

Date Submitted: 10/04/23 12:35 pm

# Viewing: **AGBSBS-ABMM : Agricultural Business: Agri Management & Marketing Concentration**

Last approved: 04/06/22 1:36 pm

Last edit: 02/21/24 11:30 am

Changes proposed by: nkemper

Catalog Pages Using this Program

- [Agricultural Business B.S.A. with Management and Marketing Concentration](#)
- [Agricultural Economics and Agribusiness \(AEAB\)](#)

Submitter:	User ID:	nkemper	Phone:
2697			
Program Status	Active		
Academic Level	Undergraduate		
Type of proposal	Major/Field of Study		
Select a reason for this modification			
Making Minor Changes to an Existing Certificate, Degree or Program (including 15 or fewer hours, admission/graduation requirements, Focused Studies or Tracks)			
Are you adding a concentration?			
No			
Are you adding or modifying a track?			
No			
Are you adding or modifying a focused study?			
No			
Effective Catalog Year	Fall 2024		
College/School Code	Bumpers College of Agricultural, Food, and Life Sciences (AFLS)		
Department Code	Department of Agricultural Economics and Agribusiness (AEAB)		
Program Code	AGBSBS-ABMM		

## In Workflow

1. AFLS Dean Initial
2. Director of Curriculum Review and Program Assessment
3. Registrar Initial
4. Institutional Research
5. AEAB Chair
6. AEAB Curriculum Committee
7. AFLS Faculty
8. ARSC Dean
9. WCOB Dean
10. AFLS Dean
11. Global Campus
12. Provost Review
13. Undergraduate Council
14. Faculty Senate
15. Provost Final
16. Registrar Final
17. Catalog Editor Final

## Approval Path

1. 11/10/23 2:57 pm  
Lona Robertson (ljrobert): Approved for AFLS Dean Initial
2. 12/08/23 3:45 pm  
Lisa Kulczak (lkulcza): Approved for Director of Curriculum Review and Program Assessment
3. 12/12/23 5:06 pm  
Gina Daugherty

Degree Bachelor of Science in Agricultural, Food & Life Sciences

CIP Code

- (gdaugher):  
Approved for  
Registrar Initial
- 4. 12/12/23 6:00 pm  
Doug Miles  
(dmiles): Approved  
for Institutional  
Research
- 5. 12/13/23 8:47 am  
John Anderson  
(jda042): Approved  
for AEAB Chair
- 6. 02/14/24 2:32 pm  
Nathan Kemper  
(nkemper):  
Approved for AEAB  
Curriculum  
Committee
- 7. 02/15/24 11:12 am  
Casey Owens  
Hanning  
(cmowens):  
Approved for AFLS  
Faculty
- 8. 02/15/24 11:36 am  
Christopher Liner  
(liner): Approved for  
ARSC Dean
- 9. 02/15/24 12:16 pm  
Alan Ellstrand  
(aellstra): Approved  
for WCOB Dean
- 10. 02/15/24 1:26 pm  
Lona Robertson  
(ljrobert): Approved  
for AFLS Dean
- 11. 02/15/24 1:40 pm  
Suzanne Kenner  
(skenner): Approved  
for Global Campus
- 12. 02/15/24 9:13 pm  
Matthew Ganio  
(msganio):

Approved for  
Provost Review  
13. 02/28/24 1:45 pm  
Lisa Kulczak  
(lkulcza): Approved  
for Undergraduate  
Council

## History

1. Aug 13, 2014 by  
Leepfrog  
Administrator  
(clhelp)
2. Aug 13, 2014 by  
Leepfrog  
Administrator  
(clhelp)
3. May 20, 2015 by  
Michael Thomsen  
(mthomsen)
4. Jan 21, 2016 by  
Vicky Watkins  
(watkinsv)
5. Oct 11, 2017 by  
Michael Thomsen  
(mthomsen)
6. Mar 30, 2018 by  
Gina Daugherty  
(gdaugher)
7. May 24, 2018 by  
Lisa Kulczak (lkulcza)
8. Mar 5, 2020 by  
Nathan Kemper  
(nkemper)
9. Dec 10, 2020 by  
Karen Turner  
(kjvestal)
10. Apr 6, 2022 by  
Nathan Kemper  
(nkemper)

Program Title

Agricultural Business: Agri Management & Marketing Concentration

Program Delivery

Method

On Campus

Is this program interdisciplinary?

No

Does this proposal impact any courses from another College/School?

