

AGRIBUSINESS (ABUS)

ABUS 1150. Introduction to Agribusiness. (3 Credits)

Credit Hours: (3-0-3) Designed for students interested in starting, managing, or operating an agricultural business, this course introduces the nature and importance of agribusiness and the agricultural industry in local and global communities. Topics include a brief history of U.S. agriculture, types of agricultural businesses and career opportunities in each, basics of planning and organizing operations, an introduction to record keeping, marketing planning and strategies, and emerging agribusiness technologies.

ABUS 2110. Agribusiness Marketing. (3 Credits)

Credit Hours: (3-0-3) An introduction to marketing practices and challenges in agribusiness, including markets and market structures. Topics include basic marketing research, framework of the marketing mix, steps in strategy development, market segmentation and targeting, and designing marketing plans.

ABUS 2200. Agribusiness & Entrepreneurshi. (3 Credits)

Prerequisite: ECON 2106 Credit Hours: (3-0-3) For students interested in starting their own agribusiness venture or working in an existing family-owned business, this course introduces the basic principles of business development, practices, and strategies. Topics include identifying new opportunities in agribusiness industry, the entrepreneurial mindset, planning the new venture, bootstrapping, financial statements and projections, pricing strategies, and support networks for the agri-entrepreneur.