

Secondary programs of agricultural business and management should minimally include the following areas of instruction: 1) management, 2) finance, 3) marketing, 4) a foundation in crop and livestock production practices including appropriate practical mechanical skills, 5) leadership skills, and 6) hands-on occupational experience. An analysis of the tasks being accomplished by workers employed in agribusiness occupations clearly demonstrates the need for each of these components. Of the six areas, at least three have been traditional parts of many existing agricultural education programs and suggest that teachers developing agricultural business and management programs should be comfortable with many of the recommended areas of study in the curriculum. The major additions to the current program curriculum would be in the areas of finance, management, and marketing. Competencies associated with these three areas must be added to the curriculum even at the expense of part of the existing production content. Students must become proficient in the use of microcomputer programs across the entire range of agricultural education content areas.

Emphasis within the program should be on developing competencies in the following areas

<i>Formulating livestock feeding programs</i>	<i>Maintaining and constructing structures</i>
<i>Performing sales duties</i>	<i>Growing corn, soybeans, small grains, or forage crops</i>
<i>Performing sales-related duties</i>	<i>Harvesting and storing crops</i>
<i>Marketing animals and animal products</i>	<i>Breeding, handling and caring for animals</i>
<i>Performing promotional activities</i>	<i>Maintaining animal health</i>
<i>Financing the agribusiness</i>	<i>Scouting fields for weed, disease, insect or other damage</i>
<i>Performing general office work</i>	<i>Loading, securing, transporting and unloading agricultural products</i>
<i>Managing the business</i>	<i>Applying safety practices</i>
<i>Assembling, servicing and maintaining equipment and facilities</i>	
<i>Applying fertilizers and chemicals</i>	

The following are examples of occupations that require knowledge and skills in the area of agricultural business and management and could be entered upon successful completion of this secondary program.

*Agricultural Salesperson*  
*Animal/Feed Products*  
*Farm Equipment and Supplies*  
*Fertilizer/Chemical Service Worker*  
*Veterinarian Aide/Animal Caretaker*  
*General Farm Worker*  
*Livestock*  
*Grain*  
*Fruit and Vegetable*

Training received in this program may be used as a basis for entry level into the labor market or for further education at a postsecondary agency. Articulation between the secondary and postsecondary programs will be a part of the regional delivery systems.

The following listing shows examples of occupations which may require additional education in a specialized program at the postsecondary level

*Grain Buyer/Elevator Operator*  
*Livestock Buyer*  
*Field Service Technician*  
*Animal Health Technician*  
*Farmer*  
     *Livestock*  
     *Grain*  
     *Fruit and Vegetable*

*Scout/Pest Control Worker, Agriculture*  
*Food Processing Manager*  
*Agriculture Inspector*

In addition to those occupations already noted, there are many agricultural occupations of a professional nature requiring a baccalaureate degree and beyond.

Workplace skills such as 1) those skills used in work performance that are transferable across jobs and occupations and that are instrumental to job and classroom success, 2) skills used to manage life's transitions and 3) skills employed in the resolution of interpersonal, information or task-related problems or problems related to behavior in cooperative group settings should be included in this curriculum.

Leadership skill development is an integral part of this program and is delivered through career and technical student organization (FFA) activities. Individualized instruction and learning reinforcement are provided through supervised agricultural experience programs (SAEPS) maintained by each student.

Employment opportunities are available to workers with competencies in the field of agricultural business and management in both semiskilled and skilled areas of employment. Employment centers around agricultural services and supplies, agricultural product processing and marketing, as well as the production and propagation of agricultural commodities. Employment is available in such diverse fields as providing animal health services; transporting, grading, processing, inspecting, packaging and merchandising agricultural products; producing and marketing agricultural commodities; and providing direct services to farm producers.

## **AGRICULTURAL BUSINESS AND MANAGEMENT COURSE SEQUENCE**

<b>Course Title</b>	<b>Credits per Semester</b>	<b>Length in Semesters</b>	<b>Grade Level</b>
<b><u>Orientation</u></b>			
Introduction to the Agricultural Industry	.5	2	9
Basic Agricultural Science	.5	2	10
Supervised Agricultural Experience Program I	*variable	2	9, 10
<b><u>Preparation</u></b>			
Agricultural Sales & Marketing	.5	2	11, 12
Agricultural Business Management	.5	2	11, 12
Agricultural Mechanics & Technology	.5	2	11, 12
Agricultural Leadership	.5	2	11, 12
Agricultural Communications	.5	2	11, 12
Biological Science Applications in Agriculture (Plants)	.5	1	11, 12

Biological Science Applications in Agriculture (Animals)	.5	1	11, 12
Physical Science Applications in Agriculture I	.5	1	11, 12
Physical Science Applications in Agriculture II	.5	1	11, 12
Supervised Agricultural Experience Program II	*variable	2	11, 12
Agricultural Cooperative Education	*variable	2	12

\* As determined at the regional system level.