Yes

College(s)/School(s)

College/School Name
Fulbright College of Arts and Sciences (ARSC)
Walton College of Business (WCOB)

What are the total hours needed to complete the program? 120 18

## Program Requirements and Description

### Requirements

## Additional Requirements for Agribusiness Management and Marketing Concentration (18):

### Agribusiness Management and Marketing Concentration (18 hours)

Select 18 hours from the following three groups (students must select a minimum of one course from each group): 18

#### Policy Group

AGEC 3413	Course AGEC 3413 Not Found
AGEC 3523	Course AGEC 3523 Not Found
AGEC 4123	Course AGEC 4123 Not Found
AGEC 4163	Course AGEC 4163 Not Found
AGEC 4613	Course AGEC 4613 Not Found
AGEC 4623	Course AGEC 4623 Not Found

<u>AGEC 4603</u>	<u>Course AGEC 4603 Not Found</u> <sup>1</sup>
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<u>AGEC 34103</u>	<u>Principles of Environmental Economics</u>
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<u>AGEC 35203</u>	<u>Environmental and Natural Resources Law</u>
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<u>AGEC 41203</u>	<u>Legal Issues in Animal Agriculture</u>
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<u>AGEC 41603</u>	<u>Agricultural and Rural Development</u>
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<u>AGEC 46103</u>	<u>Political Economy of Agriculture and Food</u>
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<u>AGEC 46203</u>	<u>International Agricultural Trade and Commercial Policy</u>
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<u>AGEC 46003</u>	<u>Food Economics and Health</u> <sup>1</sup>
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### Marketing Group

<u>AGEC 3313</u>	<u>Course AGEC 3313 Not Found</u>
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<u>AGEC 4113</u>	<u>Course AGEC 4113 Not Found</u>
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<u>AGEC 4303</u>	<u>Course AGEC 4303 Not Found</u>
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<u>AGEC 4373</u>	<u>Course AGEC 4373 Not Found</u>
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<u>AGEC 4383</u>	<u>Course AGEC 4383 Not Found</u>
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<u>AGEC 4603</u>	<u>Course AGEC 4603 Not Found</u> <sup>1</sup>
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<u>AGEC 33103</u>	<u>Agribusiness Sales</u>
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<u>AGEC 41103</u>	<u>Agricultural Prices and Forecasting</u>
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<u>AGEC 43003</u>	<u>Agribusiness Marketing Management</u>
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<u>AGEC 43703</u>	<u>Basis Trading: Applied Price Risk Management</u>
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<u>AGEC 43803</u>	<u>Basis Trading: Case Study</u>
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<u>AGEC 46003</u>	<u>Food Economics and Health</u> <sup>1</sup>
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### Management Group

<u>AGEC 4243</u>	<u>Course AGEC 4243 Not Found</u>
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<u>AGEC 4313</u>	<u>Course AGEC 4313 Not Found</u>
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<u>AGEC 4323</u>	<u>Course AGEC 4323 Not Found</u>
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<u>AGEC 4403</u>	<u>Course AGEC 4403 Not Found</u>
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<u>AGEC 42403</u>	<u>Agribusiness Strategy</u>
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<u>AGEC 43103</u>	<u>Agricultural Business Management</u>
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<u>AGEC 43203</u>	<u>AgriBusiness Entrepreneurship</u>
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<u>AGEC 44003</u>	<u>Advanced Farm Business Management</u>
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Total Hours

18

<sup>1</sup>AGEC 46003 AGEC 4603 may only be used in one group (no duplicates).



## 8-Semester Plan

# Agricultural Business B.S.A. with Management and Marketing Concentration

## Eight-Semester Degree Program

Students wishing to follow the degree plan in Agricultural Economics and Agribusiness should see the [Eight-Semester Degree Policy](#) in the Academic Regulations chapter for university requirements of the program. The Agricultural Economics and Agribusiness major has three concentrations: Agricultural Business Management and Marketing, Pre-Law, and Agricultural Economics.

