# AGRIBUSINESS MANAGEMENT, B.B.A.

#### Major Code: 2645

Agribusiness is the backbone of the global food system, encompassing everything from production and processing to marketing, sustainability, finance, and innovation. Whether managing a family farm, leading multinational food enterprises, or launching entrepreneurial ventures, agribusiness professionals play a crucial role in feeding the world, promoting sustainability, and driving product innovation.

This interdisciplinary program blends strong foundational education in business management with applied agricultural expertise. Students develop the technical and leadership skills needed to navigate complex decisions involving labor, finance, marketing, risk, and management across diverse agricultural enterprises. Coursework emphasizes strategic planning, entrepreneurship, data-informed decision-making, sustainability, and innovation in a rapidly evolving agricultural economy.

Hands-on learning is at the core of the program. Through case studies, internships, industry collaborations, and a capstone project, students gain real-world experience that prepares them for leadership in the agricultural sector.

#### Career pathways for graduates include:

- · Agricultural business management
- Farm and ranch management (dairy, equine, livestock, crops, specialty crops, and more)
- · Agricultural finance and lending
- · Food and commodity marketing
- · Supply chain and logistics
- Food entrepreneurship and value-added ventures (fresh produce, specialty crops, and more)
- Government agencies (e.g., USDA, State Departments of Agriculture)
- Nonprofit and advocacy organizations (e.g., Cornell Cooperative Extension)
- · Sustainability and Agritech innovation

Graduates are prepared to enter the workforce immediately or pursue advanced study in agribusiness, agricultural economics, or business administration.

## **Program Learning Outcomes**

Upon successful completion of this program, students will be able to:

- Design and manage an agricultural enterprise by integrating production, finance, marketing, and risk management strategies for long-term viability.
- Evaluate and secure appropriate financing while maintaining productive relationships with financial institutions and strategic partners.
- Analyze market trends and consumer behavior to identify opportunities and implement adaptive strategies that enhance profitability and competitiveness.
- Communicate and collaborate effectively with both agricultural and non-agricultural stakeholders to build partnerships, educate the public, and advance the industry.

- Apply critical thinking and ethical reasoning to investigate, evaluate, and communicate agribusiness solutions using data and industry knowledge.
- Demonstrate leadership and interpersonal effectiveness in diverse business settings, including family-owned and corporate agribusinesses.
- Assess personal and professional competencies, set realistic development goals, and implement strategies for career advancement and personal well-being in a dynamic global industry.

SUNY General Education: (https://system.suny.edu/academic-affairs/academic-policies/general-education/suny-ge/) All SUNY Morrisville BBA degree programs require completion of at least 30 credits of SUNY GE, a minimum of seven (out of ten) knowledge and skills areas (including the four required knowledge and skills areas as indicated below), and completion of the two core competencies. The specific courses required within each knowledge and skills area/core competency for this degree program are outlined below.

#### Knowledge and Skills Areas:

Communication Written & Oral (required)	as advised
Diversity: Equity, Inclusion, and Social Justice (required)	as advised
Mathematics (and Quantitative Reasoning) (required)	AGSC 137 or MATH 123 or MATH 141
Natural Sciences (and Scientific Reasoning) (required)	as advised
Humanities	as advised
Social Sciences	as advised
The Arts	as advised
US History and Civic Engagement	as advised
World History and Global Awareness	as advised
World Languages	as advised

#### **Core Competencies:**

Information Literacy (required)	as advised
Critical Thinking and Reasoning	as advised
(required)	

### **Curriculum Requirements**

A minimum of 120 credits is required for degree completion. This degree program is approved to be completed 50% online. Please consult with your academic advisor on specific courses.

Code	Title	Credits
Major Requireme	ents	
AGBS 100	Agricultural Economics	3
or AGBS 225	Environmental Economics	
AGBS 110	Intro to Food and Agribusiness <sup>1</sup>	3
AGBS 200	Marketing Agricultural Prodcts	3
AGBS 240	Farm Management and Finance	4
AGBS 305	Ag Financial Decision Making	3
AGBS 350	Ag Business Development	3
AGBS 400	Distribution/Mkt Ag Products	4

AGBS 405	Farm & Rural Mngt Capstone	3
AGBS 450	Ag Policy & Development	3
AGBS 480	Retailing Agriculture Products	3
AGBS 440	Ag Business Intern Orientation	1
AGBS 470	Internship in Ag Business Dev	15
ACCT - Accounting	ng as Advised	3
Select one of the	following Options	2-3
Option 1:		
CITA 101	Principles Computer Apps	
Option 2:		
AGSC 132	Introduction to Precision Farming	
Option 3:		
OFFT 110		
OFFT 100	Introduction to MS Word	
or OFFT 10	6 Personal Computer Keyboarding	
or OFFT 109	9 Introduction to MS PowerPoint	
300-400 Upper Le	evel Elective Credits as Advised <sup>2</sup>	10
Upper or Lower L	evel Elective Credits as Advised <sup>2</sup>	26
Required SUNY G	General Education Coursework	
Select one of the	following:	3
AGSC 137	Agricultural Statistics	
MATH 123	Elementary Statistics	
MATH 141	Statistics	
SUNY General Ed	lucation Communication Written and Oral as Advised	l 3
SUNY General Ed Justice as Advise	lucation Diversity: Equity, Inclusion, and Social ed	3
SUNY General Ed	lucation World Languages as Advised	3
SUNY General Ed as Advised	lucation Natural Sciences (and Scientific Reasoning)	3-4
Additional SUNY	General Education Coursework as Advised	17
Total Credits	121-	123
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1

Students who have completed AGBS 240 Farm Management and Finance are not required to enroll in AGBS 110 Intro to Food and Agribusiness.

