

# Agribusiness Management (ABM)

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## **ABM 1010: Introduction to Agribusiness Management**

Introduction to Agribusiness Management, will provide students the opportunity to learn about business, agriculture, food, and the environment. Students will develop an understanding of how agriculture contributes to the U.S. economy and international markets. Agriculture is one of the fastest growing sectors in the U.S. economy and provides many great career opportunities nationwide. Students will learn about careers in agribusiness and food industry sales, commodity and food product marketing, entrepreneurial endeavors, farm management and production, financial management and analysis, human and public relations, policy and law and supply chain management.

**Credit Hours:** 3

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## **ABM 1041: Applied Microeconomics**

Introduction to the microeconomic principles and their application to decision-making in agribusinesses. Consumer decision analysis, producer goals and optimization and the market environment where they meet and trade. Applications to current issues. Students who complete ABM 1041 may not have credit for ECONOM 1014.

**Credit Hours:** 3

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## **ABM 1042: Applied Macroeconomics**

Introduction to macroeconomic principles and their application to agriculture-food sector and natural resource issues. Using macroeconomic principles in decision making and in evaluating national and regional economic problems and issues. Students who complete ABM 1042 may not have credit for ECONOM 1015.

**Credit Hours:** 3

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## **ABM 1120: Population, Environment and Sustainability**

(same as SOCIOL 1120, PEA\_ST 1120, NAT\_R 1120). Changes in the structures and characteristics of population groups and their relationships to central environmental, development and sustainability issues. Graded on A-F basis only.

**Credit Hours:** 3

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## **ABM 1200: Applied Computer Applications**

This course is an applied problem based learning opportunity for students to gain Excel spreadsheet related skills critical to careers in agriculture, food and natural resources. Students will learn intermediate and advanced spreadsheet skills essential for problem solving and decision making in these biologically influenced fields.

**Credit Hours:** 3

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## **ABM 1230: Introduction to the Agricultural Policy Process**

This course is designed to help students recognize various aspects of agricultural policy and leadership. Students will learn about the food/agriculture/rural policy making process, the impact of those policies, and the role of leadership through discussions with recognized local, state, and national leaders in agriculture and policymaking. Graded on A-F basis only. Recommended Freshman preferred.

**Credit Hours:** 3

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## **ABM 1230H: Introduction to the Agricultural Policy Process - Honors**

This course is designed to help students recognize various aspects of agricultural policy and leadership. Students will learn about the food/agriculture/rural policy making process, the impact of those policies, and the role of leadership through discussions with recognized local, state, and national leaders in agriculture and policymaking. Graded on A-F basis only.

**Credit Hours:** 3

**Prerequisites:** Honors eligibility required. Recommended Freshman preferred

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## **ABM 2050: For the Love of Food: Global Food System Debate**

This course is designed to develop students' understanding of the food system from farm to plate and the consumer's role in the global food system. Gaining a knowledge base on food system dynamics will allow students to better understand the societal and policy making processes behind food production. Each week we will discuss key topics and issues facing the food system today. This class will help students develop critical thinking skills to address challenges in the global food system.

**Credit Hours:** 3

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## **ABM 2070W: Environmental Economics and Policy - Writing Intensive**

Examines current environmental and natural resource issues using a systems perspective and key economic concepts. Explores connections between the environment and the economy based on problems at the local, national, and international levels.

**Credit Hours:** 3

**Prerequisites:** sophomore standing

**Recommended:** ENGLISH 1000

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## **ABM 2123: Quantitative Applications in Agricultural and Natural Resource Sciences**

Familiarize students with the use of quantitative tools in developing and analyzing fundamental concepts in agricultural and natural resource sciences.

**Credit Hours:** 3

**Prerequisites:** MATH 1050, MATH 1100, or MATH 1160

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**ABM 2215: Introduction to the Theory and Practice of Sustainable Agriculture**

This experiential course provides an overview of the theoretical and practical principles of sustainable agriculture by exploring the holistic nature of sustainable agriculture, and analyzing agriculture systems based on their impact on the environment, economy and community.