First Year

		Units
		Fall Spring
<del>ENGL 1013</del>	<del>Course ENGL 1013 Not Found (Unless Exempt) (Satisfies General Education Outcome 1.1)</del>	3 -
<del>MATH 2043</del>	<del>Course MATH 2043 Not Found ((or higher math from the State Minimum Core excluding MATH 2183) (Satisfies General Education Outcome 2.1)<sup>1</sup></del>	3 -
	<u>ENGL 10103 Composition I (ACTS Equivalency = ENGL 1013) (Unless Exempt) (Satisfies General Education Outcome 1.1)</u>	<u>3</u> =
	<u>MATH 22003 Survey of Calculus (ACTS Equivalency = MATH 2203) ((or higher level calculus from the State Minimum Core) (Satisfies General Education Outcome 2.1)<sup>1</sup></u>	<u>3</u> =
	U.S. History or Government State Minimum Core from (Satisfies General Education Outcome 4.2):	3
<del>HIST 2003</del>	<del>Course HIST 2003 Not Found</del>	
<del>HIST 2013</del>	<del>Course HIST 2013 Not Found</del>	
<del>PLSC 2003</del>	<del>Course PLSC 2003 Not Found</del>	
	<u>HIST 20003 History of the American People to 1877 (ACTS Equivalency = HIST 2113)</u>	
	<u>HIST 20103 History of the American People, 1877 to Present (ACTS Equivalency = HIST 2123)</u>	
	<u>PLSC 20003 American National Government (ACTS Equivalency = PLSC 2003)</u>	
	Satisfies General Education Outcome 3.3:	
<del>AGEC 1103</del>	<del>Course AGEC 1103 Not Found</del>	3 -
or <del>ECON 2023</del>	<del>Course ECON 2023 Not Found</del>	
	<u>AGEC 11003 Principles of Agricultural Microeconomics</u>	<u>3</u> =
	<u>or ECON 22003 Principles of Microeconomics (ACTS Equivalency = ECON 2203)</u>	
	General Elective	3
<del>UNIV 1001</del>	<del>Course UNIV 1001 Not Found</del>	
	<u>UNIV 10051 University Perspectives</u>	<u>1</u> =
<del>ENGL 1023</del>	<del>Course ENGL 1023 Not Found (Unless Exempt) (Satisfies General Education Outcome 1.1)</del>	- 3
<del>COMM 1313</del>	<del>Course COMM 1313 Not Found (Satisfies General Education Outcomes 1.2 and 5.1)</del>	- 3
<del>AGEC 2103</del>	<del>Course AGEC 2103 Not Found (Satisfies General Education Outcome 3.3)</del>	- 3
or <del>ECON 2013</del>	<del>Course ECON 2013 Not Found</del>	
<del>AGEC 2303</del>	<del>Course AGEC 2303 Not Found (Satisfies General Education Outcome 4.1)</del>	- 3
<del>ASTM 2903</del>	<del>Course ASTM 2903 Not Found</del>	- 3
or <del>ISYS 1123</del>	<del>Course ISYS 1123 Not Found</del>	



<u>ENGL 10203 Composition II (ACTS Equivalency = ENGL 1023) (Unless Exempt (Satisfies General Education Outcome 1.1))</u>	=	<u>3</u>
<u>SPCH 10003 Public Speaking (ACTS Equivalency = SPCH 1003) (Satisfies General Education Outcomes 1.2 and 5.1)</u>	=	<u>3</u>
<u>AGEC 21003 Principles of Agricultural Macroeconomics (Satisfies General Education Outcome 3.3) or ECON 21003 Principles of Macroeconomics (ACTS Equivalency = ECON 2103)</u>	=	<u>3</u>
<u>AGEC 23003 Introduction to Agribusiness (Satisfies General Education Outcome 4.1)</u>	=	<u>3</u>
<u>ASTM 29003 Agricultural and Human Environmental Sciences Applications of Microcomputers or ISYS 11203 Business Application Knowledge - Computer Competency</u>	=	<u>3</u>
Year Total:		16 15
Second Year		Units
		FallSpring
Select one from:		3
<del>AGEC 2403</del> <del>Course AGEC 2403 Not Found</del>		
<del>STAT 2303</del> <del>Course STAT 2303 Not Found</del>		
<del>WCOB 1033</del> <del>Course WCOB 1033 Not Found</del>		
<u>AGEC 24003 Quantitative Tools for Agribusiness</u>		
<u>MATH 21003 Principles of Statistics (ACTS Equivalency = MATH 2103)</u>		
<u>BUSI 10303 Data Analysis and Interpretation</u>		
Fine Arts or Humanities State Minimum Core Elective (Satisfies General Education Outcome 3.1 or 3.2) <sup>2, 3</sup>		3
Science State Minimum Core Elective (Satisfies General Education Outcome 3.4)		4
<del>AGEC 2143</del> <del>Course AGEC 2143 Not Found</del>		3 -
or <del>ACCT 2013</del> <del>Course ACCT 2013 Not Found</del>		
<u>AGEC 21403 Agribusiness Financial Records or ACCT 20103 Accounting Principles</u>		<u>3</u> =
General Elective <sup>4</sup>		3
Select one of the following (Satisfies General Education Outcome 3.3):		3
<del>HDFS 2603</del> <del>Course HDFS 2603 Not Found</del>		
<del>PSYC 2003</del> <del>Course PSYC 2003 Not Found</del>		
<del>SOCI 2013</del> <del>Course SOCI 2013 Not Found</del>		
<u>HDFS 26003 Rural Families and Communities</u>		
<u>PSYC 20003 General Psychology (ACTS Equivalency = PSYC 1103)</u>		
<u>SOCI 10103 General Sociology (ACTS Equivalency = SOCI 1013)</u>		
Science State Minimum Core Elective (Satisfies General Education Outcome 3.4)		4
<del>AGEC 3303</del> <del>Course AGEC 3303 Not Found</del>		- 3
<u>AGEC 33003 Food and Agricultural Marketing</u>		= <u>3</u>
Communication Intensive Elective		3
General Elective <sup>4</sup>		2
Year Total:		16 15
Third Year		Units
		FallSpring

