

# AGRIBUSINESS (AGBU)

---

## **AGBU 2317. Principles of Agri Economics. 3 Hours. [TCCN: AGRI 2317]**

Students are introduced to fundamental economic concepts, such as supply and demand analysis, economics of production, profit maximization, and market failure; all related to practical application in agriculture. Course Equivalents: AGRI 2317

**Prerequisite:** College-level ready in Mathematics, Reading and Writing and completed 15 credit hours.

## **AGBU 2385. Analysis of the Agr Sector. 3 Hours. [TCCN: AGRI 1325]**

Students are provided an overview of the various sectors and institutions servicing agriculture. Focus is on the marketing efforts and added value that each sector provides to farm products. The course emphasizes the structure of each area, and the trends that shape their activities. An introduction to marketing activities with emphasis on agricultural commodities is also provided.

**Prerequisite:** College-level ready in Mathematics, Reading and Writing and completed 15 credit hours.

## **AGBU 2389. Agribusiness Financial Analysis. 3 Hours. [TCCN: AGRI 1325]**

Students are introduced to financial management for agricultural enterprises. Topics may include: depreciation, balance sheet, income and expense, production records, income tax principles, enterprise budgeting, partial budgeting, cash flow budgeting, and analysis and interpretation of farm records.

**Prerequisite:** College-level ready in Mathematics, Reading and Writing, and completed 15 credit hours.

## **AGBU 2396. Special Topics in Ag Business. 3 Hours.**

Students examine special topics/issues in Agricultural Business at an introductory level. This course may be repeated up to three times as topics and subject matter change.

## **AGBU 3350. Agribusiness for AgEd Teachers. 3 Hours.**

This course is designed to present agribusiness concepts that are included in the curriculum of post-secondary schools of Texas. Subjects include budgeting, finance, insurance, organization and management, marketing, and government policies. Course Equivalents: AGRI 3350

**Prerequisite:** CISE Minors only, Sophomore standing, and AGBU 2317.

## **AGBU 3361. Agribusiness Org & Mgt. 3 Hours.**

Students study management principles relevant to agribusiness firms, marketing management, e-commerce and value-added agriculture, managerial concepts, human resource management, and business organizations.

**Prerequisite:** AGBU 2317, AGBU 2389 and completed 45 credit hours.

## **AGBU 3367. Agricultural Finance. 3 Hours.**

Students study advanced agribusiness management applications of borrowed capital to operations; methods of determining loan needs for farmers; budgeting incomes to facilitate repayment of loans; cost of using borrowed capital; management of financial resources in agribusiness; and time value of money applications.

**Prerequisite:** AGBU 2389 with a grade of C or higher or instructor approval, and completed 45 credit hours.

## **AGBU 3385. Quant Mthds for Agribusiness. 3 Hours.**

Students study quantitative tools from the fields of economics, statistics, and management as they relate to agricultural business decision making. The analytical and quantitative principles are applied to a variety of agricultural business situations. Topics may include forecasting, decision analysis, regression, and linear programming. Computer-based methods are emphasized.

**Prerequisite:** AGBU 2317 and (MATH 1324 or MATH 1314) and (MATH 1342 or MATH 1325 or STAT 3379) and completed 45 credit hours.

## **AGBU 4319. Agribusiness Ventures. 3 Hours.**

Students investigate the initiation of new food and agricultural enterprises through identification of innovative opportunities. Effective entrepreneurial behaviors, environment analysis, and risk management for start-ups are emphasized.

**Prerequisite:** AGBU 3361.

## **AGBU 4340. Agribusiness Marketing. 3 Hours.**

Students study the major marketing strategies and decisions that must be made by agribusiness firms, including target market selection, marketing research, sales forecasting, product policies, distribution channels, pricing, advertising, and market control. The development of a strategic marketing plan for an agribusiness firm is required.

**Prerequisite:** AGBU 2317 and AGBU 2385, and completed 45 credit hours.

## **AGBU 4362. Natural Resource Economics. 3 Hours.**

Students engage in a contemporary study of issues in land, natural resource, and environmental economics. Topics may include energy, forests, population, fisheries, world food production, and minerals and pollution. This course discusses market efficiency relative to allocations of natural resources and pollution.

**Prerequisite:** AGBU 2317 and Junior standing.

**AGBU 4363. Agricultural Sales & Consulting. 3 Hours.**

Students explore the principles of professional sales techniques used by food and agricultural firms. Necessary skills required in the agribusiness industry such as interpersonal skills, sales techniques, and sales forecasting skills are developed and enhanced. Emphasis is placed on the phases of preparation, learning, communication, and evaluation involved in a person selling a product, service, idea, etc., to a client. The focus of the course will be on business-to-business selling and consulting.

**Prerequisite:** AGBU 2317, AGBU 2385 and completed 45 credit hours.

**AGBU 4365. Legal Issues in Agribusiness. 3 Hours.**

Students examine legal concepts and practical legal problems facing rural residents and agribusinesses. Taught from a "preventive" perspective, students acquire the legal awareness necessary to become an effective and analytical agribusiness decision maker. Legal issues include statutes, common law (cases), torts, landowner liabilities, and contract law as they relate to managing agribusinesses and owning rural land.

**Prerequisite:** AGBU 2317 and completed 45 credit hours.

**AGBU 4369. Special Topic. 3 Hours.**

Students examine special topics/issues in Agricultural Business at an advanced level. This course may be repeated up to three times as topics and subject matter change.

**Prerequisite:** Junior standing.

**AGBU 4374. Agr Mkt Analysis & Prices. 3 Hours.**

Students study principles of agricultural market analysis to include: price analysis, price forecasting, forward contracting, futures market, market structure analysis, marketing and sales management. Course Equivalents: Prefix #####

**Prerequisite:** AGBU 2317 and MATH 1342, and completed 45 credit hours.

**AGBU 4375. Advanced Agribusiness Mgt. 3 Hours.**

This course serves as a capstone course for agribusiness majors. The primary objective of the course is to help students integrate economic, financial, and strategic management concepts and apply them to analyzing the strategic options for agribusiness firms. Contemporary issues related to agribusiness are approached using information systems, industry representatives, field trips, and class presentations. In addition, the course emphasizes the development of important soft skills such as verbal and written communication, teamwork, and leadership.

**Prerequisite:** AGBU 3367 and AGBU 4361 or AGBU 3361, and completed 90 credit hours.

**AGBU 4377. Economics of Land Use & Planng. 3 Hours.**

Students apply economic principles and legal policy relative to the allocation and conservation of natural resources and the environment. Topics, such as land use, energy policy, forestry, fisheries, water rights, animal rights, world food production, and pollution, are discussed in an economic and legal framework. Course Equivalents: AGBU 4377

**Prerequisite:** Junior Standing.

**AGBU 4378. Farm & Ranch Management. 3 Hours.**

Students focus on planning for the most efficient resource allocation in agricultural operations. This course uses previously taught economic, financial, and quantitative concepts and applies that to farm and ranch management.

**Prerequisite:** AGBU 2317, AGBU 2389, and AGRI 1309.

**AGBU 4386. Agriculture & Food Policy. 3 Hours.**

Students examine and analyze the effects of government participation on farmers, ranchers, agribusiness firms and consumers. The main objective of this course is to establish the principles and conceptual framework encouraging productive discussions with other segments of society on agricultural policy issues. Topics may include the policy making process and the analysis of commodities, conservation, food safety, international trade, rural development programs, and the interrelationship of agriculture and agribusiness.

**Prerequisite:** AGBU 2317 and completed 75 credit hours .