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# **Agri-Business Management & Marketing**

*SUNY Cobleskill AGBU 101*

## **Curriculum Map**

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School Year: 2021-2022

School: Southern Cayuga Jr./Sr. High School

Program: Agricultural Sciences

Teacher: Ms. Wasson

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### **Course Rationale:**

*This course introduces students to business and marketing in agriculture. Throughout the course are practical and engaging activities, projects, and problems to develop and improve student's business and employability skills. Additionally, students investigate and develop viable business and marketing plans in order to solve local problems. The business plan ideas are communicated to student peers and members of the professional community. Activities, projects and problems are similar to those that food science specialists, such as agribusiness owner/manager, salesperson, business/finance manager, loan officer and marketer face in their respective careers.*

*The course is structured for all students to experience agricultural business management and marketing practices. The knowledge and skills students develop can be used within multiple pathways of study.*

### **Standards:**

#### *AFNR*

ABS.01. Apply management planning principles in AFNR businesses.

ABS.02. Use record keeping to accomplish AFNR business objectives, manage budgets and comply with laws and regulations.

ABS.03. Manage cash budgets, credit budgets and credit for an AFNR business using generally accepted accounting principles

ABS.04. Develop a business plan for an AFNR business.

ABS.05. Use sales and marketing principles to accomplish AFNR business objectives.

#### *English Language Arts*

11-12W6: Conduct research through self-generated question, or solve a problem; narrow or broaden the inquiry when appropriate.

11-12SL1: Initiate and participate effectively in a range of collaborative discussions; express ideas clearly and persuasively, and build on those of others.

11-12SL4: Present claims, findings, and supporting evidence, conveying a clear and distinct perspective.

**Course Outline:**

Title or Topics / Essential Questions	Content Skills (Activities to cover Essential Questions)	Vocabulary	Major Assessments	Time Frame
<p><b>Introduction to AgriBusiness</b></p> <p>How are wants and needs satisfied?</p> <p>What is the difference between a product and a service?</p> <p>How can you tell what type of organizational structure a business uses?</p> <p>How do the steps in the supply chain bring products and services to consumers?</p> <p>What is the purpose of a business plan?</p>	<p>List consumed need and want items and identify source(s) for each.</p> <p>Classify businesses according to five common business structures used in agriculture.</p> <p>Find evidence of steps in the supply chain for a food item.</p> <p>Conduct market research and analyze data collected from a survey to discover a product or service to offer related to an agribusiness of interest.</p> <p>Start a business plan by describing a planned business.</p>	<p>Asset, Business, Business Plan, Capital, Commodity, Consumer, Cooperative, Corporation, Debt, Diversification, Enterprise, Entrepreneur, Industry, Input, Liability, Limited Liability Company (LLC), Management, Need, Ownership, Partnership, Procure, Produce, Product, Risk, Service, Sole Proprietorship, Supply Chain, Trend, and Want.</p> <p>Analyze, Distinguish, Evaluate, Formulate, Interpret, and Verify.</p>	<p>Evaluation Rubric: ABM Digital Notebook</p> <p>Evaluation Rubric: Wants and Needs</p> <p>Evaluation Rubric: Business Structures</p> <p>Evaluation Rubric: Depth and Breadth</p> <p>Evaluation Rubric: Community Survey</p> <p>Project Rubric: Planning a Business</p> <p>Post-test: 1.1 Check for Understanding</p>	<p>5 Weeks</p>
<p><b>Managing Finances – Cost of Doing Business</b></p> <p>How are income and expense items organized?</p> <p>What is the difference between an operating expense and a noncurrent asset purchase?</p>	<p>Identify income and expenses from raw enterprise records.</p> <p>Classify typical business expenses as fixed, variable, or noncurrent asset purchase.</p> <p>Calculate interest for business scenarios</p> <p>Calculate depreciation using a straight-line method.</p>	<p>Appreciation, Breakeven, Cash, Current Asset, Depreciation, Expense, Finance, Fixed Expense, Income, Interest, Ledger, Loan, Net Income, Noncash, Noncurrent asset, Obsolescence, Operating, Partial</p>	<p>Evaluation Rubric: Income or Expense?</p> <p>Evaluation Rubric: Classifying Expenses</p> <p>Evaluation Rubric: Show Some Depreciation</p>	<p>4 Weeks</p>