2

Additional Electives selected from any course with the following subject codes: AGBS/AGEN/AGNR/AGRO/AGSC/ANSC/BIOL/BREW/BSAD/CANA/CHEM/CITA/COMM310/DANS/DTEC/ECON/EDU/ENSC/ERID/ESCI/ESTB/FSAD/HORT/NATR/NURS/NUTR/RENG/RREN/RRMT/SPPR

## **Sample Course Sequence**

Course	Title	Credits
Year 1		
Fall		
AGBS 100	Agricultural Economics	3
AGBS 110	Intro to Food and Agribusiness	3
SUNY General Education Mathematics (and Quantitative Reasoning) as Advised		3
SUNY General Education Communication Written and Oral as Advised		3
Additional Electives as Ad	vised	3
	Credits	15
Spring		
AGBS 200	Marketing Agricultural Prodcts	3
SUNY General Education Diversity: Equity, Inclusion, and Social Justice as Advised		3

OFFT 100         Introduction to MS Word         1           Additional Electives as Advised         3           SUNY General Education World Languages or Natural Science as Advised         3-4           Credits         14-15           Year 2           Fall           AGBS 240         Farm Management and Finance         4           ACCT - Accounting as Advised         3           Additional Electives as Advised         3           SUNY General Education World Languages or Natural Science as Advised         3-4           Credits         13-14           Spring           Additional Electives as Advised         9           SUNY General Education as Advised         3           Credits         15           Year 3           Fall           AGBS 400         Distribution/Mkt Ag Products         4           AGBS 400         Distribution/Mkt Ag Products         4           AGBS 305         Ag Financial Decision Making         3           AGBS 400         Ag Policy & Development         3           AGBS 450         Ag Policy & Development </th <th>OFFT 110</th> <th>Introduction to MS Excel</th> <th>1</th>	OFFT 110	Introduction to MS Excel	1
Additional Electives as Advised  Credits  14-15  Year 2  Fall  AGBS 240 Farm Management and Finance  4  ACCT - Accounting as Advised  3-4  Additional Electives as Advised  3-4  Additional Electives as Advised  3-4  Credits  13-14  Spring  Credits  13-14  Spring  Credits  15-15  Credits  15-16  Credits  16-16  Credits  17-16  Credits  18-16  Credits  18-17  Year 4  Fall  AGBS 480  Retailing Agriculture Products  Additional Electives as Advised  300-400 Upper Level Elective as Advised  300-400 Upper Level Electives as Advised  500-400 Upper Level Electiv			
SUNY General Education World Languages or Natural Science as Advised  Credits  14-15  Year 2  Fall  AGBS 240 Farm Management and Finance  4  ACCT - Accounting as Advised  33  Additional Electives as Advised  34  Credits  13-14  Spring  AGBS 350 Ag Business Development  34  Additional Electives as Advised  35  Credits  15  Year 3  Fall  AGBS 400 Distribution/Mklt Ag Products  44  AGBS 305 Ag Financial Decision Making  300-400 Upper Level Elective as Advised  300-400 Upper Level Electives as Advised  AGBS 480 Retailing Agriculture Products  34  AGBS 480 Retailing Agriculture Products  35  Credits  36  Credits  37  Credits  38  AGBS 480 Retailing Agriculture Products  39  Additional Electives as Advised  300-400 Upper Level Electives as Advised  500-400 Upper Level Electives as Advised			
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AGBS 240 Farm Management and Finance 4 ACCT - Accounting as Advised 3 Additional Electives as Advised 3 SUNY General Education World Languages or Natural Science as Advised 3-4 Credits 13-14 Spring 3 Additional Electives as Advised 9 SUNY General Education as Advised 3 Credits 15 Year 3 Fall AGBS 400 Distribution/Mkt Ag Products 4 AGBS 305 Ag Financial Decision Making 3 Additional Electives as Advised 3 SUNY General Education as Advised 3 SUNY General Education as Advised 3 SUNY General Education as Advised 3 Credits 16 Spring AGBS 450 Ag Policy & Development 3 AGBS 480 Retailing Agriculture Products 3 Additional Electives as Advised 6 SUNY General Education or Liberal Arts and Sciences as Advised 3 SUNY General Education or Liberal Arts and Sciences as Advised 3 Credits 17 Year 4 Fall AGBS 405 Farm & Rural Mngt Capstone 3 AGBS 440 Ag Business Intern Orientation 1 AGBS 440 Ag Business Advised 6 SUNY General Education or Electives as Advised 6 SUNY General Education or Electives as Advised 6 SUNY General Education or Electives as Advised 6 Credits 15 Spring AGBS 470 Internship in Ag Business Dev 15 Credits 15			
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		Total Credits	120-122