



Agricultural Business

Develop an awareness of financial concepts and apply key accounting and finance principles as they relate to Agricultural Business

- Interpret financial data
- Prepare financial records
- Analyze financial data and records commonly used in agribusiness
- Proficiently use a variety of computer applications and software used agribusiness

Understand and apply fundamental marketing and sales principles as applied to agribusiness

- Prepare a marketing plan for a product/service of an agribusiness
- Explain the elements of an agribusiness' marketing mix
- Prepare and present a sales presentation for an agribusiness product/service

Understand and analyze the various management functions and practices within agribusiness

- Prepare a small business plan that provides the foundation for obtaining capital and starting a business
- Explain the principles involved in recruiting, selecting, training, evaluating and compensating employees

Understand and access basic economic concepts and theories

- Apply the principles of resources allocation to production and consumption decisions



Arts and Science and Business Technologies



THE OHIO STATE UNIVERSITY

COLLEGE OF FOOD, AGRICULTURAL,
AND ENVIRONMENTAL SCIENCES