<p>What is the purpose of calculating depreciation for a business?</p> <p>How are loan principal and interest payments calculated?</p> <p>What is the difference between net income and return on assets?</p> <p>Why do businesses calculate breakeven price and yield?</p> <p>How are income and expense information graphed and communicated?</p> <p>How are automatic calculators developed for calculating financial formulas?</p>	<p>Calculate and analyze net income and return on assets for business scenarios</p> <p>Determine how much money a business owner's time is worth.</p> <p>Calculate breakeven and use it to analyze the feasibility of an enterprise.</p> <p>Make a graph using spreadsheet software illustrating the proportion of income compared to expenses for an enterprise.</p> <p>Build common financial calculators in spreadsheet software for use throughout the course.</p>	<p>Budgeting, principle, Profit, Return on Assets, Return to Labor and Management (RL&amp;M), Revenue, Salvage Value, Short-term, Straight-line Depreciation, Subsidy, and Variable Expense.</p> <p>Analyze, Distinguish, Evaluate, Formulate, Interpret, and Verify.</p>	<p>Evaluation Rubric: The Cost of Money</p> <p>Evaluation Rubric: Profit or Loss?</p> <p>Evaluation Rubric: Paid in Full</p> <p>Evaluation Rubric: Breaking Even</p> <p>Evaluation Rubric: Calculating Figures (Google Sheets)</p> <p>Post-Test: The Cost of Doing Business</p>	
<p><b>Managing Finances – Measuring Success</b></p> <p>What is the difference between current and noncurrent assets?</p> <p>How is net worth calculated on a balance sheet?</p> <p>Why are balance sheets used in business planning?</p>	<p>Categorize sample balance sheet entries as current or noncurrent assets or liabilities.</p> <p>Compare the net worth for two businesses.</p> <p>Calculate solvency and liquidity for two businesses.</p> <p>Analyze the financial health of two business operations and summarize their position.</p> <p>Complete an income statement for the business example.</p>	<p>Account Payable, Account Receivable, Balance Sheet, Budget, Current Ratio, Debt-to-Asset Ratio, Debt-to-Equity Ratio, Efficiency, Equity-to-Asset Ratio, Fiscal Year, Gross Income, Income Statement, Leverage, Liquid Asset, Liquidity, Market Value, Mortgage, Net Income,</p>	<p>Evaluation Rubric: A Balancing Act</p> <p>Evaluation Rubric: Checking Vitals</p> <p>Evaluation Rubric: Incoming and Outgoing</p> <p>Evaluation Rubric: Budgets</p> <p>Evaluation Rubric: Business Plan Financials Project</p>	<p>4 Weeks</p>

<p>What is the difference between liquidity and solvency?</p> <p>What is the difference between gross income and net income?</p> <p>How is income analyzed?</p> <p>How can a budget help a person determine the feasibility of an enterprise?</p>	<p>Construct enterprise budgets using financial records.</p> <p>Evaluate and select alternative inputs or business plans.</p> <p>Develop a balance sheet and a budget for the business plan</p>	<p>Net Loss, Net Worth, Operating Capital, Operating Cost, Owner’s equity, Solvent, and Working Capital.</p> <p>Analyze, Distinguish, Evaluate, Formulate, Interpret, and Verify.</p>	<p>Evaluation Rubric: Excellent Calculators Resource Project</p> <p>Post-Test: Measuring Success</p>	
<p><b>Managing Risk – Taking Risk Seriously</b></p> <p>What is risk?</p> <p>How does risk affect a business?</p> <p>How do businesses identify periods of income surplus and shortfall?</p> <p>How are projected cash flow statements used to identify risk?</p> <p>How do businesses determine which risk management strategies to employ?</p> <p>How does risk affect business viability?</p> <p>How is a risk management plan used by a business?</p>	<p>Introduce one type of risk, including historical examples and risk mitigation strategies, to classmates.</p> <p>Identify seasonal income and expense fluctuations.</p> <p>Complete a projected cash flow statement for an assigned scenario.</p> <p>Project cash flow for a business plan.</p> <p>Make current borrowing and repayment recommendations to avoid financial risk for an assigned scenario.</p> <p>Investigate loan and grant opportunities for the business plan.</p> <p>Research common risk management strategies and make recommendations for a business.</p> <p>Develop a risk management plan.</p>	<p>Cash flow statement, Collateral, Diversification, Farm Credit Administration, Farm Credit System, Federal Deposit Insurance Corporation (FDIC), Financial Risk, Grant, Institutional Risk, Insurance, Market Risk, Mitigate, Personal Risk, Production Risk, Risk, Risk Management, Shortfall, Surplus, and Viable.</p> <p>Analyze, Distinguish, Evaluate, Formulate, Interpret, and Verify.</p>	<p>Evaluation Rubric: Facing risks</p> <p>Evaluation Rubric: Cash Flow</p> <p>Evaluation Rubric: Predicting Risk</p> <p>Evaluation Rubric: How Cash Flows Project</p> <p>Evaluation Rubric: Risk Management</p> <p>Evaluation Rubric: Planning Risk Management Project</p> <p>Evaluation Rubric: A Lender’s Dilemma Problem</p> <p>Post-Test: Taking Risk Seriously</p>	<p>5 Weeks</p>

