

## 2009-11 Cal Poly Catalog

### [Agribusiness Department](#)

#### AGB–AGRIBUSINESS

##### **AGB 101 Introduction to Agribusiness (4)**

Orientation to the agribusiness sector of agriculture. An overview of the breadth, size, scope and management aspects of the agricultural business complex. Agribusiness students are required to complete this within the first year of the major. Not open to students with more than 60 units, including transfer credit. 4 lectures.

##### **AGB 200 Special Problems for Undergraduates (1–2) (CR/NC)**

Individual investigation, research, studies, or surveys of selected problems. Total credit limited to 4 units, with a maximum of 2 units per quarter. Credit can only be used to satisfy free electives. Credit/No Credit grading only. Prerequisite: Consent of department head.

##### **AGB 202 Sales, Communication and Leadership in Agribusiness (4)**

Self management, communication, and interpersonal skills necessary in developing managerial abilities, leadership qualities, and facilitating teamwork within the agribusiness sector. Industry opportunities ranging from input and output products and services along with government and special interest groups will be surveyed. 4 lectures. Prerequisite: AGB 101.

##### **AGB 212 Agricultural Economics (4)**

Theoretical development of factors affecting demand and supply for food and fiber and for agricultural inputs. Methods of selecting optimal levels of agricultural production and consumption variables. Evaluation of market structure and price formulation for agricultural products and resources. 4 lectures.

##### **AGB 214 Agribusiness Financial Accounting (4)**

Principles of financial accounting in agribusiness. Preparation for understanding and interpreting financial statements. Exploration of financial reporting standards to provide an understanding of how financial events are reflected in financial statements. The importance of social responsibility in accounting. The accounting cycle, from transactions posting to financial statements through spreadsheet applications. 3 lectures, 1 activity. Prerequisite: Sophomore standing.

##### **AGB 270 Selected Topics (1–4)**

Directed group study of selected topics. The Schedule of Classes will list title selected. Total credit limited to 8 units. 1 to 4 lectures. Prerequisite: Open to undergraduate students and consent of instructor.

##### **AGB 301 Food and Fiber Marketing (4)**

Food and fiber marketing, examining commodity, industrial, and consumer product marketing from a managerial viewpoint. A global perspective in understanding consumer needs and developing the knowledge of economic, political, social and environmental factors that affect food and fiber marketing systems. 4 lectures. Prerequisite: AGB 212 or ECON 201.

##### **AGB 302 Agricultural Associations and Cooperatives (4)**

Purpose, kinds, organization and management of agricultural cooperatives. Evaluating cooperative performance. Emphasis on California cooperatives, international agricultural cooperatives, and strategic alliances. One-day field trip visiting agricultural cooperatives included. 4 lectures. Prerequisite: AGB 301.

##### **AGB 303 Introduction to the Horse Racing Industry (4)**

Descriptive analysis of horse racing industry: breeding farms, race tracks, trade associations, training issues, and auction sales. Industry structure, economic flows, contributions to state and local taxes, and racing law. Cultural influences of racing in Europe, Australasia, and Latin America. 4 lectures. Prerequisite: Junior standing.

##### **AGB 310 Agribusiness Credit and Finance (4)**

Financing California's agricultural industry. Sources of credit and types of loans used by agribusinesses. Costs of credit. Financial analysis of agricultural borrowers. Future and present value techniques used in evaluating agricultural investments. Agricultural financial management. Financial capital markets and leasing. 4 lectures. Prerequisite: One quarter of accounting or AGB 321.

##### **AGB 312 Agricultural Policy (4)**

Agricultural policy objectives and formulation, resource allocation and production adjustments. Survey of State and Federal agricultural policies as they influence the planning and practices of agribusiness. 4 lectures. Prerequisite: AGB 212 and ECON 222.

##### **AGB 313 Agricultural Economic Analysis (4)**

Advanced agricultural microeconomics with emphasis on mathematical problem solving; production and cost functions, single and multiple input allocation, agricultural output combinations, agricultural market structures, and economies of size. 4 lectures. Prerequisite: AGB 212 and MATH 221.

##### **AGB 314 Fair and Fair Facility Management (4)**

Fundamentals of the year round operation of a fair facility to include rental opportunities, master planning, and maintenance. Principles and procedures in planning, organizing, operating, and evaluating a fair. One day field trip required. 4 lectures. Prerequisite: Upper division standing.

