

Date Submitted: 02/28/19 12:51 pm

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

Last approved: 05/24/18 1:46 am

Last edit: 06/07/19 12:21 pm

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 Hkuleza** Phone:
xxxx 7456

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 Degree (e.g. changing 15 or fewer hours,
changing admission/graduation requirements, adding/changing Focused Study or
Track)

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 2020

College/School Code

Bumpers College of Agricultural, Food, and Life Sciences (AFLS)

In Workflow

1. AFLS Dean Initial
2. Director of Program Assessment and Review
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. University Course and Program Committee
14. Faculty Senate
15. Provost Final
16. ADE Licensure Approval
17. Provost's Office-- Notification of Approval
18. Registrar Final
19. Catalog Editor Final

Approval Path

1. 02/28/19 1:20 pm
Lona Robertson
(ljrobert): Approved for AFLS Dean Initial
2. 03/01/19 4:58 pm
Alice Griffin

Department Code

Department of Agricultural Economics and Agribusiness (AEAB)

Program Code

AGBSBS-ABMM

Degree

Bachelor of Science in Agricultural, Food & Life Sciences

CIP Code

(agriffin): Approved for Director of Program Assessment and Review

3. 06/07/19 12:21 pm

Lisa Kulczak

(lkulcza): Approved for Registrar Initial

4. 06/07/19 3:03 pm

Gary Gunderman

(ggunderm):

Approved for Institutional Research

5. 06/12/19 2:36 pm

Robert Bacon

(rbacon): Approved for AEAB Chair

6. 06/12/19 2:38 pm

Gary McDonald

(gmcdonal):

Approved for AEAB Curriculum Committee

7. 06/12/19 2:39 pm

Michael Thomsen

(mthomsen):

Approved for AFLS Faculty

8. 06/12/19 3:27 pm

Jeannine Durdik

(jdurdik): Approved for ARSC Dean

9. 09/11/19 5:09 pm

Karen Boston

(kboston):

Approved for WCOB Dean

10. 09/12/19 8:17 am
Lona Robertson
(ljrobert): Approved
for AFLS Dean
11. 09/12/19 12:00 pm
Suzanne Kenner
(skenner): Approved
for Global Campus
12. 09/12/19 1:26 pm
Terry Martin
(tmartin): Approved
for Provost Review
13. 09/30/19 4:58 pm
Alice Griffin
(agriffin): Approved
for University
Course and Program
Committee

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)

01.0102 - Agribusiness/Agricultural Business Operations.

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

Program Requirements and Description

Requirements

Additional Requirements for Agribusiness Management and Marketing Concentration (45-52):

Statistics

Select one of the following:

[AGEC 2403](#)

Quantitative Tools for Agribusiness

[WCOB 1033](#)

Data Analysis and Interpretation

[STAT 2303](#)

Principles of Statistics (ACTS Equivalency = MATH 2103)

Agribusiness Management and Marketing Concentration

Select two of the following unless used to meet Departmental Core hours:

3

18

AGEC 3313	Agribusiness Sales
AGEC 3373	Futures and Options Markets
AGEC 3413	Principles of Environmental Economics
AGEC 4113	Agricultural Prices and Forecasting
AGEC 4143	Agricultural Finance
AGEC 4163	Agricultural and Rural Development
AGEC 4243 Agribusiness Strategy	Course AGEC 4243 Agribusiness Strategy Not Found
AGEC 4303	Agribusiness Marketing Management
AGEC 4313	Agricultural Business Management
AGEC 4323	AgriBusiness Entrepreneurship
AGEC 4373	Basis Trading: Applied Price Risk Management
AGEC 4383	Basis Trading: Case Study
AGEC 4403	Advanced Farm Business Management
AGEC 4603	Food Economics and Health
AGEC 4613	Political Economy of Agriculture and Food
AGEC 4623	International Agricultural Trade and Commercial Policy

Choose 12 hours from MATH, STAT, AGEC or courses in WCOB or the Bumpers College.

General Electives 1	24-31
Total hours	120
1 New Freshmen will enroll in UNIV 1001 for 1 hour of general elective credit.	

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
	FallSpring
ENGL 1013 Composition I (ACTS Equivalency = ENGL 1013) (Unless Exempt)	3
MATH 2043 Survey of Calculus (ACTS Equivalency = MATH 2203) (or higher math from the University Core excluding MATH 2183)	3
History Core from:	3
HIST 2003 History of the American People to 1877 (ACTS Equivalency = HIST 2113)	

