Course: AG 460-Agribusiness Management and Marketing

Unit	Objective	CAERT Lesson Plan Library	Unit	Problem Area	Lesson
Agricultural Careers	1. Identify and describe careers in agriculture	Agribusiness Management	A	1	1
	2. Describe how to prepare for a career in agriculture	Middle School Agriscience	A		3
	3. Describe the career opportunities available in agriculture	Middle School Agriscience	A		3
	4.Develop and survey the agricultural careers in the community				
	5.Conduct a survey of a specific agribusiness occupation				
	6. Compare agricultural careers to non agricultural careers				
Agricultural Safety Management	1.Match terms associated with agricultural safety management to their correct definitions	Agriculture Mechanics & Tech.	A	1	3
	2. List in decreasing order of importance the three factors which contribute to accidents	Agriscience	B	8	2
	3. Describe management's responsibility in safety				
	4. List sources of safety information	Agriscience	B	8	1
	5. Describe steps in developing a safety plan or checklist				
	6. Describe how to train a new worker so that safety precautions are observed				
	7. List examples of personal protective equipment recommended for safety	Agriscience	B	8	2
	8. Describe how to prepare for an emergency				
	9. Describe safety practices that should be followed for livestock				
	10. Describe safety practices that should be followed for machinery	Agriculture Mechanics & Tech.	A	7	2-7
	11. Select safety practices that should be followed when storing materials	Agriscience	B	8	1
	12. Develop and carry out a safety plan				
	13. Develop an emergency plan for a farm, agribusiness or school shop				
	14. Demonstrate how to safely use a piece of equipment and how to follow the safety plan				
Basics of Agribusiness Management	1. Describe agribusiness management	Agribusiness Management	A	2	1
	2. Distinguish among the main characteristics of individual proprietorships, partnerships and corporations	Agribusiness Management	A	2	1
	3. Select the characteristics of a cooperative	Agribusiness Management	A	2	4
	4. Design a partnership agreement	Agribusiness Management	A	2	3
Government Organizations Affecting Agriculture	1. Identify and describe the primary agencies involved with agriculture and the services they provide	Agriscience	A	5	1

	2. List the major objectives of the United States Department of Agriculture	Agriscience	A	5	1
	3. List the methods used by the government to support prices	Agribusiness Management	C	5	1
	4. Describe the primary service provided by the Soil Conservation Service				
	5. List the primary government agencies involved with agricultural credit				
	6. Describe the services provided by the Cooperative Extension Service				
	7. Describe the creation, purpose and funding of the agricultural commodity commissions	Agribusiness Management	C	3	6
Basic Economic Principles	1. Describe the basic economic factors that affect farm and agribusiness management decisions				
	2. Select the basic beliefs of capitalism	Middle School Agriscience	A	1	1
	3. Write the main characteristics of pure competition				
	4. List the functions of money	Middle School Agriscience	E		1
	5. Describe how supply and demand affect prices	Agribusiness Management	A	3	1
	6. List factors that affect prices other than supply and demand	Middle School Agriscience	E		3
	7. Describe the reasons price cycles occur	Agribusiness Management	C	1	9
	8. Distinguish among supplementary, complementary, competitive and independent enterprises	Agribusiness Management	A	3	1
	9. List the advantages of diversification and specialization				
Agricultural Credit	1. Discuss the role of credit in agriculture	Agribusiness Management	B	2	3
	2. Determine two specific kinds of credit	Middle School Agriscience	E		1
	3. List factors to consider in selecting a source of credit	Agribusiness Management	B	2	2
	4. Match sources of credit to a list of advantages and disadvantages	Agribusiness Management	B	2	2
	5. List factors affecting repayment capacity	Agribusiness Management	B	4	5
	6. Distinguish among various types of assets and liabilities	Agribusiness Management	B	3	4
	7. Select factors that affect cost of credit	Agribusiness Management	B	2	2
	8. Determine the true annual interest rate	Agribusiness Management	B	2	2
	9. Calculate interest expense	Agribusiness Management	B	2	4
	10. Determine net worth and solvency ratio	Agribusiness Management	B	3	2,3
Agricultural Records	1. List reasons for keeping records	Agribusiness Management	B	3	1
	2. Distinguish between the two methods of accounting	Agribusiness Management	B	3	2
	3. Describe the two basic systems of keeping books	Agribusiness Management	B	3	1,2
	4. Describe, complete and use inventory and depreciation schedules	Agribusiness Management	B	3	1
	5. Distinguish among the straight line, declining balance, and sum of the years digit methods of calculating depreciation, and government regulations	Agribusiness Management	A	3	2