**Credit Hours:** 3

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**ABM 2215H: Introduction to the Theory and Practice of Sustainable Agriculture - Honors**

This experiential course provides an overview of the theoretical and practical principles of sustainable agriculture by exploring the holistic nature of sustainable agriculture, and analyzing agriculture systems based on their impact on the environment, economy and community.  
Prerequisites: Honors eligibility required

**Credit Hours:** 3

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**ABM 2225: Statistical Analysis**

Elementary statistical inference.

**Credit Hours:** 3

**Prerequisites:** MATH 1100

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**ABM 2294: Market Watch - Understanding and Using Commodity Markets**

This course is an introduction to commodity merchandising with a focus on the underlying fundamental market factors that determine commodity prices. In addition to monitoring market news, weather and supply/demand, students learn about cash, futures and options markets. Various merchandising tools are examined and how they can be applied to develop effective commodity merchandising strategies.

**Credit Hours:** 3

**Recommended:** Excel

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**ABM 2301: Topics in Agribusiness Management**

Initial offering of a course in a specific subject matter area related to Agribusiness Management. The course is offered when proposed by a faculty member in that area of expertise.

**Credit Hour:** 1-3

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**ABM 3150: International Agribusiness**

This course covers the primary factors that shape the business environment for food and agricultural firms conducting business across borders. The course examines how culture, institutions and public policy affect business operations and business strategies.

**Credit Hours:** 3

**Recommended:** ABM 3183

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**ABM 3183: The Economics of the Food, Fiber and Fuel Supply Chain**

Analysis of supply chain decision making in the transformation of agricultural products into food, fiber, and fuel products. Provides an understanding for how to apply economic principles to managerial decisions in the face of production uncertainty, policy implementation, and changes in consumer preference.

**Credit Hours:** 3

**Prerequisites:** ABM 1041 or ECONOM 1014

**Recommended:** ABM 1200, ABM 1042 or ECONOM 1015

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**ABM 3223: Relationship Selling: Creating Value for Customers**

A sales focus will help students improve their career options for positions in sales and customer service. Students completing the class are provided with real world experience from the instructor and frequent interaction with industry sales professionals. This class focuses on person-to-person relationship building practices that contribute to the success of an individual who works on any sales team. Students learn to: assess complex product and competitive information, flex their curiosity muscle by probing for information; problem solve by selecting a value driven solution strategy that fits the uncovered customer situation, and finally, provide outstanding customer service after the sale. Role playing provides an opportunity for students to simulate what it is like to work in the field and identify different personalities who can excel in it. This class focuses on developing multiple skills needed for value added selling in a business-to-business environment.

**Credit Hours:** 3

**Prerequisites:** ABM 1041 or ABM 1042 or ECONOM 1014 or ECONOM 1015 and sophomore standing

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**ABM 3224: New Products Marketing**

Learning experience to develop skills in marketing new agriculture products. To include market analysis, goals and objectives, action plan, financial evaluation and monitoring and measurement. In small groups, students will develop complete marketing plan for a new product.

**Credit Hours:** 3

**Prerequisites:** ABM 1041 or ECONOM 1014

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**ABM 3224W: New Products Marketing - Writing Intensive**

Learning experience to develop skills in marketing new agriculture products. To include market analysis, goals and objectives, action plan,

financial evaluation and monitoring and measurement. In small groups, students will develop complete marketing plan for a new product.

**Credit Hours:** 3

**Prerequisites:** ABM 1041 or ECONOM 1014

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**ABM 3230: Agricultural and Rural Economic Policy**

Study and analysis of past and present government policies affecting agriculture and rural economy.

**Credit Hours:** 3

**Prerequisites:** ABM 1041 or ECONOM 1014 and ABM 1042 or ECONOM 1015

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**ABM 3230H: Agricultural and Rural Economic Policy - Honors**

Study and analysis of past and present government policies affecting agriculture and rural economy. Prerequisites: ABM 1041 or ECONOM 1014 and ABM 1042 or ECONOM 1015; Honors eligibility required

**Credit Hours:** 3

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**ABM 3235: Global Perspectives and Realities**

Designed for students who have or wish to study, live or work outside of their home country. Presents sociological perspectives on globalization and intercultural communication as well as the steps needed to prepare for a valuable and safe experience abroad.

