigate risk</p>	<p>Identify seasonal income an expense fluctuations</p>
<p><u>Horticulture CIP 1.0601</u></p>	<p>Lenders review financial statements to determine the viability of a business when reviewing a loan application</p>	<p>Complete a projected cash flow statement</p>
<p>402 - State and Local Requirements for Businesses</p>	<p>Entrepreneurs use resumes to communicate their experience and skills when planning a business</p>	<p>Project cash flow for a business plan</p>
<p>403 - Develop a Business Plan</p>	<p>Time invested in starting a business reduces potential income from outside employment</p>	<p>Make current borrowing and repayment recommendations to avoid financial risk</p>
<p>404 - Analyze Pricing and Mark-Up</p>	<p>Entrepreneurs determine whether opportunity costs of starting and owning a business outweigh the risks</p>	<p>Investigate loan and grant opportunities for the business plan</p>
<p>405 - Determine Human Resource Needs for Business</p>	<p>Entrepreneurs compare opportunities by calculating returns to investments such as labor, management, assets, and equity</p>	<p>Research common risk management strategies and make recommendations for a business</p>
<p>407 - Demonstrate Customer / Client Relationships</p>	<p>Entrepreneurs compare opportunities by calculating returns to investments such as labor, management, assets, and equity</p>	<p>Develop a risk management plan</p>
<p>408 - Identify and Use Record Keeping Systems</p>	<p>Opportunity costs are associated with risk</p>	<p>Develop a process to analyze the financial position of a business for lender approval of a loan</p>
<p>409 - Analyze Records</p>	<p>Labor and management inputs in a business have opportunity costs</p>	<p>Catalog skills and experience in a professional resume format</p>
<p>410 - Economic Impacts of Horticulture</p>	<p>Competition and marketing influence consumers choosing similar goods and services</p>	<p>Calculate the value of student time spent on a job</p> <p>Determine adequate income needed to meet average living expenses</p>
<p></p>	<p>A business plan includes information an investor, banker, or other stakeholder would need to promote, endorse, or support a new business</p>	<p>Compare labor expense paid to an entrepreneur to the return to labor and management for the business</p>

	<p>Entrepreneurs promote their business plan to gain support</p>	<p>Calculate and analyze return to labor, management, assets, and equity for businesses</p> <p>Simulate investment scenarios in various risk environments</p> <p>Describe, assign financial value to, and analyzed capital, labor, and management opportunities for the business plan</p> <p>Determine the complimentary and competitive products or services that pose a risk for a business</p> <p>Develop a competitive analysis for the business plan</p> <p>Develop SMART goals and a timeline for the business plan</p> <p>Compile all artifacts for all sections for the course-long business plan</p> <p>Develop a marketing plan for the business plan</p> <p>Pitch the business and marketing plans to stakeholders including potential investors and advisors</p>
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Pacing Guide

Course: 874 - Agricultural Business & Marketing

**Course Unit (Topic
Periods)**

Length of Instruction (Class

Course Unit (Topic Periods)	Length of Instruction (Class
Business Start-Up	15
Managing Finances	25
Managing Risk	30
Business Planning	20
TOTAL DAYS	90