



Agribusiness II

Course Number	491300
Grade Level	9-12
Career Cluster	Agriculture
Pathway	Agribusiness Systems
Course Sequence	Level 3
CTSO	FFA
Industry Recognized Credential	https://forms.act.org/certificate/pdf/NCRC-InformationFlyer.pdf
Minimum Equipment List	LINK
Course Description	

CIP Codes	CIP Title
1.0000	Agriculture, General
1.0101	Agricultural Business and Management, General
1.0102	Agribusiness/Agricultural Business Operations
1.0104	Farm/Farm and Ranch Management
1.0201	Agricultural Mechanization, General
1.0801	Agricultural and Extension Education Services
1.0899	Agricultural Public Services, Other
52.0408	General Office Occupations and Clerical Services.
52.1401	Marketing/Marketing Management, General.
32.0108	Literacy and Communication Skills.
52.1005	Human Resources Development.
52.1804	Selling Skills and Sales Operations

SOC Codes	SOC Title
11-9013	Farmers, Ranchers, and Other Agricultural Managers
13-1011	Agents and Business Managers of Artists, Performers, and Athletes
13-1199	Business Operations Specialists, All Other
25-9021	Farm and Home Management Educators
11-2021	Marketing Managers
11-2032	Public Relations Managers



27-3031	Public Relations Specialists
13-1161	Market Research Analysts and Marketing Specialists
11-1021	General and Operations Managers

Course Standards

Agribusiness II Domain 1 Describe the role of leadership in agriculture and develop personal leadership capabilities	
Standard 1.1 Demonstrate leadership within the context of agriculture.	
Performance Indicators	
1.1.1	Analyze the impact of historical and current agricultural leaders.
1.1.2	Evaluate the role of cooperatives and organizations in the agriculture industry.
1.1.3	Assess leadership opportunities within the agricultural sector.
1.1.4	Identify career pathways in agricultural leadership specific to Arkansas.
Standard 1.2 Apply various leadership styles to different situations.	
Performance Indicators	
1.2.1	Compare democratic, authoritarian, and situational leadership styles in agricultural settings.
1.2.2	Conduct self-assessments to identify personal leadership traits and potential.
1.2.3	Demonstrate appropriate leadership styles for various agricultural scenarios.
1.2.4	Develop a personal leadership philosophy based on agricultural values.



Domain 2	
Master basic communication principles and overcome barriers to effective communication in agricultural contexts	
Standard 2.1 Differentiate between various types and methods of communication.	
Performance Indicators	
2.1.1	Distinguish between verbal, non-verbal, written, and visual communication methods.
2.1.2	Evaluate the effectiveness of digital communication in agriculture.
2.1.3	Demonstrate appropriate communication methods for different agricultural audiences.
2.1.4	Adapt communication styles for diverse workplace environments.
Standard 2.2 Effectively communicate in an agricultural business setting.	
Performance Indicators	
2.2.1	Differentiate between internal and external communications in agribusiness.
2.2.2	Apply professional communication standards in agricultural settings.
2.2.3	Create professional email templates for agricultural business use.
Standard 2.3 Identify and overcome common barriers to communication.	
Performance Indicators	
2.3.1	Identify common communication barriers in agricultural organizations.
2.3.2	Practice active listening techniques in agricultural scenarios.
2.3.3	Apply conflict resolution strategies to agricultural workplace situations.
2.3.4	Evaluate communication effectiveness through peer feedback.



Domain 3	
Develop confidence and competence in public speaking and presentation delivery for agricultural advocacy	
Standard 3.1 Prepare and organize speeches for various purposes.	
Performance Indicators	
3.1.1	Distinguish between informative and persuasive speeches related to agriculture.
3.1.2	Conduct audience analysis for agricultural presentations.
3.1.3	Research and evaluate source credibility for agricultural topics.
3.1.4	Organize speeches using appropriate structural frameworks.
Standard 3.2 Deliver effective and engaging presentations.	
Performance Indicators	
3.2.1	Demonstrate effective voice projection and body language techniques.
3.2.2	Create and utilize visual aids to enhance agricultural presentations.
3.2.3	Manage presentation anxiety through preparation and practice.
3.2.4	Adapt presentation style to different agricultural audiences.
Standard 3.3 Utilize data-driven reasoning and communication.	
Performance Indicators	
3.3.1	Defend agricultural practices using evidence-based arguments.
3.3.2	Address misconceptions about agriculture through presentations.
3.3.3	Promote agricultural products through persuasive speaking.
Domain 4	