**Credit Hours:** 3

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**ABM 3235W: Global Perspectives and Realities - Writing Intensive**

Designed for students who have or wish to study, live or work outside of their home country. Presents sociological perspectives on globalization and intercultural communication as well as the steps needed to prepare for a valuable and safe experience abroad.

**Credit Hours:** 3

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**ABM 3241W: Ethical Issues in Agriculture - Writing Intensive**

The study of how economics, philosophy, and science inform on and impact important ethical problems in agriculture, such as the environment, biotechnology, animal welfare, farm structure, the role of agribusiness, development, sustainability, and agriculture-related public policy. Course may be repeated once for credit.

**Credit Hours:** 3

**Prerequisites:** ABM 1041 or ECONOM 1014 and junior standing

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**ABM 3256: Agribusiness and Biotechnology Law**

Legal concepts applicable to agribusiness and biotech firms. To include contracts, torts, product liability, warranties, corporate farming laws, UCC, corporations/partnerships/limited liability companies, labor laws, patent copyrights/trademark laws, international and ethical perspectives.

**Credit Hours:** 3

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**ABM 3260: General Farm Management**

Economics and management principles applied to planning and operating farm businesses. Includes enterprise combination, resource acquisition, water management, profit maximizing techniques and annual adjustments to changing conditions.

**Credit Hours:** 3

**Recommended:** ABM 1041 or ECONOM 1014

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**ABM 3271: International Agricultural Development**

Examines world food problem; analyzes its causes; economic and noneconomic policy alternatives for modernizing agriculture in less-developed countries.

**Credit Hours:** 3

**Prerequisites:** ABM 1041 or ECONOM 1014 and junior standing

**Recommended:** ABM 1042 or ECONOM 1015

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**ABM 3272: International Food Trade and Policy**

Examines food trade; develops economic analyses of trade impacts on domestic agricultural policies; examines international trade agreements; and interface of trade and environment.

**Credit Hours:** 3

**Prerequisites:** ABM 1041 or ECONOM 1014 and ABM 1042 or ECONOM 1015

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**ABM 3282: Agribusiness Finance**

Application of the concepts and methods of finance to the management of agribusiness firms, including cooperatives. Special attention is given to the working capital needs of agribusiness and to the specialized lending institutions in the agricultural economy.

**Credit Hours:** 3

**Prerequisites:** ABM 1041 or ECONOM 1014 and ACCTCY 2036 or ACCTCY 2026

**Recommended:** ACCTCY 2037 or ACCTCY 2027

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**ABM 3283: Fundamentals of Entrepreneurship**

Introduce students to entrepreneurial way of thinking. Entrepreneurship is a way of thinking about identifying/creating opportunities and transforming those opportunities into new businesses, new institutions, or solutions to problems. Students will participate in the process of

formulating and evaluating solutions to problems and identifying and exploiting opportunities.

**Credit Hours:** 3

**Prerequisites:** ABM 1041 or ECONOM 1014 and ACCTCY 2036 or ACCTCY 2026. Restricted to Agricultural Economics and Agribusiness Management majors during early registration

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**ABM 3285: Problems in Agribusiness Management**

Supervised study in a specialized phase of agricultural economics. Graded on S/U basis only.

**Credit Hour:** 1-3

**Prerequisites:** instructor's consent

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**ABM 3286: Economics of Managerial Decision Making**

Introduces tools and concepts from price theory, game theory, industrial organization and organizational economics, and applies them to managerial decision making activities.

**Credit Hours:** 3

**Prerequisites:** ABM 1041 or ECONOM 1014, ABM 1200, ABM 2225 or STAT 2500 and MATH 1400

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**ABM 3294: Agricultural Marketing and Procurement**

Content of course focuses on marketing issues in the agriculture supply chain. Topics covered include price discovery, basis, futures/options, contracting, logistics, and management decision making.

**Credit Hours:** 3

**Prerequisites:** ABM 3183

**Recommended:** ABM 2225 or STAT 2500

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**ABM 3295: Real Money: Speculative Trading for Beginners**

Familiarize students with the learning components of commodity future trading. Students learn through involvement by investing in a commodity pool and trading futures. Students apply both fundamental and technical analysis.

