

# Program Change Request

Date Submitted: 01/14/22 9:35 am

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

Last approved: 12/10/20 10:20 am

Last edit: 01/14/22 2:18 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	Phone:
2697			
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 Certificate or 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 2022		
College/School Code			

## In Workflow

1. **AFLS Dean Initial**
2. **Director of Curriculum Review and Program Assessment**
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. Registrar Final
17. Catalog Editor Final

## Approval Path

1. 01/14/22 9:40 am  
Lona Robertson (ljrobert): Approved for AFLS Dean Initial
2. 01/14/22 2:18 pm  
Alice Griffin (agriffin): Approved for Director of

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

Curriculum Review  
and Program  
Assessment

3. 01/18/22 2:09 pm  
Gina Daugherty  
(gdaugher):  
Approved for  
Registrar Initial
4. 01/18/22 3:38 pm  
Doug Miles  
(dmiles): Approved  
for Institutional  
Research
5. 01/20/22 1:59 pm  
John Anderson  
(jda042): Approved  
for AEAB Chair
6. 01/20/22 3:21 pm  
Jefferson Miller  
(jdmiller): Approved  
for AEAB Curriculum  
Committee
7. 01/23/22 1:16 pm  
Garry McDonald  
(gmcdonal):  
Approved for AFLS  
Faculty
8. 01/23/22 1:39 pm  
Jeannie Hulen  
(jhulen): Approved  
for ARSC Dean
9. 01/24/22 4:01 pm  
Alan Ellstrand  
(aellstra): Approved  
for WCOB Dean
10. 01/24/22 4:16 pm  
Lona Robertson  
(ljrobert): Approved  
for AFLS Dean

11. 01/24/22 4:31 pm  
Suzanne Kenner  
(skenner): Approved  
for Global Campus
12. 02/02/22 8:43 am  
Ketevan  
Mamiseishvili  
(kmamisei):  
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)
8. Mar 5, 2020 by  
Nathan Kemper  
(nkemper)
9. Dec 10, 2020 by  
Karen Turner  
(kjvestal)

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?

18 ~~21~~

## Program Requirements and Description

Requirements

### Additional Requirements for Agribusiness Management and Marketing Concentration (18): ~~(21)~~:

Agribusiness Management and Marketing Concentration (18 hours)

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

6

Select 18 hours from the following three groups (students must select a minimum of one course from each group):

Policy Group

Select one of the following:

3

AGEC 2403

Quantitative Tools for Agribusiness

WCOB 1033

Data Analysis and Interpretation

STAT 2303

Principles of Statistics (ACTS Equivalency = MATH 2103)

<a href="#">AGEC 3413</a>	Principles of Environmental Economics
<a href="#">AGEC 3523</a>	<b>Environmental and Natural Resources Law</b>
<a href="#">AGEC 4123</a>	<b>Legal Issues in Animal Agriculture</b>
<a href="#">AGEC 4163</a>	Agricultural and Rural Development
<a href="#">AGEC 4613</a>	Political Economy of Agriculture and Food
<a href="#">AGEC 4623</a>	International Agricultural Trade and Commercial Policy

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

12

<a href="#">AGEC 4603</a>	Food Economics and Health 1
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**Marketing Group**

<a href="#">AGEC 3313</a>	Agribusiness Sales
<del><a href="#">AGEC 3373</a></del>	<del>Futures and Options Markets</del>
<a href="#">AGEC 4113</a>	Agricultural Prices and Forecasting
<del><a href="#">AGEC 4143</a></del>	<del>Agricultural Finance</del>
<a href="#">AGEC 4303</a>	Agribusiness Marketing Management
<a href="#">AGEC 4373</a>	Basis Trading: Applied Price Risk Management
<a href="#">AGEC 4383</a>	Basis Trading: Case Study
<a href="#">AGEC 4603</a>	<b>Food Economics and Health 1</b>

**Management Group**

<a href="#">AGEC 4243</a>	Agribusiness Strategy
<a href="#">AGEC 4313</a>	Agricultural Business Management
<a href="#">AGEC 4323</a>	AgriBusiness Entrepreneurship
<a href="#">AGEC 4403</a>	Advanced Farm Business Management