	6. List the purposes of an inventory	Agribusiness Management	B	3	1
	7. Describe the use of the computer for agricultural record keeping	Agribusiness Management	B	3	3
Budgeting	1. List the purposes of budgeting	Agribusiness Management	B	2	1
	2. List the different types of budgets	Agribusiness Management	B	3	4
	3. Arrange in order the steps in developing a budget				
	4. Distinguish between fixed and operating costs	Agribusiness Management	B	3	3
	5. Demonstrate the ability to complete an enterprise budget for an agribusiness				
Cash Flow	1. Describe the components of a cash flow statement	Agribusiness Management	B	3	2,4
	2. Describe benefits of cash flow planning	Agribusiness Management	B	3	2,4
	3. List methods for altering cash flow				
	4. Complete a cash flow statement	Agribusiness Management	B	3	2,4
Machinery and Equipment Management	1. List ways machinery can be obtained				
	2. Select general rules concerning field efficiency				
	3. Distinguish between types of costs of machinery ownership	Agribusiness Management	A	3	2
	4. Calculate estimated salvage value of a machine	Agribusiness Management	A	3	2
	5. Calculate estimated fixed cost, repair cost, fuel and lubrication, and variable cost for a machine	Agribusiness Management	A	3	2
	6. Calculate overall cost per acre for farm machinery				
	7. List ways preventive maintenance can help get the most out of your equipment				
	8. Describe economic advantages of preventive maintenance				
	9. Identify factors for economical and safe machine operation				
	10. Describe the most basic rule of safety				
Taxes	1. Describe the purposes of taxes	Agribusiness Management	C	2	1
	2. Describe the purposes of tax planning				
	3. List records and information helpful for tax management				
	4. Describe time requirements in income tax payment				
	5. Distinguish between taxable and non-taxable items				
	6. List deductible business expense				
	7. Describe types of tax credits				
Insurance	1. Write the basic purpose of insurance	Agribusiness Management	C	4	1
	2. List the types of insurance	Agribusiness Management	C	4	1
	3. List three questions to answer in deciding whether to insure against a loss				
	4. Describe the types of health insurance				
	5. Distinguish between the two basic types of life insurance	Agribusiness Management	B	4	4
	6. Select times that influence the cost of property insurance				
Marketing	1. Describe key factors involved in marketing	Agribusiness Management	B	5	2

	2. Describe types of markets	Agribusiness Management	B	5	1
	3. Describe the importance of grades and standards	Agribusiness Management	C	1	9
	4. List characteristics of price cycles	Agribusiness Management	C	3	6
	5. List factors affecting product quality and price	Agribusiness Management	B	5	1
	6. List points to consider when forward contracting	Agribusiness Management	B	5	1
	7. Distinguish between hedging and speculation	Agribusiness Management	C	3	2,5
	8. Select characteristics of the futures market	Agribusiness Management	C	3	2,3,5
	9. Develop a marketing plan for a commodity	Agribusiness Management	B	5	2
	10. Describe purpose and function of local markets	Agribusiness Management	B	5	1
Purchasing	1. List advantages and disadvantages of purchasing new versus used equipment				
	2. List advantages and disadvantages of leasing	Agribusiness Management	C	1	7
	3. List factors involved with leasing and renting land or equipment	Agribusiness Management	C	1	7
	4. List procedures in leasing public domain land				
	5. List factors to consider in purchasing seed, fertilizer, fuel, repairs, and other services				
	6. List the types and benefits of professional purchasing services				
	7. Select among purchasing new equipment, purchasing used equipment, leasing equipment and using custom services				
Agricultural Law	1. Identify major agricultural and their purposes	Agribusiness Management	C	1	1
	2. List the purposes and components of a lease	Agribusiness Management	C	1	7
	3. Describe the characteristics of common fence law	Agribusiness Management	C	1	11
	4. Describe the steps in establishing and maintaining water rights	Agribusiness Management	C	1	8
	5. Describe the steps in establishing and maintaining mineral rights	Agribusiness Management	C	1	8
	6. List the characteristics regarding liability laws in agriculture	Agribusiness Management	C	1	3
	7. Describe health and safety regulations governing agriculture				
	8. Describe the property rights of agricultural landowners	Agribusiness Management	C	1	8
Real Property Ownership	1. Describe the purposes of the legal instruments involved in real property ownership				
	2. List the types of real property deductions				
	3. Demonstrate the procedure of describing real property				
	4. List the reasons for appraising land and buildings				
	5. Compare methods of purchasing real property				
	6. List the factors to consider when purchasing real property	Agribusiness Management	C	1	8
	7. List the types and components of rental agreements				
	8. Identify factors necessary to determine real property values				
Estate Planning	1. Describe the importance of estate planning	Agribusiness Management	C	1	12

	2. List the major estate planning laws				
	3. Describe how the types of property ownership affects estate planning	Agribusiness Management	C	1	12
	4. Describe the procedures necessary to transfer property				
	5. Identify the required records for property transfer				
	6. List the components of a will	Agribusiness Management	C	1	12
	7. List the laws which govern property transfer				
	8. Compare the cost of property transfer				
Decision Making	1. Describe the management decision process	Agribusiness Management	C	4	4
	2. Write a justification in developing an office	Agribusiness Management	C	4	4
	3. Describe the benefits of a microcomputer in making decisions	Agribusiness Management	D	5	1
	4. List the personnel resources available to assist decision making	Agribusiness Management	D	4	4
	5. List the publications one can obtain to assist decision making	Agribusiness Management	D	4	4
	6. Describe the latest systems available for marketing crops or livestock	Agribusiness Management	C	3	1
Using Computers	1. Enter the following on the computer:				
	a. inventories				
	b. budgets				
	c. cash flow statement				
	d. financial statement				
	e. daily journal records				
	2. Demonstrate how the computer will determine efficiency factors and management decisions	Agribusiness Management	D	5	2
	3. Demonstrate the ability to use:				
	a. word processing				
	b. spreadsheets				
	c. data bases				
	d. electronic mail				