Agriculture, Food and Natural Resources

Pathway: Agribusiness Systems

Code	Topic	Course	Knowledge and Skill	Performance Element	Measurement Criteria
AGPG01.01	Agribusiness Systems	#2: Introduction to Agricultural Marketing, Business and Entrepreneurship #6: Internship in Agribusiness #7: Introduction to Agribusiness	Employ leadership skills to accomplish goals and objectives in an AFNR business environment.	Develop a mission statement to guide business activities effectively.	Identify planning approaches for preparing mission statement.
					Write a mission statement.
					Establish short- and long-term goals.
					Ask for feedback from stakeholders to test the impact of the mission statement.
					Disseminate mission statement to inform fellow employees and gain in-house support.
				Apply leadership skills to accomplish general business activities from production to public relations.	Identify leadership styles.
					Conduct a business meeting using proper parliamentary procedures/consensus techniques.
					Work in teams to access a variety of expertise.
					Extend a pat on the back for jobs well done.
				Apply management skills to accomplish general business activities from production to public relations.	Identify management types.
					Identify organizational structures.
					Identify time management techniques.
					Make business agreements.
					Follow local, state, and federal regulations and appreciate the consequences of not following them.
					Recruit, train and evaluate human resources.
					Make business presentations.

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Code	Topic	Course	Knowledge and Skill	Performance Element	Measurement Criteria
AGPG01.02	Agribusiness Systems	#3: Accounting #4: Agricultural Business Management #5: Agricultural Economics	Practice good record keeping to accomplish AFNR business objectives.	Prepare and maintain all files as needed to accomplish effective record keeping.	Identify information management systems.
					Develop record keeping techniques and practices.
					Keep production and agribusiness records.
					Make records analysis.
AGPG01.03	Agribusiness Systems	#3: Accounting #4: Agricultural Business Management #5: Agricultural Economics #8: Agricultural Economics #10: Agricultural Finance	Apply generally accepted accounting principles and skills to manage budget, credit, and optimal application of AFNR business assets.	Use key accounting fundamentals to accomplish dependable bookkeeping and associated files.	Budget resources (e.g., capital, human, financial, time).
					Manage assets for optimum utilization.
					Manage risk of liabilities.
					Evaluate credit uses and options.
					Prepare and interpret financial statements (e.g., balance sheet, profit/loss statement, cash flow statement).
					Prepare tax forms (e.g., W-4, I-9, Depreciation, 1099, Workers Compensation).
					Determine cost of doing business.
					Compare and examine advantages and disadvantages of banking procedures (e.g., bank reconciliation).
					Analyze investment options (e.g., buy, lease, finance, risk).
AGPG01.04	Agribusiness Systems	#7: Introduction to Agribusiness #8: Agricultural Economics	Employ AFNR industry concepts and practices to manage inventory.	Monitor inventory levels to accomplish practical inventory control.	Maintain optimum inventory levels.
					Apply just-in-time concepts.
					Calculate costs of carrying inventory.
					Perform logistics management.

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Code	Topic	Course	Knowledge and Skill	Performance Element	Measurement Criteria
AGPG01.05	Agribusiness Systems	#2: Introduction to Agricultural Marketing, Business and Entrepreneurship #6: Internship in Agribusiness	Utilize technology to accomplish AFNR business objectives.	Use technology and information technology strategies for business improvement.	Utilize leading technology; e.g., Global Positioning System (GPS), Geographical Information System (GIS), Personal Data Application (PDA), cellular.
					Create and use documents using word processors, spreadsheets, databases and electronic mail.
					Conduct research using the Internet.
					Conduct oral/visual presentation using presentation software.
AGPG01.06	Agribusiness Systems	#9: Agricultural Salesmanship #11: Agricultural Advertising/ Merchandising	Use sales and marketing principles to accomplish an AFNR business objective.	Conduct market research.	Evaluate methods of marketing products and services.
					Apply economic principles to marketing (e.g., supply and demand).
					Research products and service design(s).
				Develop a marketing plan.	Identify and develop value-added products.
					Develop public relations campaigns.
					Develop sales goals and incentive programs.
				Implement a marketing plan.	Promote products and services.
					Advertise products and services.
				Merchandise products and services.	Identify key components to organize a sale.
					Build and develop customer relationships.
					Conduct sales presentation.
					Provide post-sale service.
					Handle customer complaints.
					Locate prospective new customers.

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