Total Hours

18

**1AGEC 4603 may only be used in one group (no duplicates)**

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
	Fall/Spring
<a href="#">ENGL 1013</a> Composition I (ACTS Equivalency = ENGL 1013) (Unless Exempt) (Satisfies General	3

Education Outcome 1.1)		
<u>MATH 2043</u> Survey of Calculus (ACTS Equivalency = MATH 2203) ((or higher math from the State Minimum Core excluding MATH 2183) (Satisfies General Education Outcome 2.1)1	3	
U.S. History or Government State Minimum Core from (Satisfies General Education Outcome 4.2):	3	
<u>HIST 2003</u> History of the American People to 1877 (ACTS Equivalency = HIST 2113)		
<u>HIST 2013</u> History of the American People, 1877 to Present (ACTS Equivalency = HIST 2123)		
<u>PLSC 2003</u> American National Government (ACTS Equivalency = PLSC 2003)		
Satisfies General Education Outcome 3.3:		
<u>AGEC 1103</u> Principles of Agricultural Microeconomics	3	
or <u>ECON 2023</u> Principles of Microeconomics (ACTS Equivalency = ECON 2203)		
General Elective	3	
<u>UNIV 1001</u> University Perspectives	1	
<u>ENGL 1023</u> Composition II (ACTS Equivalency = ENGL 1023) (Unless Exempt (Satisfies General Education Outcome 1.1)	3	
<u>COMM 1313</u> Public Speaking (ACTS Equivalency = SPCH 1003) (Satisfies General Education Outcomes 1.2 and 5.1)	3	
<u>AGEC 2103</u> Principles of Agricultural Macroeconomics (Satisfies General Education Outcome 3.3)	3	
or <u>ECON 2013</u> Principles of Macroeconomics (ACTS Equivalency = ECON 2103)		
<u>AGEC 2303</u> Introduction to Agribusiness (Satisfies General Education Outcome 4.1)	3	
General Elective	-	3
<u>ASTM 2903 Agricultural and Human Environmental Sciences Applications of Microcomputers</u>	3	
or <u>ISYS 1123 Business Application Knowledge - Computer Competency</u>		
Year Total:	16	15
Second Year		Units
		FallSpring
Select one from:		3
<u>AGEC 2403</u> Quantitative Tools for Agribusiness		
<u>STAT 2303</u> Principles of Statistics (ACTS Equivalency = MATH 2103)		
<u>WCOB 1033</u> Data Analysis and Interpretation		
Fine Arts or Humanities State Minimum Core Elective (Satisfies General Education Outcome 3.1 or 3.2)2, 3	3	
Science State Minimum Core Elective (Satisfies General Education Outcome 3.4)	4	
<del><u>AGEC 2142</u> Course AGEC 2142 Not Found</del>	<del>0-3-</del>	
& <del><u>AGEC 2141L</u> Course AGEC 2141L Not Found</del>		
or <del>ACCT 2013 Accounting Principles</del>		
<u>AGEC 2143 Agribusiness Financial Records</u>	3	
or <u>ACCT 2013 Accounting Principles</u>		
General Elective4	3	
Select one of the following (Satisfies General Education Outcome 3.3):	3	
<u>HDFS 2603</u> Rural Families and Communities		