<del>AGEC 3373</del>	<del>Course AGEC 3373 Not Found</del>	3	-
<del>AGEC 3403</del>	<del>Course AGEC 3403 Not Found</del>	3	-
<del>AGEC 3503</del>	<del>Course AGEC 3503 Not Found</del>	3	-
<u>AGEC 33703 Futures and Options Markets</u>		<u>3</u>	=
<u>AGEC 34003 Farm Business Management</u>		<u>3</u>	=
<u>AGEC 35003 Agricultural Law I</u>		<u>3</u>	=
General Elective <sup>4</sup>		6	
Fine Arts or Humanities State Minimum Core Elective (Satisfies General Education Outcome 3.1 or 3.2) <sup>2,3</sup>		3	
ABMM Concentration Electives		6	
Agribusiness Core Directed Electives		3	
General Elective <sup>4</sup>		3	
Year Total:		15	15
Fourth Year			Units
			FallSpring
<del>AGEC 4143</del>	<del>Course AGEC 4143 Not Found</del>	3	-
<u>AGEC 41403 Agricultural Finance</u>		<u>3</u>	=
ABMM Concentration Electives		6	
Agribusiness Core Directed Electives		3	
General Elective <sup>4</sup>		3	
ABMM Concentration Elective		6	
Agribusiness Core Directed Electives		6	
Capstone Experience (Satisfies General Education Outcome 6.1)		1-3	
Year Total:		15	13
Total Units in Sequence:			120
1	Students have demonstrated successful completion of the learning indicators identified for learning outcome 2.1, by meeting the prerequisites for <u>MATH 11003</u> or <u>MATH 11103</u> .		
2	The Fine Arts Elective courses which satisfy General Education Outcome 3.1 include: <u>ARCH 10003</u> , <u>ARHS 10003</u> , <u>COMM 10003</u> , <u>DANC 10003</u> , <u>LARC 10003</u> , <u>MUSC 10003</u> , <u>MUSC 100H3</u> , <u>MUSC 10103</u> , <u>MUSC 101H3</u> , <u>MUSC 13303</u> , <u>THTR 10003</u> , <u>THTR 10103</u> , or <u>THTR 101H3</u> .		
3	The Humanities Elective courses which satisfy General Education Outcome 3.2 include: <u>AAST 20203</u> , <u>ANTH 10303</u> , <u>ARCH 10103</u> , <u>CLST 10003</u> , <u>CLST 100H3</u> , <u>CLST 10103</u> , <u>COMM 12303</u> , <u>DANC 10003</u> , <u>ENGL 12103</u> , <u>ENGL 20103</u> , <u>GNST 20003</u> , <u>HIST 11193</u> , <u>HIST 111H3</u> , <u>HIST 11293</u> , <u>HIST 112H3</u> , <u>HIST 20003</u> , <u>HIST 20103</u> , <u>HUMN 112H4</u> , <u>HUMN 22103</u> , <u>LALS 20103</u> , <u>MRST 20103</u> , <u>MUSY 20003</u> , <u>MUSY 200H3</u> , <u>PHIL 20003</u> , <u>PHIL 200H3</u> , <u>PHIL 21003</u> , <u>PHIL 23003</u> , <u>THTR 10003</u> , <u>THTR 10103</u> , <u>THTR 101H3</u> , <u>ENGL 11103</u> , <u>ENGL 11203</u> , or intermediate-level world language (usually 2003-level).		
4	<u>Students must complete 40 hours of upper division courses (3000-4000 level). It is recommended that students consult with their academic adviser when making course selections.</u>		

Are Similar Programs available in the area?

No

Estimated Student Demand for Program 300

Scheduled Program Review Date 2029-2030 ~~2022-~~  
~~2023~~

Program Goals and Objectives

**Program Goals and Objectives**

See AGBSBS.

Learning Outcomes

**Learning Outcomes**

See AGBSBS.

Description and justification of the request

<b>Description of specific change</b>	<b>Justification for this change</b>
Changed Total Hours field to reflect required hours for the degree program, not the concentration hours.	To provide consistency with program hours, per Registrar's request.
Updated MATH requirement in 8-semester degree plan to match AGBSBS changes	Updated MATH requirement in 8-semester degree plan to match AGBSBS changes

Upload attachments

Reviewer Comments

**Lisa Kulczak (lkulcza) (12/08/23 12:57 pm):** Updated effective date from fall 2023 to fall 2024, next scheduled program review date and inserted courses not found due to conversion to common course numbering. College is encouraged to review for accuracy.