##### **AGB 315 Land Economics (4)**

Economics of agricultural and rural land use. Incorporates production economics with welfare theory to explore society's implicit and explicit land use decisions and problems in California, the West and nationwide. Incorporates land use planning and its implicit economic content. 4 lectures. Prerequisite: AGB 312 and AGB 313.

##### **AGB 317 Agriculture–Consumer Relationships (2)**

Basic facts, public opinion and ways of developing greater understanding of agriculture, its nature, characteristics, problems and relationship to nonfarm persons. Consumer education programs and procedures. 2 seminars. Prerequisite: Upper division standing.

##### **AGB 318 Global Agricultural Marketing and Trade (4)**

Analysis of international marketing opportunities for agricultural products. Strategies for enhancing the performance of U.S. agricultural exports/ imports. Impact of government trade policies and regulations, distribution systems, and the changing consumer. 4 lectures. Prerequisite: AGB 301 and 312.

##### **AGB 321 Farm Records (4)**

Fundamentals of record keeping, kinds of records, inventory, depreciation, payrolls, cash and accrual basis of income tax reporting, financial statements and analysis. 3 lectures, 1 activity. Prerequisite: AGB 212/ECON 201.

##### **AGB 322 Principles of Agribusiness Management (4)**

Organization and operation of agribusinesses. Identification of factors affecting profitability. Evaluation of the business for increased efficiency and profit. Application of budgeting to representative firms and independent analysis of an agribusiness. 3 lectures, 1 activity. Prerequisite: AGB 212 and AGB 214 or AGB 321.

##### **AGB 323 Agribusiness Managerial Accounting (4)**

Agribusiness management with an emphasis on using accounting procedures that will provide useful information in making management decisions, setting objectives, and controlling operations. 3 lectures, 1 activity. Prerequisite AGB 214 and junior standing.

##### **AGB 324 Agricultural Property Management and Sales (4)**

Economic, legal and real estate principles in the investment, development, mortgaging and transferring of agricultural real estate. 3 lectures, 1 activity. Prerequisite: AGB 310 or consent of instructor.

##### **AGB 326 Rural Property Appraisal (4)**

Methods of rural appraisal, including farms, ranches and other rural properties, use of county records, appraisal practice on different types of rural properties, discussions with professional appraisers. 3 lectures, 1 activity. Prerequisite: AGB 310.

##### **AGB 331 Farm Accounting (4)**

Application of commercial accounting process to farm and ranch accounting problems. Emphasis on accounting systems that facilitate financial statement presentation, tax preparation and ADP enterprise analysis. Income tax laws pertaining to agriculture. 3 lectures, 1 activity. Prerequisite: AGB 214.

##### **AGB 336 Commodity Markets in Agribusiness (4)**

Commodity market history, performance, and use in management of agribusiness. Techniques of analysis, hedging, speculation with applications to the agricultural business firm. 4 lectures. Prerequisite: AGB 212 and ECON 222, or consent of instructor.

##### **AGB 339 Internship in Agribusiness (1-12) (CR/NC)**

Selected students will spend up to 12 weeks with an approved agricultural firm engaged in production or related agribusiness. Time will be spent applying and developing agribusiness functional and managerial skills and abilities. One unit of credit may be allowed for each full week of completed and reported internship. Degree credit limited to 6 units. Credit/No Credit grading only. Prerequisite: Consent of internship instructor.

**AGB 360 Agribusiness Information Technology (4)**

Use of information technologies and advanced computer applications in agribusiness decision-making. Information search and retrieval technologies. Computer languages and programs developed as tools to assist in agribusiness problem-solving. 4 lectures. Prerequisite: AGB 212 or ECON 201.

**AGB 370 World Food Economy (4)**

International agricultural production, economics, and distribution. Comparative and competitive advantage in world agriculture. Food security issues and regional analysis of agriculture policies. The future of agriculture from a global perspective. 4 lectures. Prerequisite: AGB 312 and AGB 313.

**AGB 400 Special Problems for Advanced Undergraduates (1–2)**

Individual investigation, research, studies, or surveys of selected problems. Total credit limited to 4 units, with a maximum of 2 units per quarter. Prerequisite: Consent of department head or instructor.

**AGB 401 Managing Cultural Diversity in Agricultural Labor Relations (4) USCP**

Agricultural labor trends and problems as determined by changes occurring in farming and farm related industries. Labor-management relations in agriculture; principles and procedures in organizing and managing the agricultural business personnel program. 4 lectures. Prerequisite: Senior standing. Fulfills USCP.

