

SYLLABUS
PART I
EDISON STATE COMMUNITY COLLEGE
AGR 221S AGRIBUSINESS II
3 CREDIT HOURS

COURSE DESCRIPTION

Study of agriculture business operations with focuses on economics, global environment, marketing, business ethics and law that affect the agricultural industry. Prerequisite: AGR 121S or instructor permission.

COURSE GOALS

The student will:

Bloom's Level		Program Outcomes
4	1. Analyze how regulatory compliance affects business operations and organizational performance.	2
4	2. Identify and correct deceptive practices, recognizing their overall impact on organizational performance.	2, 9
5	3. Identify and explain potential conflicts of interest between personal, organizational, and professional ethical standards.	2, 9
3	4. Demonstrate how cultural understanding and intelligence skills influence the overall success and survival of an organization.	3, 8
4	5. Analyze the role that supply and demand has on commodity pricing.	5
5	6. Design a marketing plan for various agricultural commodities utilizing modern techniques.	6, 9, 11
3	7. Describe the impact of globalization on an enterprise or organization.	3, 5
5	8. Assess how the quality, quantity, and pricing of goods and services are affected by domestic and international competition in a market economy.	3, 5, 7
5	9. Evaluate essential marketing functions of buying, selling, transporting, storing, financing, standardizing, pricing, and risk bearing of agricultural commodities.	3
3	10. Demonstrate how financial markets and government policies influence interest rates, trade deficits, unemployment, and underemployment.	3, 5, 7
2	11. Describe how economic performance and culture are interdependent.	3
5	12. Evaluate how international trade, policy, and trading partners affect the marketing of agricultural products.	2, 3, 7
1	13. Identify how the roles of sales, advertising and public relations contribute to a company's brand.	4, 6
4	14. Compare and contrast commodity marketing strategies.	8

CORE VALUES

The Core Values are a set of principles that guide in creating educational programs and environments at Edison. They include communication, ethics, critical thinking, human diversity, inquiry/respect for learning, and interpersonal skills/teamwork. The goals, objectives, and activities in this course will introduce/reinforce these Core Values whenever appropriate.

TOPIC OUTLINE

1. Cultural Understanding
2. Business Ethics
3. Supply and Demand
4. Company Branding
5. Commodity Marketing
6. Options Trading
7. Futures Trading
8. Forward Pricing
9. Regulatory Compliance
10. Interest Rates, Trade Deficits
11. Domestic and International Trade
12. Deceptive Practices
13. Conflict of Interest
14. Globalization