

## **Agribusiness Management CTE18202**

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### **Rationale Statement:**

Agribusiness Management is a semester-length high school elective that introduces the business, management, marketing, and financial skills needed to successfully produce food, fiber, and fuel for domestic and global markets. Students will learn about the components of the agribusiness system and how they interact to deliver food to tables. They will also learn about the key elements of a successful agribusiness enterprise: economics, financial management, marketing and sales, and government policies and regulations.

**Suggested Grade Level: 11<sup>th</sup>-12<sup>th</sup>**

### **Topics Covered:**

- Applications in agricultural business management and operation
- Economic principles
- Business structures
- Decision making
- Budgeting
- Recordkeeping
- Finance
- Risk management
- Marketing
- Technology in business
- Careers in agribusiness management

### **Major Projects:**

- Formulate a business and records analysis from financial statements
- Prepare and interpret financial statements from a given set of financial information to include a balance sheet, profit/loss statement, and cash flow statement
- Complete forward cash transactions
- Complete futures and option markets transactions
- Evaluate supply and demand curves for market trends

## **Performance Standards**

Grades for the course will be based on the following levels of performance and attendance in class:

<b>Grade</b>	<b>Performance Standard</b>
<b>A</b>	<b>Mastered (Independent) Learner</b> Did research, designed and planned; applied academic skills; evaluated work and made adjustments; did quality work; needed little help from the teacher; sought found resources independently; demonstrated knowledge with a grade of 94% or higher; can perform course standards and skills independently with no supervision
<b>B</b>	<b>Semi-independent (Requires Some Supervision) Learner</b> Did research, designed and planned; needed some help from the teacher; did quality work with a few flaws; needed feedback from the teacher to realize work did not meet standards; redid work to meet standards; demonstrated knowledge and a grade of 87% or higher; can perform standards completely without supervision/training.
<b>C</b>	<b>Dependent (Requires Close Supervision) Learner</b> Needed help to research, design, and plan; relied a great deal on the teacher; had to be given procedures for performing tasks; required significant help to produce a quality product; needed help to evaluate a product; final product did meet standards; demonstrated knowledge with a grade of 79% or higher; can perform task with close supervision/training.
<b>D</b>	<b>Not Mastered Learner</b> Needed help to research, design and plan or had to be given a plan; relied a great deal on the teacher; had to be given procedures for performing tasks; required significant help to produce a product; needed help to evaluate a product; final product still did not meet standards; demonstrated knowledge with a grade of 70% or higher; requires close supervision and more instruction.
<b>F</b>	<b>Failure (No Exposure)</b> Did not complete projects; if projects were completed, they were of such low quality that they did not pass; failed to document procedures; did not show criteria for determining quality; scored 69% or less; not enough experience or knowledge in this area.

<b>AM 1</b>	<b>Introduce the components of agribusiness management.</b>	
Three Strategic Thinking	AM 1.1 Explain key business type and management principles and issues for the agribusiness enterprise.	Differentiate management responsibilities. Write short- and long-term goals indicating business direction. Compare methods of business acquisition such as contract for deed, private financing, and partnership agreements. Prepare business budgets using given financial situations including partial, cash flow, and total budgets.
One Recall	AM 1.2 Present an overview of the knowledge and skills needed to work effectively within the agribusiness enterprises.	Illustrate basic economic concepts to a given set of financial situations including opportunity cost, supply and demand and diminishing returns. Illustrate agribusiness organization systems including lane and staff and wheel. Compare organizational structures of sole proprietorship, partnership, cooperative and corporation. Contrast business lease and ownership agreements.
Two Skill/Concept	AM 1.3 Demonstrate leadership skills to accomplish goals and objectives in an agribusiness environment.	Utilize leading technology to collect management information. Create documents using word processors, spreadsheets, databases, and electronic mail. Conduct research using the Internet.
<b>AM 2</b>	<b>Use record keeping to accomplish AFNR business objectives, manage budgets and comply with laws and regulations. (AFNR .03)</b>	
Two Skill/Concept	AM 2.1 Distinguish key accounting fundamentals to accomplish dependable bookkeeping and associated files.	Compare advantages of cash and accrual accounting systems and methods for a given business. Develop production and agribusiness records.

Two Skill/Concept	AM 2.2 Analyze and interpret agricultural policies in relation to their effects on agribusiness management and agribusiness enterprises.	Appraise risk of liabilities by matching insurance coverage to business needs. Examine government programs and regulations for specific commodities.
<b>AM 3</b>	<b>Plan a marketing program utilizing various methods for sales of agricultural products.</b>	
Two Skill/Concept	AM 3.1 Explore strategies for optimum marketing of agricultural commodities.	Identify cash markets for agricultural commodities. Calculate price premiums and discounts. Complete forward cash transactions. Complete futures market transactions. Complete options markets transactions.
Four Extended Thinking	AM 3.2 Analyze budget and forecast models to determine optimal business marketing, strategies, and performances.	Evaluate sources of market information by comparing timeliness and accuracy including public, private and Internet.
<b>AM 4</b>	<b>Manage cash budgets, credit budgets, and credit for an AFNR business using generally accepted accounting principles. (GAAP) (National #3)</b>	
Three Strategic Thinking	AM 4.1 Develop, assess and manage cash budgets to achieve AFNR business goals.	Prepare and interpret financial statements from a given set of financial information to include balance sheet, profit/loss statement, and cash flow statement. Prepare tax forms from a set of financial records.
Three Strategic Thinking	AM 4.2 Analyze credit needs and manage credit budgets to achieve AFNR business goals.	Evaluate credit uses and options. Formulate a business and records analysis from financial statements