**AGB 404 Food Retail Management (4)**

Uses and techniques in management of perishable and non-perishable food commodities at the retail level. Issues in traditional versus new models of retail with emphasis on the marketing mix. Introduction to vendor, category and shelf management. 4 lectures. Prerequisite: AGB 301.

**AGB 405 Agribusiness Marketing Research Methods (4)**

Agricultural marketing research data collection and analysis. Emphasis on food sector market segmentation, product positioning, new product testing, sales forecasting, and marketing plan development through secondary and primary data sources. Experimental research design and implementation. 4 lectures. Prerequisite: STAT 221 and AGB 301.

**AGB 406 Agribusiness Marketing Planning (4)**

Client centered course where self-managed teams develop agribusiness marketing plan. Emphasis on developing presentation skills. Integration of marketing mix, particularly promotional elements in developing agribusiness marketing strategy emphasized. 4 lectures. Corequisite: AGB 405.

**AGB 407 Agribusiness Marketing Plan Internship (4)**

A minimum of 120 hours spent with an approved agricultural marketing firm. Development of an agribusiness marketing plan. Integration of marketing mix, particularly promotional elements in developing agribusiness marketing strategy emphasized. Presentation of the marketing plan to corporate management and instructor. Prerequisite: AGB 339.

**AGB 409 California Agricultural Law (4)**

Historical and current sources of law, examination of judicial systems, application of contracts, agency, labor law, torts, property, air and water law, business organizations, agricultural cooperatives, debtor and creditor rights and regulations that impact agricultural enterprises. 4 lectures. Prerequisite: BUS 207, senior standing or consent of instructor.

**AGB 410 Agricultural Lending (4)**

Structure and performance of the agricultural lending industry. Advanced agricultural loan analysis and risk assessment. Agricultural loan documentation, securitization of farm loans, and farm bankruptcy. Exploration of interest rate impacts on agricultural lending. 4 lectures. Prerequisite: AGB 214, AGB 310 and senior standing.

**AGB 412 Advanced Agricultural Policy (4)**

Agricultural resource allocation issues with emphasis on policies that impact the production of food and fiber and inputs used in their production. Special topics in agricultural resource allocation stressing issues and policies emphasizing economic externalities. 4 lectures. Prerequisite: AGB 312, AGB 315, AGB 370, and AGB 421 or AGB 433.

**AGB 418 Seminar in U.S./World Agricultural Trade Issues (2)**

Comparative analysis of agricultural infrastructures and trade policies of major U.S. trading partners within specific world regions (e.g., Latin America, Asia Pacific, Europe, etc.). Particular emphasis on cultural and geo-political influences on the development of world agricultural policies. The Schedule of Classes will list topic selected. 2 seminars. Prerequisite: AGB 318.

**AGB 421 Agribusiness Operations Analysis (4)**

Principles and procedures in agricultural business operations analysis and research. Evaluation of programs and problems to achieve optimal decisions.

Production and financial data, statistics, pricing, costs, inventories, production level, and plant expansion or contraction. 4 lectures. Prerequisite: AGB 313, STAT 221.

**AGB 422 Logistics in Global Agribusiness (4)**

Scope and elements of the agribusiness logistics system including supply and distribution channels, transportation, inventory, warehousing, packaging, and order processing. 4 lectures. Prerequisite: AGB 318 and STAT 221.

**AGB 427 Agricultural Estate Planning (2)**

Principles of estate planning with special emphasis on needs of owners of closely held farming businesses. How wills, property ownership, gifts, trusts and continuation agreements affect estate plans. 2 seminars. Prerequisite: Upper division standing.

**AGB 433 Agricultural Price Analysis (4)**

Application of statistical tools for price analysis. Emphasis on price making process for specific agricultural commodities. Utilization of USDA and CDFR market price reports and production estimate data in price forecasting and analysis. 2 two-hour lectures. Prerequisite: STAT 221 and AGB 313.

**AGB 435 Linear Programming in Agriculture (4)**

Application of linear programming to decision making by contemporary farm businesses. Solutions by graphical and mathematical models including appropriate computer software. Economic interpretation of solutions. Applications for multi-product, multi-function farms. Includes introduction to goal and risk programming, transportation models, and multi-period programming. 4 lectures. Prerequisite: AGB 313.

