

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 Ikuleza** 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 a track? No

Are you adding a focused study? No

Effective Catalog Year Fall 2020

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

Degree Bachelor of Science in Agricultural, Food & Life Sciences

CIP Code

01.0102 - Agribusiness/Agricultural Business Operations.

Program Title

Agricultural Business: Agri Management & Marketing Concentration

Program Delivery

Method

On Campus

Is this program interdisciplinary?

No

### 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 (agriffin): Approved for Director of Program Assessment and Review
3. 06/07/19 12:21 pm  
Lisa Kulczak (lkulcza): Approved for Registrar Initial

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

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

### 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)

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

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Statistics		3
Select one of the following:		
<a href="#"><u>AGEC 2403</u></a>	Quantitative Tools for Agribusiness	
<a href="#"><u>WCOB 1033</u></a>	Data Analysis and Interpretation	
<a href="#"><u>STAT 2303</u></a>	<b>Principles of Statistics (ACTS Equivalency = MATH 2103)</b>	
Agribusiness Management and Marketing Concentration		18
Select two of the following unless used to meet Departmental Core hours:		
<a href="#"><u>AGEC 3313</u></a>	Agribusiness Sales	
<a href="#"><u>AGEC 3373</u></a>	Futures and Options Markets	
<a href="#"><u>AGEC 3413</u></a>	Principles of Environmental Economics	
<a href="#"><u>AGEC 4113</u></a>	Agricultural Prices and Forecasting	
<a href="#"><u>AGEC 4143</u></a>	Agricultural Finance	
<a href="#"><u>AGEC 4163</u></a>	Agricultural and Rural Development	
<a href="#"><u>AGEC 4243 Agribusiness Strategy</u></a>	<b>Course AGEC 4243 Agribusiness Strategy Not Found</b>	
<a href="#"><u>AGEC 4303</u></a>	Agribusiness Marketing Management	
<a href="#"><u>AGEC 4313</u></a>	Agricultural Business Management	
<a href="#"><u>AGEC 4323</u></a>	AgriBusiness Entrepreneurship	
<a href="#"><u>AGEC 4373</u></a>	Basis Trading: Applied Price Risk Management	
<a href="#"><u>AGEC 4383</u></a>	Basis Trading: Case Study	
<a href="#"><u>AGEC 4403</u></a>	Advanced Farm Business Management	
<a href="#"><u>AGEC 4603</u></a>	Food Economics and Health	
<a href="#"><u>AGEC 4613</u></a>	Political Economy of Agriculture and Food	
<a href="#"><u>AGEC 4623</u></a>	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
<a href="#">ENGL 1013</a> Composition I (ACTS Equivalency = ENGL 1013) (Unless Exempt)	3
<a href="#">MATH 2043</a> Survey of Calculus (ACTS Equivalency = MATH 2203) (or higher math from the University Core excluding MATH 2183)	3
History Core from:	3
<a href="#">HIST 2003</a> History of the American People to 1877 (ACTS Equivalency = HIST 2113)	
<a href="#">HIST 2013</a> History of the American People, 1877 to Present (ACTS Equivalency = HIST 2123)	
<a href="#">PLSC 2003</a> American National Government (ACTS Equivalency = PLSC 2003)	
<a href="#">AGEC 1103</a> Principles of Agricultural Microeconomics	3
or <a href="#">ECON 2023</a> Principles of Microeconomics (ACTS Equivalency = ECON 2203)	
<a href="#">AGME 2903</a> Agricultural and Human Environmental Sciences Applications of Microcomputers (or ISYS 1120) or Bumpers College Broadening Elective (if ISYS 1120)	3
<a href="#">UNIV 1001</a> University Perspectives	1
<a href="#">ENGL 1023</a> Composition II (ACTS Equivalency = ENGL 1023) (Unless Exempt)	3
<a href="#">COMM 1313</a> Public Speaking (ACTS Equivalency = SPCH 1003)	3
<a href="#">AGEC 2103</a> Principles of Agricultural Macroeconomics	3
<a href="#">AGEC 2303</a> Introduction to Agribusiness	3
General Electives	3
Year Total:	16 15
Second Year	Units
	FallSpring
Select one from:	3
<a href="#">AGEC 2403</a> Quantitative Tools for Agribusiness	
<b><a href="#">STAT 2303</a> Principles of Statistics (ACTS Equivalency = MATH 2103)</b>	
<b><a href="#">WCOB 1033</a> Data Analysis and Interpretation</b>	
Fine Arts/Humanities University Core Elective	3
Science University Core Elective	4
<a href="#">AGEC 2142</a> Agribusiness Financial Records	3
& <a href="#">AGEC 2141L</a> Agribusiness Financial Records Lab	
or <a href="#">ACCT 2013</a> Accounting Principles	
<b>General Electives</b>	<b>3</b>
Select one of the following:	3
<a href="#">PSYC 2003</a> General Psychology (ACTS Equivalency = PSYC 1103)	
<a href="#">HDFS 2603</a> Rural Families and Communities	

<u>SOCI 2013</u> General Sociology (ACTS Equivalency = SOCI 1013)		
Science University Core Elective		4
<u>AGEC 3303</u> Food and Agricultural Marketing		3
Communication Intensive Elective		3
General Electives		2
Year Total:		16 15
Third Year		Units
		FallSpring
<del>AGEC 3373 Futures and Options Markets</del>		<del>3 -</del>
<u>AGEC 3403</u> Farm Business Management		3
<del>AGEC 4143 Agricultural Finance</del>		<del>3 -</del>
Marketing Group		3
Management Group		3
<b>Concentration Elective</b>		<b>3</b>
<b>General Electives</b>		<b>3</b>
Fine Arts/Humanities University Core Elective		3
Policy Group		3
<del>AGEC 3413 Principles of Environmental Economics</del>		
<del>AGEC 4623 International Agricultural Trade and Commercial Policy</del>		
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
<del>AGEC 4163 Agricultural and Rural Development</del>		
<del>AGEC 4613 Political Economy of Agriculture and Food</del>		
Concentration Elective		6
General Electives		3
<del>AGEC 4323 AgriBusiness Entrepreneurship</del>		<del>- 3</del>
Management Block		3
<del>AGEC 4113 Agricultural Prices and Forecasting</del>		
<del>AGEC 4303 Agribusiness Marketing Management</del>		
Marketing Block		3
<b>Concentration Elective</b>		<b>3</b>
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
<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.