



Agribusiness I

Course Number	491030
Grade Level	9-12
Career Cluster	Agriculture
Pathway	Agribusiness Systems
Course Sequence	Level 2
CTSO	FFA
Industry Recognized Credential	https://forms.act.org/certificate/pdf/NCRC-InformationFlyer.pdf
Minimum Equipment List	LINK
Course Description	

CIP Codes	CIP Title
1.0101	Agricultural Business and Management, General
1.0102	Agribusiness/Agricultural Business Operations
1.0104	Farm/Farm and Ranch Management
1.0105	Agricultural/Farm Supplies Retailing and Wholesaling
1.0106	Agricultural Business Technology
1.0199	Agricultural Business and Management, Other
52.0408	General Office Occupations and Clerical Services.
52.1401	Marketing/Marketing Management, General.

SOC Codes	SOC Title
11-9013	Farmers, Ranchers, and Other Agricultural Managers
11-2021	Marketing Managers
13-1031	Claims Adjusters, Examiners, and Investigators (for agricultural insurance)
13-1111	Management Analysts
13-2011	Accountants and Auditors
41-4011	Sales Representatives, Wholesale and Manufacturing
11-1021	General and Operations Managers
27-3031	Public Relations Specialists
13-1021	Buyers and Purchasing Agents, Farm Products
43-1011	First-Line Supervisors of Office and Administrative Support Workers



Course Standards

Agribusiness I Domain 1 Examine Career and FFA Opportunities associated with Agribusiness	
Standard 1.1 Examine career pathways and educational requirements in Arkansas agribusiness sectors.	
Performance Indicators	
1.1.1	Identify and research major career opportunities in Arkansas's primary agribusiness sectors (e.g., poultry, rice production, cotton, soybeans, forest products, and agritourism).
1.1.2	Analyze the educational, training, and experiential requirements for entry-level positions in Arkansas agribusiness, including post-secondary education options relevant to agribusiness systems.
Standard 1.2 Participate in FFA activities and develop leadership skills applicable to agribusiness careers.	
Performance Indicators	
1.2.1	Design and implement a Supervised Agricultural Experience (SAE) program that supports their career interests and provides practical business experience. Supervised Agriculture Experiences are the expectation to complete the three-circle model, standards below should be used to strength and apply to the SAE.
1.2.2	Demonstrate professional communication skills through presentations, interviews, and interactions with industry professionals.
Domain 2 Understand Arkansas agribusiness systems and entrepreneurship	
Standard 2.1 Analyze Arkansas's agricultural economy and major agribusiness enterprises.	
Performance Indicators	
2.1.1	Examine Arkansas's role as a national leader in agricultural production and its economic impact on the state.



2.1.2	Research major Arkansas agribusiness companies and their contributions to the agricultural supply chain.
2.1.3	Evaluate the relationship between Arkansas agriculture and the global market.
Standard 2.2 Compare business ownership structures and evaluate entrepreneurship opportunities in agriculture.	
Performance Indicators	
2.2.1	Distinguish between different types of business ownership structures (e.g., sole proprietorship, partnership, corporation, LLC, cooperative) and their applications in agriculture.
2.2.2	Assess characteristics of successful agricultural entrepreneurs and identify potential business opportunities in Arkansas agriculture.
2.2.3	Examine the role and benefits of agricultural cooperatives in Arkansas's farming communities.
Domain 3 Apply basic economic principles to agricultural markets	
Standard 3.1 Demonstrate understanding of fundamental economic concepts as they relate to Arkansas agriculture.	
Performance Indicators	
3.1.1	Explain basic economic principles (e.g., scarcity, opportunity cost, supply and demand) using examples from Arkansas agricultural commodities.
3.1.2	Analyze factors that influence agricultural commodity prices (e.g., weather, global demand, government policies).
3.1.3	Interpret supply and demand graphs and predict price changes for Arkansas agricultural products.
3.1.4	Discuss the agriculture supply chain and how it impacts agricultural systems.
Standard 3.2 Examine agricultural market systems and their impact on Arkansas farmers and agribusinesses.	
Performance Indicators	
3.2.1	Identify different types of agricultural markets (e.g., commodity markets, farmers' markets, direct-to-consumer) and their roles in the agricultural supply chain.
3.2.2	Research how global trade agreements and policies affect Arkansas agricultural exports and local farm profitability.
3.2.3	Calculate basic break-even costs for agricultural enterprises using Arkansas commodity prices and production data.