**Credit Hours:** 3

**Recommended:** ABM 3294

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**ABM 3370: Transportation in the Global Supply Chain**

This course provides an overview of the transportation sector, including history, providers, users, government regulation, and the central role of transportation in supply chain management. The course covers the importance of domestic and global transportation, the operational aspects of the various transportation modes (rail, water, motor, air, and pipeline), the role of transportation intermediaries, the demand and supply of transportation, and the managerial aspects of transport in both the commercial and urban environment.

**Credit Hours:** 3

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**ABM 4110: Business Golf Management and Etiquette**

This course focuses on building customer service skills or business negotiation skills in the social setting of golf. In addition, students gain knowledge of golf etiquette. Graded on S/U basis only.

**Credit Hours:** 2

**Prerequisites:** ABM 3223, ABM 3286 and Senior Standing. Consent of instructor required

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**ABM 4215: Community Food Systems**

This course focuses on essential concepts in the research, implementation and understanding of food systems, with topics ranging from micro-level local, community and regional food systems to macro-level global trends in food production and distribution. Students examine the social, economic and health implications of conventional and alternative food systems as well as specific U.S. policies and programs relevant to our present food systems. Particular focus is on the growing proliferation of alternative marketing schemes, food sovereignty issues, and the relationships between community food systems, and contemporary health and nutritional issues.

**Credit Hours:** 3

**Recommended:** ABM 2215

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**ABM 4223: Professional Solution Selling**

(cross-leveled with AAE 7223). This course will reinforce the sales education students gained in ABM 3223, Agricultural Sales. Class will focus on strategic and conceptual selling which are techniques geared toward complex B2B sales. In this course, we will discuss myriad career opportunities in the sales profession. Students will have the opportunity to interact with sales professionals.

**Credit Hours:** 3

**Prerequisites:** ABM 3223

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**ABM 4230: Understanding the Agricultural Policy Process**

The goal of this course is to prepare students for a career in agricultural policy and will build the skill set needed in the agricultural policy environment.

**Credit Hours:** 3

**Prerequisites:** ABM 3230

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**ABM 4240: Microeconomics Theory and Applications**

(cross-leveled with AAE 7240). This course extends the learning from principles of microeconomics for students of applied economics. The topics in this course prepare students for further study in finance, business management, policy analysis, economic development, and

other applications of economic theory. The course stresses development of theoretical models of consumer choice, firm behavior, perfect and imperfect markets, and externalities, balanced by investigation of the assumptions behind these models. Applications of the models to management and policy issues will be assigned throughout the semester.

**Credit Hours:** 3

**Prerequisites:** MATH 1400 and ABM 1041 or ECONOM 1014

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#### **ABM 4251: Agricultural Prices**

(cross-leveled with AAE 7251). Agricultural Prices is a key class for understanding how market prices are determined and what changes them. Students use economics, math, and statistical tools throughout the course. The content of this course can be relevant to students who intend to work for firms or in a policy environment, or for further education in economics or business.

**Credit Hours:** 3

**Prerequisites:** ABM 1041 or ECONOM 1014, ABM 2225 and MATH 1400

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#### **ABM 4251H: Agricultural Prices - Honors**

(cross-leveled with AAE 7251). Agricultural Prices is a key class for understanding how market prices are determined and what changes them. Students use economics, math, and statistical tools throughout the course. The content of this course can be relevant to students who intend to work for firms or in a policy environment, or for further education in economics or business.

**Credit Hours:** 3

**Prerequisites:** ABM 1041 or ECONOM 1014, ABM 2225 and MATH 1400; Honors eligibility required

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#### **ABM 4286: Behavioral and Experimental Economics**

(cross-leveled with AAE 7286). This course provides an introduction to behavioral economics and experimental methods. Behavioral and experimental economics are exciting fields in the broader economics discipline, with experimental economics focusing on controlled identification and behavioral economics research tackling situations in which the observed behavior of economic agents deviates from the predictions of standard economic theory. The course introduces state-of-the-art research methodology in experimental and behavioral economics, and provides tools that can be applied to a variety of economic situations, including social dilemmas, auction markets, and individual decision-making.