<u>PSYC 2003</u> General Psychology (ACTS Equivalency = PSYC 1103)		
<u>SOCI 2013</u> General Sociology (ACTS Equivalency = SOCI 1013)		
Science State Minimum Core Elective (Satisfies General Education Outcome 3.4)		4
<u>AGEC 3303</u> Food and Agricultural Marketing		3
Communication Intensive Elective		3
General Elective <sup>4</sup>		2
Year Total:		16 15
Third Year		Units
		FallSpring
<b><u>AGEC 3373</u> Futures and Options Markets</b>		<b>3</b>
<u>AGEC 3403</u> Farm Business Management		3
<del>Marketing Group Elective</del>		<del>3 -</del>
<del>Management Group Elective</del>		<del>3 -</del>
<del>ABMM Concentration Elective</del>		<del>3 -</del>
<b><u>AGEC 3503</u> Agricultural Law I</b>		<b>3</b>
<u>General Elective</u> <sup>4</sup>		6
Fine Arts or Humanities State Minimum Core Elective (Satisfies General Education Outcome 3.1 or 3.2) 2, 3		3
ABMM Concentration Electives		6
<u>Agribusiness Core Directed Electives</u>		3
General Elective <sup>4</sup>		3
Year Total:		15 15
Fourth Year		Units
		FallSpring
<del><u>AGEC 3503</u> Agricultural Law I</del>		<del>3 -</del>
<b><u>AGEC 4143</u> Agricultural Finance</b>		<b>3</b>
ABMM Concentration Electives		6
<u>Agribusiness Core Directed Electives</u>		3
General Elective <sup>4</sup>		3
<del>Management Group Elective</del>		<del>- 3</del>
<del>Marketing Group Elective</del>		<del>- 3</del>
<u>ABMM Concentration Elective</u>		6
<b><u>Agribusiness Core Directed Electives</u></b>		<b>6</b>
Capstone Experience (Satisfies General Education Outcome 6.1)		1-3
<del>General Elective</del> <sup>4</sup>		<del>- 3</del>
Year Total:		15 13
Total Units in Sequence:		120

1Students have demonstrated successful completion of the learning indicators identified for learning outcome

2.1, by meeting the prerequisites for [MATH 1203](#) or [MATH 1313](#).

2The Fine Arts Elective courses which satisfy General Education Outcome 3.1 include: [ARCH 1003](#), [ARHS 1003](#), [COMM 1003](#), [DANC 1003](#), [LARC 1003](#), [MLIT 1003](#), [MLIT 1003H](#), [MLIT 1013](#), [MLIT 1013H](#), [MLIT 1333](#), [THTR 1003](#), [THTR 1013](#), or [THTR 1013H](#).

3The Humanities Elective courses which satisfy General Education Outcome 3.2 include: [AAST 2023](#), [ANTH 1033](#), [ARCH 1013](#), [CLST 1003](#), [CLST 1003H](#), [CLST 1013](#), [COMM 1233](#), [DANC 1003](#), [ENGL 1213](#), [ENGL 2023](#), [GNST 2003](#), [HIST 1113](#), [HIST 1113H](#), [HIST 1123](#), [HIST 1123H](#), [HIST 2003](#), [HIST 2013](#), [HUMN 1124H](#), [HUMN 2213](#), [LALS 2013](#), [MRST 2013](#), [MUSY 2003](#), [MUSY 2003H](#), [PHIL 2003](#), [PHIL 2003C](#), [PHIL 2003H](#), [PHIL 2103](#), [PHIL 2103C](#), [PHIL 2303](#), [THTR 1003](#), [THTR 1013](#), [THTR 1013H](#), [WLIT 1113](#), [WLIT 1123](#), or intermediate-level world language (usually 2003-level).

**4Students must complete 40 hours of upper division courses (3000-4000 level). It is recommended that students consult with their academic adviser when making course selections.**

Are Similar Programs available in the area?

No

Estimated Student Demand for Program 300

Scheduled Program Review Date 2022-2023

Program Goals and Objectives

**Program Goals and Objectives**

See AGBSBS.

Learning Outcomes

**Learning Outcomes**

See AGBSBS.

Description and justification of the request

<b>Description of specific change</b>	<b>Justification for this change</b>
See full description of changes in AGBSBS. The majority of the changes made here are the result of moving existing requirements into different areas. Portions of the departmental core are moving into the concentrations and vice versa.	See full description of changes in AGBSBS.

Upload attachments



Reviewer Comments

**Alice Griffin (agriffin) (01/14/22 2:18 pm):** Inserted ECON 2013 as option to AGECE 2103 in spring of first year to be consistent with overall program requirements. College is encouraged to review for accuracy.