A. COVER PAGE

1. Course Title

Agriculture Business & Marketing

2. Transcript Title / Abbreviation

ag/marketing/ROP

3. Transcript Course Code / Number

8120500

4. School

Live Oak High School

5. District

Morgan Hill Unified School District

6. City

Morgan Hill, CA

7. School / District Web Site

<http://mhu.k12.ca.us>

8. School Contact

Name: Deborah Padilla

Title/Position: Assistant Principal

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9. Subject Area

History/Social Science

English

Mathematics

Laboratory Science

Language other than English

Visual & Performing Arts (for 2003)

x College Prep Elective

10. Grade Level(s)

11-12th

11. Seeking “Honors” Distinction?

Yes X No

12. Unit Value

0.5 (half year or semester equivalent)

X 1.0 (one year equivalent)

2.0 (two year equivalent)

Other: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

13. Date of School Board Approval

2002

14. Was this course previously approved by UC? Yes X No If so, year removed from list? \_\_\_\_\_\_\_\_

Under what course title? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

15. Is this course modeled after an UC-approved course from another school? X Yes No

If so, which school(s)? \_\_\_\_Santa Ynez Union High School

16. Pre-Requisites

Successful completion of Agricultural Biology or instructor approval

17. Co-Requisites

18. Brief Course Description

This course is designed for advanced study of agriculture business opportunities and economics for the college bound students with interest in agriculture. Through the course, the student will understand and apply basic economic principals as they relate to individual consumers, production agriculture, and agri-business management. Life skills such as resumes, job applications, interview skills, and college and scholarship applications will be included. The students will develop a “business” that will produce, package, determine prices, and market their products. Students will keep accurate records of expenses, receipts, and profit/losses. At the conclusion of the course, profits will be split equally between the partners.

Course Goals and Outcomes:

This course is designed for advanced study of agriculture business opportunities and economics for the college bound students with interest in agriculture. Through the course, the student will understand and apply basic economic principals as they relate to individual consumers, production agriculture, and agri-business management. Life skills such as resumes, job applications, interview skills, and college and scholarship applications will be included. The students will develop a “business” that will produce, package, determine prices, and market their products. Students will keep accurate records of expenses, receipts, and profit/losses. At the conclusion of the course, profits will be split equally between the partners.

Course Objectives:

To develop an appreciation of agriculture and how it affects our economy.

To incorporate agriculture into the principals of economics, business management, employability and marketability of agricultural products.

To create an awareness of the importance of agricultural business & economics.

To prepare students for college level entry in the various disciplines of agriculture science.

The student will demonstrate the ability to understand the scope of American agriculture by explaining the role of economics as it relates to the agricultural industry as a whole.

The student will demonstrate the ability to understand the difference between the final goods and services that an economy produces and the productive resources that are used to produce the goods and services by comparing and contrasting the relationships of labor, capital, and technology.

The student will demonstrate the ability to understand how resources affect an economic system by explaining the role through oral, written, visual expression.

The student will demonstrate the ability to understand the difference between industrial production and agricultural production by comparing and contrasting them.

The student will demonstrate the ability to understand the economic systems by comparing the advantages and disadvantages of each system.

The student will demonstrate the ability to analyze the concepts of microeconomics by indicators and policies to understand how they relate to economic goals.

The student will demonstrate the ability to analyze international economics by comparing and contrasting past, present, and future policy on international trade.

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COURSE OUTLINE:

A. Introduction to Agricultural Business and Marketing

1. What is agricultural economics, business and marketing?

2. History of U.S. Agriculture and marketing?

3. What are the career opportunities for the student in agricultural business?

B. Agricultural Research

1. Why is research important?

2. What does an agricultural researcher do?

3. How do researchers go about conducting research?

4. What are the principles of research?

a. Project formulation and development

b. Project management

c. Analysis of project results

C. Economic Systems

Types of Economics Systems

Types of Business Organizations

U.S. Monetary System and Fiscal

Profile of the U.S. Economy

D. Economic Concepts

1. Specialization & Comparative Advantage

2. Physical Production Relationships

3. Costs and Revenue

4. The Supply & Demand Concept

Types of Input Costs

Effect of Technology on Costs

Revenue Consideration

E. The Demand Concept

Utility

Consumer Behavior

Food Products

F. Interaction of Supply and Demand

Market Structures and Competition

Monopolistic Competition

Perfect Competition

Role of Government

Planning and Zoning

G. Business Organizations

Single Proprietorship

Partnerships

Corporations

Cooperatives

H. Marketing of Products

Economic Aspects of the Farm Supply Business

Marketing Functions

Costs of Marketing Food & Fiber Products

Economic Setting for U.S. Agricultural Policy

I. Principals of U.S. Monetary System

Federal Reserve System

Input-Output Functions

International Trade and Agriculture

J. Commodity Marketing

Cash Markets & Forward Contracts

Future Contracts

Put Options & Call Options

K. Professional Career Opportunities

Resumes

Cover Letters

Interview Skills

University & College Applications

Scholarship Applications

L. Agri-Business Research Project

Development of Agri-Business Projects

Statistical Management of Project via Record Book

Instructional Coordination

Analysis of Project Results

Presentation & Defense of Results

M. Agricultural Inter-Personal & Leadership Development

Completion of a Supervised Agricultural Experience Program and Record Book

Development of listing, speaking, writing & reading skill activities

Critical thinking & group team building activities

Speech & seminar presentations

D. RECOMMENDED TEXTS

Marketing Fundamental & Applications, Glencoe 1996

Economics, Applications To Agriculture and Agribusiness, Fourth Edition, Randall D. Little, 1997

An Introduction to Commodity Marketing, Chicago Mercantile Exchange

KEY ASSIGNMENTS

Research Paper on Business Economics Concepts

Seminar Presentation on Economic Practices

Development of Personal Portfolio

A rich variety of guided-practice activities involving data analysis of business enterprises

Development of Business Marketing Plan

Interview of Business Owner

INSTRUCTIONAL METHODS

Lecture

Tests & Quizzes

Essays & Written Assignments

Discussion & Critical Thinking Activities

Reading Assignments

Group/Individual Activities

Guest Speakers

Field Trips

ASSESSMENTS METHODS

Test, Quizzes and Final Exam

Portfolio

Homework Assignments

Study Guides

Leadership Activity Participation

SAE Project & Record Book

Research Papers

Marketing Plan

Seminar Presentation