**Credit Hours:** 3

**Prerequisites:** ABM 4240 or ECONOM 4351, or instructor's permission. Game theory is helpful but not required

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#### **ABM 4295: Agricultural Risk Management**

(cross-leveled with AAE 7295). This class will examine the range of risks business face and explore ways of characterizing and evaluating those risks.

**Credit Hours:** 3

**Prerequisites:** ABM 3183 and ABM 2225 or STAT 2500

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#### **ABM 4301: Topics in Agribusiness Management**

Current and new topics not currently offered in applied and/or theoretical areas in Agribusiness Management.

**Credit Hour:** 1-6

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#### **ABM 4301H: Topics in Agribusiness Management - Honors**

Current and new topics not currently offered in applied and/or theoretical areas in Agribusiness Management.

**Credit Hour:** 1-6

**Prerequisites:** honors eligibility required

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#### **ABM 4315: Organic Production and Marketing**

Course furthers students' understanding of sustainable production systems with an emphasis on stewarding natural resources (soil, water, biodiversity and energy) while maintaining and economically profitable enterprise that provides for a good quality of life. Participatory learning experiences will equip students to address problems associated with the transition towards and maintenance of organic agriculture.

**Credit Hours:** 3

**Recommended:** ABM 2215; SOIL 2100; PLNT\_SCI 2110 or PLNT\_SCI 2125

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#### **ABM 4360: Energy Markets and Regulation**

(cross-leveled with AAE 7360). Energy markets are a primary driver of economic development and economic growth. This course introduces students to the economics, regulatory structures, and policies governing energy markets broadly, with some emphasis on electricity and natural gas markets. At the end of the course, students should be able to understand the nature of and be able to identify the myriad levels and types of energy markets and regulatory bodies that oversee those markets; explain the underlying economics of energy markets; describe the regulatory processes involved in planning, developing and pricing utility infrastructure and services; be familiar with technological changes in and the implications for energy markets; and critically apply these understandings to analyzing issues facing energy markets.

**Credit Hours:** 3

**Prerequisites:** (ABM 1041, ECONOM 1014 or IMSE 2710) and (ABM 2225, STAT 2500, or equivalent)

**Recommended:** ABM 4240 or ECONOM 4351



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**ABM 4370: Society, Environment and Natural Resources**

(same as SOCIOL 4370, NAT\_R 4370; cross-leveled with SOCIOL 7370, NAT\_R 7370, AAE 7370). An interdisciplinary examination of environmental and natural resource issues focusing on social, cultural, and policy dimensions. Diverse perspectives on human-nature interactions in domestic and international settings are included.

**Credit Hours:** 3

**Recommended:** ABM 1120, NAT\_R 1120 or SOCIOL 1120

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**ABM 4415: Seeds of Equity: Exploring Race, Class, and Gender in our Food System**

This course aims to explore historical and current issues of race, class, and gender in food and agriculture. While a global perspective and international case studies will be included, the course will primarily focus on the unique food and agriculture context of the United States. Issues of access, power, privilege, and equity will be addressed within the realms of agricultural production, food preparation and consumption, and the spectrum in between. Students will be asked to critically reflect on their own backgrounds, identities, roles, and responsibilities as participants in the agri-food system.

**Credit Hours:** 3

**Prerequisites:** Junior standing required

**Recommended:** ABM 2215 or ENV\_SC 2600

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**ABM 4415H: Seeds of Equity: Exploring Race, Class, and Gender in our Food System - Honors**

This course aims to explore historical and current issues of race, class, and gender in food and agriculture. While a global perspective and international case studies will be included, the course will primarily focus on the unique food and agriculture context of the United States. Issues of access, power, privilege, and equity will be addressed within the realms of agricultural production, food preparation and consumption, and the spectrum in between. Students will be asked to critically reflect on their own backgrounds, identities, roles, and responsibilities as participants in the agri-food system.

**Credit Hours:** 3

**Prerequisites:** Junior standing required; Honors eligibility required

**Recommended:** ABM 2215 or ENV\_SC 2600

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**ABM 4940: Internship Opportunities**

Combines study, observation, and employment in a public agency or private firm in marketing, farm management, or credit. Staff supervision and evaluation. Reports required.