HIST 2013 History of the American People, 1877 to Present (ACTS Equivalency = HIST 2123)	
PLSC 2003 American National Government (ACTS Equivalency = PLSC 2003)	
AGEC 1103 Principles of Agricultural Microeconomics	3
or ECON 2023 Principles of Microeconomics (ACTS Equivalency = ECON 2203)	
AGME 2903 Agricultural and Human Environmental Sciences Applications of Microcomputers (or ISYS 1120) or Bumpers College Broadening Elective (if ISYS 1120)	3
UNIV 1001 University Perspectives	1
ENGL 1023 Composition II (ACTS Equivalency = ENGL 1023) (Unless Exempt)	3
COMM 1313 Public Speaking (ACTS Equivalency = SPCH 1003)	3
AGEC 2103 Principles of Agricultural Macroeconomics	3
AGEC 2303 Introduction to Agribusiness	3
General Electives	3
Year Total:	16 15
Second Year	Units
	FallSpring
Select one from:	3
AGEC 2403 Quantitative Tools for Agribusiness	
STAT 2303 Principles of Statistics (ACTS Equivalency = MATH 2103)	
WCOB 1033 Data Analysis and Interpretation	
Fine Arts/Humanities University Core Elective	3
Science University Core Elective	4
AGEC 2142 Agribusiness Financial Records	3
& AGEC 2141L Agribusiness Financial Records Lab	
or ACCT 2013 Accounting Principles	
General Electives	3
Select one of the following:	3
PSYC 2003 General Psychology (ACTS Equivalency = PSYC 1103)	
HDFS 2603 Rural Families and Communities	
SOC 2013 General Sociology (ACTS Equivalency = SOCI 1013)	
Science University Core Elective	4
AGEC 3303 Food and Agricultural Marketing	3
Communication Intensive Elective	3
General Electives	2
Year Total:	16 15
Third Year	Units
	FallSpring
AGEC 3373 Futures and Options Markets	3 -
AGEC 3403 Farm Business Management	3
AGEC 4143 Agricultural Finance	3 -

Marketing Group	3
Management Group	3
Concentration Elective	3
General Electives	3
Fine Arts/Humanities University Core Elective	3
Policy Group	3
AGEC 3413 Principles of Environmental Economics	
AGEC 4623 International Agricultural Trade and Commercial Policy	
Concentration Electives	6
General Electives	3
Year Total:	15 15
Fourth Year	Units
	FallSpring
<u>AGEC 3503</u> Agricultural Law I	3
Policy Block	3
AGEC 4163 Agricultural and Rural Development	
AGEC 4613 Political Economy of Agriculture and Food	
Concentration Elective	6
General Electives	3
AGEC 4323 AgriBusiness Entrepreneurship	- 3
Management Block	3
AGEC 4113 Agricultural Prices and Forecasting	
AGEC 4303 Agribusiness Marketing Management	
Marketing Block	3
Concentration Elective	3
General Electives	4
Year Total:	15 13
Total Units in Sequence:	120

Are Similar Programs available in the area?

No

Estimated Student **300 200**

Demand for Program

Scheduled Program 2022

Review Date

Program Goals and
Objectives

Program Goals and Objectives

Program goals and objectives are unchanged.

Learning Outcomes

Learning Outcomes

Learning outcomes are unchanged.

Description and justification of the request

Description of specific change

Justification for this change

Description of specific change	Justification for this change
<p>1. AGEC 4243: We are creating a new course AGEC 4243: Agribusiness Strategy and adding this course to our Management Block options.</p> <p>2. STAT 2303: The addition of STAT 2303 as the third option for students to fulfill their MATH/STATS requirement in our program. If this change goes through, our students would then be able to choose 3 hours from the following: AGEC 2403, WCOB 1033, or STAT 2303.</p>	<p>AGEC 4243: Our undergraduate program has experienced tremendous growth over the past 10 years and we are experiencing large class sizes in our upper division courses. Students majoring in AGBS must choose two courses from three blocks (Policy, Marketing, and Management Blocks). The Management Block in particular represents a chronic bottleneck for our program. Adding the new course AGEC 4243: Agribusiness Strategy to our Management Block would increase our number of choices in this block from 4 courses to 5. The plan is to offer this course during the spring semester which also helps us balance our offerings across the Blocks.</p> <p>STAT 2303: For years, we have allowed students to also enroll in STAT 2303 and we would provide course substitutions. At our last faculty meeting, we voted to formally adopt STAT 2303 as the third option in our list. This change has the potential to impact the enrollment for STAT 2303. We typically run approximately 50-60 students through our AGEC 2403 each fall semester. We suspect that most of the demand for STAT 2303 would be experienced in the spring semester when we do not traditionally offer AGEC 2403. We currently are offering AGEC 2403 this spring but do not have the resources to continue offering the course by next spring. The current enrollment is 46 students. Our department reached out to the MATH department to inquire about this planned program change and we received positive feedback from Dr. Mark Johnson (email chain attached).</p>

Upload attachments

[STAT 2303 Email Mark Johnson.pdf](#)

Reviewer Comments

Alice Griffin (agriffin) (03/01/19 9:25 am): Changed formatting of AGEC 4243 in order to remove "new course" language from catalog copy.

Alice Griffin (agriffin) (03/01/19 9:26 am): AGEC 4243 has been submitted into approval workflow.

Alice Griffin (agriffin) (03/01/19 4:39 pm): Changed general elective to general electives through 8 SDCP with permission from submitter.

Alice Griffin (agriffin) (03/01/19 4:42 pm): Changed the term specialization to concentration electives in 8 SDCP with permission from submitter.

Lisa Kulczak (lkulcza) (06/07/19 12:20 pm): Course "not found" in approval process for 2020.

Key: 61