<p>How do lenders use financial statements when deciding whether to lend money to an enterprise?</p>	<p>Develop a process to analyze the financial position of a business for lender approval of a loan.</p>			
<p><b>Managing Risk – Risk and Opportunity</b></p> <p>Why is a résumé used to illustrate experience related to an opportunity?</p> <p>How does the value of an entrepreneur’s time pose risk for a business?</p> <p>How do an entrepreneur’s living expenses pose risk for a business?</p> <p>How does an entrepreneur or business owner calculate their opportunity cost for labor?</p> <p>How are opportunity costs related to risk?</p> <p>What are the advantages of being an entrepreneur?</p>	<p>Catalog skills and experience in a professional résumé format.</p> <p>Calculate the value of time spent on a job.</p> <p>Determine whether various scenarios provide adequate income to meet average living expenses in their home county.</p> <p>Compare labor expenses paid to an entrepreneur to the return to labor and management for the business.</p> <p>Calculate and analyze returns to labor, management, assets, and equity for two sample businesses.</p> <p>Simulate investment scenarios in various risk environments.</p> <p>Describe and assign financial values to capital, labor, and management opportunities for the business plan.</p>	<p>Chronological, Living Expense, Opportunity Cost, Opportunity Cost of Capital, Opportunity Cost of Labor, Opportunity Cost of Management, Outlay, Resume, Return on Assets (ROA), and Return on Equity (ROE).</p> <p>Analyze, Distinguish, Evaluate, Formulate, Interpret, and Verify.</p>	<p>Evaluation Rubric: Show Your Stuff Project</p> <p>Evaluation Rubric: Opportunity Knocks</p> <p>Evaluation Rubric: What is the Return?</p> <p>Evaluation Rubric: The Cost of Capital Opportunities</p> <p>Evaluation Rubric: Capital, Labor, and Management</p> <p>Evaluation Rubric: Business Opportunities Project</p> <p>Post-Test: Risk and Opportunity</p>	<p>4 Weeks</p>
<p><b>Finalizing the Plan</b></p> <p>What is the difference between competitive and complementary products?</p> <p>Why do entrepreneurs invest time in crafting SMART goals?</p>	<p>Determine the complementary and competitive products or services that pose risk for a business.</p> <p>Develop a competitive analysis for the business plan.</p> <p>Develop SMART goals and a timeline for the business plan.</p>	<p>Appendix, Competition, Competitive Advantage, Competitive Analysis, Competitive Product, Complementary Product, Direct Competitor, Goal, Indirect Competitor, Investor, and Timeline</p>	<p>Evaluation Rubric: Friendly Competition</p> <p>Evaluation Rubric: Marketing Gurus Project</p> <p>Evaluation Rubric: Making Milestones Project</p>	<p>6 Weeks</p>

