

Date Submitted: 11/13/19 2:40 pm

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

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

Last edit: 11/19/19 3:35 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:  
**2697 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. Provost's Office-- Notification of Approval
17. Registrar Final
18. 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

## Department Code

Department of Agricultural Economics and Agribusiness (AEAB)

## Program Code

AGBSBS-ABMM

## Degree

Bachelor of Science in Agricultural, Food &amp; Life Sciences

## CIP Code

## 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 forInstitutional  
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
14. 10/16/19 11:53 am  
Fran Hagstrom  
(fhagstr): Approved  
for Faculty Senate
15. 10/17/19 7:25 am  
Terry Martin  
(tmartin): Approved  
for Provost Final
16. 10/21/19 9:40 am  
Terry Martin  
(tmartin): Approved  
for ADE Licensure  
Approval
17. 10/27/19 8:25 am  
Terry Martin  
(tmartin): Approved  
for Provost's Office--  
Notification of  
Approval
18. 11/08/19 11:36 am  
Lisa Kulczak  
(lkulcza): Rollback to  
Initiator

19. 11/14/19 8:07 am  
Lona Robertson  
(ljrobert): Approved  
for AFLS Dean Initial
20. 11/18/19 3:19 pm  
Alice Griffin  
(agriffin): Approved  
for Director of  
Program  
Assessment and  
Review
21. 11/21/19 12:52 pm  
Lisa Kulczak  
(lkulcza): Approved  
for Registrar Initial
22. 11/21/19 1:10 pm  
Gary Gunderman  
(ggunderm):  
Approved for  
Institutional  
Research
23. 11/23/19 8:25 am  
Robert Bacon  
(rbacon): Approved  
for AEAB Chair
24. 12/05/19 1:25 pm  
Gary McDonald  
(gmcdonal):  
Approved for AEAB  
Curriculum  
Committee
25. 12/12/19 8:53 am  
Michael Thomsen  
(mthomsen):  
Approved for AFLS  
Faculty
26. 12/12/19 11:51 am  
Jeannie Hulen  
(jhulen): Approved  
for ARSC Dean

27. 01/13/20 9:35 am  
Karen Boston  
(kboston):  
Approved for WCOB  
Dean
28. 01/13/20 10:08 am  
Lona Robertson  
(ljrobert): Approved  
for AFLS Dean
29. 01/13/20 10:19 am  
Suzanne Kenner  
(skenner): Approved  
for Global Campus
30. 01/14/20 3:27 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)

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?

**21** ~~120~~

## Program Requirements and Description

---

### Requirements

## Additional Requirements for Agribusiness Management and Marketing Concentration (21): ~~(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~~

Total Hours

21

~~1 - New Freshmen will enroll in UNIV 1001%7C 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)	3
Core excluding MATH 2183)	
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)	
<del><a href="#">AGME 2903</a> Agricultural and Human Environmental Sciences Applications of Microcomputers (or</del>	<del>3</del> -
<del><a href="#">ISYS 1120</a>) or Bumpers College Broadening Elective (if <a href="#">ISYS 1120</a>)</del>	
<b>General Elective</b>	<b>3</b>
<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 Elective	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 Elective</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	
<a href="#">SOCL 2013</a> General Sociology (ACTS Equivalency = SOCL 1013)	
Science University Core Elective	4
<a href="#">AGEC 3303</a> Food and Agricultural Marketing	3
Communication Intensive Elective	3
General Elective	2
Year Total:	16 15
Third Year	Units
	FallSpring
<del><a href="#">AGEC 3373</a> 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 Elective	3
Management Group Elective	3
<b>ABMM Concentration Elective</b>	<b>3</b>
<b>General Elective</b>	<b>3</b>
Fine Arts/Humanities University Core Elective	3
Policy Group Elective	3
<del>AGEC 3413 Principles of Environmental Economics</del>	
<del>AGEC 4623 International Agricultural Trade and Commercial Policy</del>	
ABMM Concentration Electives	6
General Elective	3
Year Total:	15 15

Fourth Year	Units
	FallSpring
<u>AGEC 3503</u> Agricultural Law I	3
Policy Group Elective	3
<del>AGEC 4163 Agricultural and Rural Development</del>	
<del>AGEC 4613 Political Economy of Agriculture and Food</del>	
ABMM Concentration Electives	6
General Elective	3
<del>AGEC 4323 AgriBusiness Entrepreneurship</del>	<del>-</del> <b>3</b>
Management Group Elective	3
<del>AGEC 4113 Agricultural Prices and Forecasting</del>	
<del>AGEC 4303 Agribusiness Marketing Management</del>	
Marketing Group Elective	3
<b>ABMM Concentration Elective</b>	<b>3</b>
<b>Capstone Experience</b>	<b>1-3</b>
General Elective	3
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 **2022-2023** ~~2022~~

Review Date

Program Goals and Objectives

**Program Goals and Objectives****See AGBSBS.** ~~Program goals and objectives are unchanged.~~

Learning Outcomes

**Learning Outcomes****See AGBSBS.** ~~Learning outcomes are unchanged.~~

Description and justification of the request

<b>Description of specific change</b>	<b>Justification for this change</b>
<p>1. AGECE 4243: We are creating a new course AGECE 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: AGECE 2403, WCOB 1033, or STAT 2303.</p> <p>NEW GEN ED CHANGE 11/08/2019: To address Goal 6 Learning Outcome 6.1 in the General Education Curriculum, we are adding a new requirement to each of the three concentrations in our AGBSBS program. The "Capstone Experience" requirement will consist of two options for students: 1) AGECE 401V - Agribusiness Internship or a new course 2) AGECE 4041 - Agribusiness Capstone. Students can complete either option to fulfill the requirement and meet Learning Outcome 6.1.</p>	<p>AGECE 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 AGECE 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 AGECE 2403 each fall semester. We suspect that most of the demand</p>

Description of specific change	Justification for this change
	<p>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> <p>NEW GEN ED CHANGE 11/08/2019: the addition of the Capstone Experience requirement allows our program to meet Learning Outcome 6.1 by creating an avenue to better assess our students abilities to synthesize, integrate, and apply knowledge developed in their undergraduate program. Both options in our Capstone Experience will help better assess students in the areas of: written and oral communication, critical thinking, quantitative literacy, and how to apply the core principles of the Agribusiness Program.</p>

## Upload attachments

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

[AGEC 401V Internship in Agribusiness syllabus\\_final.pdf](#)

[AGEC 4041 Capstone syllabus npk.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.

**Lisa Kulczak (lkulcza) (11/08/19 11:36 am):** These changes have already been through the workflow approval, but rolling back to submitter so that updates for Gen Ed curriculum can be incorporated.

**Lisa Kulczak (lkulcza) (11/08/19 11:36 am):** Rollback: These changes have already been through the workflow approval, but rolling back to submitter so that updates for Gen Ed curriculum can be incorporated.

**Alice Griffin (agriffin) (11/18/19 2:40 pm):** Reformatted curriculum to reflect only the 21 hours required for the concentration. Updated the scheduled program review date to include the academic year. Also referred to the major CIM block to review program goals and learning outcomes.