



# Agribusiness and Applied Economics

## **Understand and apply key principles of agribusiness management, marketing and finance**

Demonstrate comprehension of the four major functions of management: planning, organization, leadership and control

Create marketing plans developed in support of an agribusiness

Evaluate the financial situation of agribusiness firms

## **Understand, develop and assess core elements of business records necessary for starting and running a small business**

Describe the content of and the purpose behind core business records

Create relevant income, expense and inventory records for a new business

Develop financial statements, analysis and reports necessary for strategic planning, personnel management and tax compliance

## **Understand and apply key principles of microeconomic theory and related quantitative analysis to the management of an agribusiness, to the functioning of agricultural supply chains and to the effect of government policy on agribusinesses**

Apply the concepts of supply, demand and elasticity in the context of an agribusiness

Use key econometric and quantitative programming concepts to design agribusiness strategies

Explain how the economic concepts of efficiency, externalities, and market power are applied to the management and regulation of agribusinesses

## Agricultural, Environmental and Development Economics



**THE OHIO STATE UNIVERSITY**

COLLEGE OF FOOD, AGRICULTURAL,  
AND ENVIRONMENTAL SCIENCES