<p>What are the components of a business plan?</p> <p>How do investors determine which business ideas to support?</p> <p>What makes a business plan pitch successful?</p>	<p>Compile all artifacts for all sections of the course-long business plan.</p> <p>Pitch the business plan to stakeholders including potential investors and advisors</p>	<p>Analyze, Distinguish, Evaluate, Formulate, Interpret, and Verify.</p>	<p>Evaluation Rubric: Compile the Plan Project</p> <p>Evaluation Rubric: Pitching the Plan Project</p> <p>Post-Test: Finalizing the Plan</p>	
<p><b>Marketing Plan</b></p> <p>What local agribusiness provides a product or service to the community?</p> <p>What are short – and long – term goals for the local agribusiness?</p> <p>Who is the target market for the product or service of the local agribusiness?</p> <p>What strategies and actions can the agribusiness use to market their product or service?</p> <p>Why is a budget important for a marketing plan?</p> <p>How can the local agribusiness track progress towards goals?</p>	<p>Develop partnerships and improve relations between industry, local agriculture programs, and the general public.</p> <p>Identify and select a local agribusiness that serves the community with product or service to develop a marketing plan for a product or service.</p> <p>Demonstrate an understanding of the marketing plan process.</p> <p>Evaluate marketing strategies for agricultural products and services.</p> <p>Apply benefit/cost analysis to marketing agricultural products and services.</p> <p>Apply the functions of marketing in the development of a plan.</p> <p>Formally present a marketing plan to local agribusiness.</p>	<p>Brief, Budget, Business Proposal, Buyer, Customer, Goal, Marketing Analysis, Mission Statement, Product, Price, Place, Promotion, Position, Service, Strategies, SWOT Analysis, Target Market</p> <p>Analyze, Distinguish, Evaluate, Formulate, Interpret, and Verify.</p>	<p>Evaluation Rubric: Local Business Survey</p> <p>Evaluation Rubric: market Analysis</p> <p>Evaluation Rubric: Business Proposition</p> <p>Evaluation Rubric: Strategies and Action Plan</p> <p>Evaluation Rubric: Projected Budget</p> <p>Evaluation Rubric: Marketing Plan Presentation</p>	<p>5 Weeks</p>
<p><b>Advertising</b></p> <p>What are advertising techniques?</p>	<p>Identify advertising techniques.</p>	<p>Advertise, Bandwagon, Buyer, Call for Action, Emotional Appeal,</p>	<p>Evaluation Rubric: Advertising Techniques</p>	<p>4 Weeks</p>

<p>What is merchandising?</p> <p>How do promoting, merchandising, and advertising work together to market an agricultural product or service?</p> <p>Why is promoting, merchandising, and advertising beneficial?</p>	<p>Explain the importance of promoting agricultural products and services.</p> <p>Demonstrate procedures in merchandising agricultural products or services.</p> <p>Develop an advertising plan for an agricultural product, business or service.</p> <p>Formally present an advertising plan for an agribusiness.</p>	<p>Endorsements, Impression, Informative, Merchandise, Persuasion, and Promotional.</p> <p>Analyze, Distinguish, Evaluate, Formulate, Interpret, and Verify.</p>	<p>Evaluation Rubric: Procedures in Merchandising</p> <p>Evaluation Rubric: Advertising Plan</p> <p>Evaluation Rubric: Advertising Plan Presentation</p>	
<p><b>Sales</b></p> <p>What is a sales pitch?</p> <p>What are the components of a sales pitch?</p> <p>What are communication skills used in sales?</p> <p>What are the steps to presenting a sales pitch?</p>	<p>Develop verbal, written and interactive communication skills.</p> <p>Analyze components of a successful sales pitch.</p> <p>Identify a product or service to develop a sales pitch.</p> <p>Create sales pitch for product or service.</p> <p>Present sales pitch for product or service.</p>	<p>Benefits, Communication, Concerns, Features, Needs, Objections, Sales, Pitch, Rapport, Respect, and Wants.</p> <p>Analyze, Distinguish, Evaluate, Formulate, Interpret, and Verify.</p>	<p>Evaluation Rubric: Components of a Sales Pitch</p> <p>Evaluation Rubric: Sales Pitch Project</p> <p>Evaluation Rubric: Sales Pitch Presentation</p>	<p>4 Weeks</p>

**References (APA Format):**

Agriculture, Food and Natural Resources (AFNR) Career Cluster Content Standards. (2015).

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Curriculum for Agricultural Science and Education. (2021).

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