

AGRICULTURAL BUSINESS (AGBS)

AGBS 100. Agricultural Economics. (3 Credits)

In this course, fundamental economic principles keyed to agriculture are discussed. Emphasis is placed on specialization and exchange, the commercial banking system, monetary and fiscal policy, and supply and demand. Units on gross national product and the consumer price index, Global international trade, United States and New York state economics are also discussed. 3 credits (3 lecture hours), fall and spring semester

AGBS 110. Intro to Food and Agribusiness. (3 Credits)

This is an introduction to food and agriculture business course. Students will learn and apply the basic principles of agricultural business. Students will learn about forms of business organizations, agriculture markets and food marketing, sales, as well as consolidated and diversified agriculture business opportunities. Students will also gain exposure to financial management and the decision making process of owning and operating an agriculture and food business; including completing financial calculations using Excel. Students will have the opportunity to gain valuable career planning skills through job shadowing experiences, resume writing and conducting interviews with business owners within the food and agricultural industry. This course is offered in class, online, or for dual credit in the spring/fall semesters. 3 credits (3 lecture hours), spring semester

AGBS 200. Marketing Agricultural Products. (3 Credits)

Supply and demand analysis, elasticity of demand, commodity futures exchange with emphasis on individual projects in futures trading are included in this course. Market structure, marketing orders, pricing, advertising, and approaches to studying marketing problems are also covered as well as units on cooperatives and marketing alternatives. 3 credits (3 lecture hours), spring semester

AGBS 225. Environmental Economics. (3 Credits)

This course covers application of basic economic principles to environmental problems, pareto optimality, efficiency, price theory, perfect competition, market intervention and failure, and how the neoclassical theory affects policy decisions regarding the environment. Economic concepts are presented in an environmental context. 3 credits (3 lecture hours), spring semester This course satisfies the Liberal Arts and Sciences requirement and the SUNY General Education Requirement for Social Science.

AGBS 240. Farm Management and Finance. (4 Credits)

This course is designed to give students a broad understanding of the management skills required to be successful in 21st century agriculture. Students will study organizational behavior, human resource management and financial decision making as they relate to agricultural businesses with a particular emphasis on: dairy, equine, vegetable and fruit production. Major emphasis is on the fundamental principles underlying sound farm organizational and op-rational decision making. The principles and techniques developed are general enough to have validity through time, in any geographic area under any conditions. On the other hand, they are specific enough to be applied to an individual farm at a given time. This course requires a 15 page research paper (APA format) applying sound theoretical and practical research to an agricultural business of choice. Prerequisite: ABGS 100 or permission of the instructor 4 credits (4 lecture hours), fall semester

AGBS 250. Decision Making for Ag Manager. (3 Credits)

Using economic models and managerial decision making processes, students will be responsible for completing weekly analysis of farm operations, identifying and solving problems and/or creating opportunities for improving farm operations. Students will be actively involved in the process of gathering, organizing, and analyzing financial, production, and labor efficiency data. Upon completion of data analysis, evaluation of alternatives and making final recommendations to management, students will be actively involved in the implementation and monitoring processes. Each semester, students will complete a comprehensive case study analysis. 3 credits, (2 lecture hours, 2 laboratory hours), spring semester

AGBS 305. Ag Financial Decision Making. (3 Credits)

This course involves case work and on-farm consulting with the Farm Credit System. All lectures will be taught at Morrisville State College. Most laboratory assignments will be completed at First Pioneer Farm Credit (the largest agricultural lender in the United States) in Sangerfield, NY, or at selected farms in which students will act as agricultural leaders. Prerequisites: ACCT 101, AGBS 240 3 credits (2 lecture hours, 2 laboratory hours), fall semester

AGBS 350. Ag Business Development. (3 Credits)

This course provides basic economic theories to help students understand issues related to agribusiness development. Following the study of economic theories, empirical issues will be discussed including agricultural tourism, pollution and environment, the green revolution and the new trends in alternative energy focusing on the economic impact of utilizing bio diesel and ethanol. Students will learn how to look at issues related to agribusiness development from an economic perspective, and will learn how to apply the basic tools of economic analysis to a wide range of issues relating to renewable and non-renewable natural resource use. Prerequisites: AGBS 240 or permission of the instructor 3 credits (3 lecture hours), spring semester

AGBS 400. Distribution/Mkt Ag Products. (4 Credits)