Produce professional written materials and digital content for various agricultural communication purposes	
Standard 4.1 Create print media and journalistic content.	
Performance Indicators	
4.1.1	Write news articles using the inverted pyramid structure for agricultural topics.
4.1.2	Compose feature articles and editorials about agriculture.
4.1.3	Apply generally accepted style guidelines to agricultural writing.
4.1.4	Create news releases about agricultural programs and events.
Standard 4.2 Produce digital media for agricultural topics.	
Performance Indicators	
4.2.1	Develop digital content strategies for Arkansas agricultural products.
4.2.2	Write engaging online posts about agricultural topics relevant to youth.
4.2.3	Design digital marketing campaigns for agricultural organizations.
4.2.4	Create multimedia presentations combining text, images, audio, and video.
Standard 4.3 Develop professional documentation for agricultural businesses.	
Performance Indicators	
4.3.1	Compose professional business letters and memorandums for agricultural contexts.
4.3.2	Prepare reports and proposals for agricultural organizations.
4.3.3	Demonstrate basic grant writing skills for agricultural projects.
4.3.4	Develop comprehensive professional portfolios showcasing communication skills.
Domain 5	



Understand organizational structures and develop management skills applicable to agricultural businesses	
Standard 5.1 Analyze the role of organizational behavior and team dynamics in agriculture.	
Performance Indicators	
5.1.1	Analyze team development stages in agricultural organizations.
5.1.2	Facilitate group decision-making processes in agricultural settings.
5.1.3	Apply motivation theories to improve team performance.
5.1.4	Evaluate how individual contributions lead to team success in agricultural projects.

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Standard 5.2 Manage agricultural projects from conception to completion.	
Performance Indicators	
5.2.1	Develop planning and implementation strategies for agricultural projects.
5.2.2	Demonstrate resource allocation and time management skills.
5.2.3	Create evaluation methods to assess project outcomes.
5.2.4	Lead team projects related to school agriculture programs.
Standard 5.3 Examine the business environment and key factors affecting agriculture.	
Performance Indicators	
5.3.1	Identify types of agricultural organizations operating in the industry.
5.3.2	Explain cooperative principles and practices in agriculture.
5.3.3	Analyze the role of government agencies in regulating agriculture.
5.3.4	Create organizational charts for different agricultural business models.
Domain 6	
Apply ethical decision-making frameworks to agricultural business situations and demonstrate professional behavior	
Standard 6.1 Examine ethical principles and decision-making frameworks in agricultural business practices.	
Performance Indicators	
6.1.1	Analyze ethical dilemmas commonly faced in agribusiness operations.
6.1.2	Apply professional codes of conduct to agricultural scenarios.
6.1.3	Distinguish between legal requirements and ethical considerations.



6.1.4	Develop personal ethical frameworks for agricultural decision-making.
Standard 6.2 Demonstrate social responsibility and stewardship in agricultural practices.	
Performance Indicators	
6.2.1	Evaluate environmental stewardship practices in agriculture.
6.2.2	Design community engagement strategies for agricultural organizations.
6.2.3	Analyze the importance of consumer trust and transparency in agriculture.
6.2.4	Create codes of ethics for agricultural organizations.
Standard 6.3 Manage communication effectively during a crisis.	
Performance Indicators	
6.3.1	Apply risk communication principles to agricultural situations.
6.3.2	Develop strategies for managing negative publicity about agriculture.
6.3.3	Create crisis communication plans for agricultural organizations.
6.3.4	Demonstrate stakeholder relationship management skills.
Domain 7 Understand how to lead change and promote innovation in agricultural organizations	
Standard 7.1 Evaluate the adoption of new innovations in agriculture.	
Performance Indicators	
7.1.1	Identify the role of opinion leaders in promoting agricultural innovation.



7.1.2	Develop strategies for overcoming resistance to change in agriculture.
7.1.3	Create innovation adoption plans for new agricultural technologies.
Standard 7.2 Employ various persuasion and influence techniques.	
Performance Indicators	
7.2.1	Apply theories of persuasion to agricultural communication scenarios.
7.2.2	Demonstrate methods for building credibility and trust with agricultural audiences.
7.2.3	Practice negotiation techniques relevant to agricultural business.
7.2.4	Evaluate the effectiveness of others' persuasive communications.
Standard 7.3 Research and forecast the future of Arkansas agriculture.	
Performance Indicators	
7.3.1	Research emerging technologies and trends affecting Arkansas agriculture.
7.3.2	Evaluate sustainability practices in Arkansas agricultural systems.
7.3.3	Analyze global market influences on Arkansas agricultural products.
7.3.4	Design change management strategies for agricultural organizations.

Contributors

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