



# Business Management

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

Process financial data

Analyze Balance sheets, Income Statements, and Cash Flow

Prepare Balance Sheets, Income Statements, and Cash Flow

Proficiently use a variety of computer applications and software used in Business Management

**Understand and apply fundamental marketing and sales principles as applied to business management**

Prepare a marketing plan for a product/service used in business management

Explain the elements of an business' marketing mix

Prepare and present a sales presentation for a product/service

**Understand and analyze the various management functions and practices commonly used in agricultural commerce**

Prepare a small business plan that provides the foundation for obtaining capital and starting a business

Effectively interact with and manage a diverse group of people in agricultural commerce

**Understand and access basic economic concepts and theories**

Apply the basic principles of economics to business' operations

**Have the ability to think critically in solving agricultural commerce problems**

Apply decision making/problem solving skills to a variety of business situations

Demonstrate critical thinking in solving business problems



## Arts and Science and Business Technologies



**THE OHIO STATE UNIVERSITY**

COLLEGE OF FOOD, AGRICULTURAL,  
AND ENVIRONMENTAL SCIENCES