**Credit Hour:** 1-3

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**ABM 4945: Experiential Learning in Industry Internship in Agribusiness Management**

Learning experience combining observation, application, and reflection in a discipline-based industry internship. Course appears on transcript for zero credit and does not count toward full-time enrollment. No tuition or fees are charged. Graded on S/U basis only.

**Credit Hours:** 0

**Prerequisites:** instructor's consent

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**ABM 4962: Planning the Farm Business**

(cross-leveled with AAE 7962). Economic analysis and planning of the farm business and its organization. Applications of computerized management techniques to farm business including resource acquisition, tax management, enterprise analysis, and business analysis through farm records and budgets.

**Credit Hours:** 3

**Prerequisites:** ABM 3260

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**ABM 4971: Agribusiness Management Strategy**

(cross-leveled with AAE 7971). Analysis of industry forces in agriculture and food sector. Assessing risks and firms' capabilities. Development of firm's competitive strategy, including vertical integration, diversification, international business option, and financial planning and performance measurement.

**Credit Hours:** 3

**Prerequisites:** ABM 3282 or FINANC 3000 and ABM 3286 or MANGMT 3000

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**ABM 4971W: Agribusiness Management Strategy - Writing Intensive**

(cross-leveled with AAE 7971). Analysis of industry forces in agriculture and food sector. Assessing risks and firms' capabilities. Development of firm's competitive strategy, including vertical integration, diversification, international business option, and financial planning and performance measurement.

**Credit Hours:** 3

**Prerequisites:** ABM 3282 or FINANC 3000 and ABM 3286 or MANGMT 3000

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**ABM 4972: Agri-Food Business and Cooperative Management**

(cross-leveled with AAE 7972). Risk management in the global agrifood chain, including managing the unique uncertainties of biological production processes, global market analysis, and government intervention, of risk management tools and institutions unique to strategic decision making in agribusiness and cooperative firms.

**Credit Hours:** 3

**Prerequisites:** ABM 4971 and ABM 3286 or MANGMT 3000

**Recommended:** ABM 3256

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**ABM 4983: Strategic Entrepreneurship in Agri-Food**

(cross-leveled with AAE 7983). Strategic entrepreneurship is the search for opportunities to generate income streams from innovation, development of new markets, and altering the rivalry positions in existing markets.

**Credit Hours:** 3

**Prerequisites:** ABM 3283 and ABM 3282 or FINANC 3000

**Recommended:** senior standing

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**ABM 4983W: Strategic Entrepreneurship in Agri-Food - Writing Intensive**

(cross-leveled with AAE 7983). Strategic entrepreneurship is the search for opportunities to generate income streams from innovation, development of new markets, and altering the rivalry positions in existing markets.

**Credit Hours:** 3

**Prerequisites:** ABM 3283 and ABM 3282 or FINANC 3000

**Recommended:** senior standing

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**ABM 4990H: Economic Analysis of Policy and Regulation - Honors**

(cross-leveled with AAE 7990). Apply economic concepts and tools to analyze the policy-making process and the implications of policy for individuals, firms, markets and society. Policy topics include, among other things, agricultural support programs, environmental policy, international trade, international development, and agribusiness regulation.

**Credit Hours:** 3

**Prerequisites:** ABM 2225 or STAT 2500 and ABM 4240 or ECONOM 4351

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**ABM 4990HW: Economic Analysis of Policy and Regulation - Honors/Writing Intensive**

(cross-leveled with AAE 7990). Apply economic concepts and tools to analyze the policy-making process and the implications of policy for individuals, firms, markets and society. Policy topics include, among other things, agricultural support programs, environmental policy, international trade, international development, and agribusiness regulation.

**Credit Hours:** 3

**Prerequisites:** ABM 2225 or STAT 2500 and ABM 4240 or ECONOM 4351

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**ABM 4990W: Economic Analysis of Policy and Regulation - Writing Intensive**

(cross-leveled with AAE 7990). Apply economic concepts and tools to analyze the policy-making process and the implications of policy for individuals, firms, markets and society. Policy topics include, among other

things, agricultural support programs, environmental policy, international trade, international development, and agribusiness regulation.

**Credit Hours:** 3

**Prerequisites:** ABM 2225 or STAT 2500 and ABM 4240 or ECONOM 4351

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