Domain 4
Develop basic financial management and record-keeping skills

Standard 4.1 Maintain accurate financial records for agricultural enterprises.

Performance Indicators

4.1.1	Set up and maintain financial records using spreadsheet software or The Agricultural Experience Tracker (AET).
4.1.2	Distinguish between income and expenses and categorize financial transactions appropriately for agricultural businesses.
4.1.3	Calculate profit and loss for simulated agricultural enterprises and interpret the financial results.

Standard 4.2 Prepare basic financial statements and understand their importance in agricultural businesses.

Performance Indicators

4.2.1	Prepare simple income statements and explain their components using agricultural business examples.
4.2.2	Create basic cash flow projections for seasonal agricultural operations.
4.2.3	Examine the role of agricultural lending institutions and identify basic loan requirements for agricultural enterprises.

Standard 4.3 Develop personal financial management skills relevant to agricultural careers.

Performance Indicators

4.3.1	Create personal budgets that include savings goals and understand the importance of financial planning for agricultural careers.
4.3.2	Research agricultural insurance options and explain their importance in managing financial risk.
4.3.3	Demonstrate basic understanding of tax obligations for agricultural businesses.



<p>Domain 5 Apply marketing principles to agricultural products</p>

<p>Standard 5.1 Identify marketing opportunities and channels for agricultural products.</p>

<p>Performance Indicators</p>

5.1.1	Distinguish between different marketing channels (e.g., direct sales, wholesale, retail, online) and identify appropriate applications for various agricultural products.
5.1.2	Research value-added agriculture opportunities in Arkansas and evaluate their potential for increasing farm profitability.
5.1.3	Examine agricultural marketing campaigns and identify marketing strategies.

<p>Standard 5.2 Develop basic marketing plans and promotional materials for agricultural products.</p>

<p>Performance Indicators</p>

5.2.1	Apply the marketing mix principles (product, price, place, promotion) to develop marketing strategies for various agricultural products.
5.2.2	Create promotional materials for agricultural products or agribusiness services.

<p>Standard 5.3 Utilize digital marketing tools for agricultural marketing.</p>
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<p>Performance Indicators</p>

5.3.1	Explore how Arkansas agribusinesses use digital platforms for marketing and customer engagement.
5.3.2	Create digital marketing content that promotes Arkansas agricultural products or agritourism opportunities.
5.3.3	Evaluate the effectiveness of different digital marketing strategies used in the agricultural industry.



Domain 6
Understand business planning and management in agriculture

Standard 6.1 Develop basic business plans for agriculture.

Performance Indicators

6.1.1	Identify and explain the essential components of a business plan, including mission statements.
6.1.2	Research and analyze target markets for agricultural products or services relevant to Arkansas.
6.1.3	Create simplified business plans for agricultural enterprises.

Standard 6.2 Examine management principles and their application in agricultural businesses.

Performance Indicators

6.2.1	Identify basic management functions (e.g., planning, organizing, leading, controlling).
6.2.2	Research legal and regulatory requirements that affect agricultural businesses in Arkansas.
6.2.3	Analyze case studies that demonstrate ethical decision-making in agribusiness.

Domain 7
Explore agricultural technology and innovation

Standard 7.1 Examine major technologies in agriculture and their impacts on agribusiness.

Performance Indicators

7.1.1	Research precision agriculture technologies (e.g., GPS guidance, variable rate application, drones) and their impact on Arkansas farming operations.
7.1.2	Investigate biotechnology applications in crop and livestock production relevant to agribusiness.
7.1.3	Evaluate the costs and benefits of adopting new agricultural technologies for different types and sizes of farming operations.



Standard 7.2 Explore sustainable agriculture practices and their business implications.	
Performance Indicators	
7.2.1	Examine sustainable agriculture practices used in Arkansas and their potential economic benefits.
7.2.2	Research consumer demand for sustainably produced agricultural products and associated marketing opportunities.
7.2.3	Analyze the role of data management and analytics in modern agricultural business decisions.

Contributors

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