

Matrix for Agricultural Business															
(I = Introduce; P = Practice; M = Master) Program Courses															
Student Learning Outcome	AGRI 180	ABUS 101	ABUS 231	ABUS 261	ABUS 262	ABUS 301	ABUS 311	ABUS 321	ABUS 415	ABUS 421	ABUS 451	ABUS 465	ANSC/PSSC 101	AGRI 331	AGRI 482
Goal: Technically competent in agricultural business and able to make sound judgments															
Demonstrate core management principles and apply them to different working scenarios		I	P			P		P		M		M			
Prepare and utilize financial statements needed in the business decision making			P	I	I			P		M		M			
Apply core marketing principles to the unique structure of the agricultural sector		I				P	P			M					
Goal: Aware of current issues confronting the food and fiber sector															
Identify and analyze issues in the marketplace; make appropriate recommendations		I		I	I	P	P	P			M		I	P	M
Goal: Capable of communicating clearly and concisely															
Demonstrate effective verbal communication in an agricultural business environment, i.e., use terminology associated with industry trends, situation and outlook										M	M				M

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Demonstrate effective written communication in an agricultural business environment, i.e., use terminology associated with industry trends, situation and outlook		I				I	P	P	M	M	M			P	M
Goal: Aware of the complex interrelationships of the production and movement of agricultural products from the farm gate through the marketplace															
Recognize consumer responsiveness to changing market conditions		I		I	I	P	P		M						
Recognize producer responsiveness to changing market conditions		I		I	I	P	P		M	M					
Goal: Aware of the complex interrelationships of natural and agricultural systems.															
Describe the integral nature of agricultural sustainability, comprising economic, social and environmental components.		I									P		I	M	