Through a series of six modules—cooperatives in agriculture; agriculture commodity purchasing and selling; food processing; product distribution; consumer retail relations; and financial feasibility—students will gain valuable experience and insight into the rapidly developing value added sector of the agriculture industry. Students are required to take a field trip to New York City and numerous other consumer markets to meet course requirements. All laboratory exercises will be conducted at either Nelson Farms, the Agribusiness Dairy Processing facility or established off-campus collaborating businesses. Students will rotate through each module. Prerequisites: AGBS 100 Agricultural Economics or ECON 100 Introduction to Macroeconomics or ECON 140 Introduction to Microeconomics, AGBS 200 Marketing of Agriculture Products or BSAD 112 Marketing, AGBS 240 4 credits (1 lecture hour, 6 laboratory hours), fall or spring semester

AGBS 405. Farm & Rural Mngt Capstone. (3 Credits)

Students will be introduced to successful rural entrepreneurs. They will work in teams and act as consultants to evaluate farm and rural agriculturally based businesses financial, human resources, and strategic management practices. Students interested in food and agricultural entrepreneurship will evaluate food processing techniques, packaging and food safety procedures. Upon identifying key problems, students will present their finding to both class and entrepreneur. All lectures will be taught at SUNY Morrisville. Most of the laboratory assignments will be completed at the farm or rural business in which the students will be serving as consultants. Prerequisites: AGBS 100, AGBS 240, 305, ACCT 100 or ACCT 101 3 credits (2 lecture hours, 2 laboratory hours), fall and spring semester

AGBS 410. Ag Human Resource Management. (3 Credits)

This course is the study of applied Human Resource Management as faced by firms which operate in production agriculture. Emphasis is placed on the unique aspects of labor laws, labor management, compensation, productivity, performance, recruitment and training, developing and terminating employees with regard to a multicultural workforce. Course includes application through the use of case studies. Prerequisites: BSAD 116 or AGBS 100 or AGBS 110 of Junior level standing AND permission of the instructor when only Junior level standing is met. 3 credits (3 lecture hours), spring semester

AGBS 440. Ag Business Intern Orientation. (1 Credit)

This course is designed to prepare students for an internship and to assist them with the process of employment and career development. It prepares students for internship requirements such as goal definition, placement site identification, job application, performance evaluation and report writing. AGBS 440 formalizes internship planning and preparation to insure that internships are procured, conducted in a professional manner, follow course guidelines, and satisfy the goals and objectives of students, faculty advisors and cooperating placement sites. 1 credit (1 lecture hour), spring semester

AGBS 450. Ag Policy & Development. (3 Credits)

This course will provide students with a foundation in the principles and practices of agricultural policy and the policy process. Students will develop an understanding for the policy process as it relates to agriculture, its interaction with other institutional arrangements, and an awareness of policy analysis. Specific emphasis will be placed on the National Farm Bill, New York State Agriculture Policy and its impact on the rural economy as well as the individual producer. Students are required to participate in field trips to the National Agriculture Outlook Conference in Arlington, Virginia, and Agriculture Awareness day in Albany, New York. Prerequisites: AGBS 100 Agricultural Economics or ECON 100 Introduction to Macroeconomics or ECON 140 Introduction to Microeconomics 3 credits (3 lecture hours), fall semester

AGBS 460. International Ag Marketing. (3 Credits)

The globalization of markets for food and agricultural products makes it essential to understand how international food and agricultural markets function and how they influence the options and choices of food and agribusiness firms. This course examines emerging globalization issues, the global food and agribusiness environment, potential markets, global agribusiness strategy, and global agribusiness operations. The course will also examine the impact of our changing social demographics on domestic product sales. Students will be required to prepare and present an analysis of barriers to international trade and opportunities for emerging national and international markets, as well as develop an international marketing plan for a product of their choice. Prerequisites: AGBS 100 3 credits (3 lecture hours), spring semester

AGBS 470. Internship in Ag Business Dev. (15 Credits)

In this course, students will participate in supervised fieldwork in a selected agriculture business or agriculture service organization. Students carry out a planned program of educational experiences under direct supervision of an owner, manager, or supervisor of the agriculture business/organization. Each intern will be advised and monitored by a member of the faculty on a regular basis. Requirements include a journal, interim reports, supervisor evaluations, a summary report and an oral presentation. 15 credits

AGBS 480. Retailing Agriculture Products. (3 Credits)

This course provides students with a comprehensive view of retailing and direct marketing of agriculture products. Students will study and analyze current multi-channel retail strategies among box stores, roadside/farms stands, farmer's markets, grocery stores and ecommerce activities. Students will be required to research and track the life of a value added product from the farm to the table, prepare and present a plan to market a value added agriculture product to a box store of their choice, as well as obtain experience working in a retail setting. Prerequisites: AGBS 240 3 credits (3 lecture hours), spring semester