

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 (required)	as advised

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 Requirements		
AGBS 100 or AGBS 225	Agricultural Economics Environmental Economics	3
AGBS 110	Intro to Food and Agribusiness ¹	3
AGBS 200	Marketing Agricultural Products	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 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 106 Personal Computer Keyboarding	
	or OFFT 109 Introduction to MS PowerPoint	
300-400 Upper Level Elective Credits as Advised ²		10
Upper or Lower Level Elective Credits as Advised ²		26
Required SUNY General Education Coursework		
Select one of the following:		3
AGSC 137	Agricultural Statistics	
MATH 123	Elementary Statistics	
MATH 141	Statistics	
SUNY General Education Communication Written and Oral as Advised		3
SUNY General Education Diversity: Equity, Inclusion, and Social Justice as Advised		3
SUNY General Education World Languages as Advised		3
SUNY General Education Natural Sciences (and Scientific Reasoning) as Advised		3-4
Additional SUNY General Education Coursework as Advised		17
Total Credits		121-123

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

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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 Advised		3
Credits		15
Spring		
AGBS 200	Marketing Agricultural Products	3
SUNY General Education Diversity: Equity, Inclusion, and Social Justice as Advised		3

OFFT 110	Introduction to MS Excel	1
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		
AGBS 350	Ag Business Development	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
300-400 Upper Level Elective 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		2
300-400 Upper Level Electives as Advised		6
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
Additional Electives as Advised		3
300-400 Upper Level Elective as Advised		2
SUNY General Education or Electives as Advised		6
Credits		15
Spring		
AGBS 470	Internship in Ag Business Dev	15
Credits		15
Total Credits		120-122