**AGB 440 Field Studies in Agribusiness (2)**

Visitation to selected agribusinesses. Organization, operation, services and problems considered. Prerequisite: Senior standing or consent of instructor. Can only be taken once for credit in the major.

**AGB 442 Agricultural Policy Resolution (4)**

Local, state, national, and international agricultural policy issues. Extensive research on one or two policy issues. Work with various policy groups at the local and state level to assist in analyzing a policy issue, and observe how the analysis is used to develop possible consensus among the different stakeholders to be affected by the policy. Review of entire process upon completion. 4 lectures. Prerequisite: AGB 412.

**AGB 443 Branded Wine Marketing (4)**

Wine pricing as it relates to quality, packaging, and service. Distribution options with emphasis on the three tier system, promotional strategies, including public relations, mass media advertising, personal selling, and direct marketing. Domestic and international marketplaces. 4 lectures. Prerequisite: AGB 301 or BUS 346 or consent of instructor.

**AGB 444 Wine Compliance and Market Analysis (4)**

Legal aspects of wine marketing with emphasis on Federal (BETF) requirements. Application of statistical theory to the collection, interpretation, and forecasting of wine and grape industry data with emphasis on production and sales. Introduction to standard accounting ratios. 4 lectures. Prerequisite: STAT 221 or STAT 252 or equivalent.

**AGB 445 Produce Marketing (2)**

Directed group study of fresh fruit and vegetable marketing. Includes analysis of terminal markets, retail marketing (supermarkets, farmer's markets, roadside stands), limited preserving and ripening, grading and inspection, economics of transportation, international marketing. 2 seminars. Prerequisite: Senior standing and AGB 301.

**AGB 446 Wine Market Analysis (2)**

Application of statistical theory to collection and interpretation of production/sales data. Also includes introduction to forecasting and decision theory. Financial ratios and industry averages. 2 seminars. Prerequisite: AGB 301 or consent of instructor.

**AGB 447 Wine Distribution and Pricing (2)**

Wine distribution channels with emphasis on agents, brokers, distributors, and retailers. Inventory management and distribution cooperatives. Domestic and international shipping regulations. The impact of price on distribution will be highlighted. 2 seminars. Prerequisite: AGB 301 or consent of instructor.

**AGB 448 Governmental Wine Regulations and Compliance (2)**

Legal aspects of wine marketing. Emphasis on federal (BETF) requirements as well as the operation and/or use of state tax laws and state monopolies that tend to restrict the free movement of wine. 2 seminars. Prerequisite: Consent of instructor.

**AGB 449 Wine Promotion and Packaging (2)**

All types of mass media promotional strategies and complete coverage of the following areas: personal selling, publicity, public relations, direct marketing, and direct promotions. Label design, packaging, and point of sale promotions. Ethics for responsible advertising. 2 seminars. Prerequisite: AGB 446 or consent of instructor.

**AGB 450 Agribusiness Strategy Formulation (4)**

Development of strategy for farms and farm related businesses where uncontrollable environment makes output and results highly unpredictable; emphasis on the total enterprise. Case analysis. 4 lectures. Prerequisite: Senior standing and AGB 323.

**AGB 451 Strategy and Cases in International Agribusiness (4)**

Exploration of environment, opportunities, and strategic challenges in the rapidly changing global food and fiber system. Developing coordination and control, challenges of worldwide management of functional areas of agribusiness. Focus is practical and managerial through extensive use of case studies. 4 lectures. Prerequisite: Senior standing, AGB 318, AGB 323.

**AGB 452 Agricultural Market Structure and Strategy (4)**

Development of skills for quantity and price determination in a noncompetitive setting. Emphasis on examining the agribusiness industry structures that exist and their effects on decision-making. The use of game theory demonstrated as a strategy formulation tool. 4 lectures. Prerequisite: AGB 313.

**AGB 455 Advanced Fair Management Seminar (2)**

Advanced studies in fair management with emphasis on budgets, contracts, entertainment, carnivals, exhibit programs, crowd control, master planning maintenance. 2 seminars. Prerequisite: AGB 314.

**AGB 456 Crop Management Problems (4)**

Management problems of crop farms and orchards. Crop enterprise costing procedures, equipment costing and replacement, scheduling of operations to obtain efficiencies. Determination of most profitable rotations and levels of input use. Includes whole farm budget development and analysis. 4 lectures. Prerequisite: AGB 322 and senior status.

**AGB 457 Livestock Management Problems (4)**

Analysis of actual livestock enterprise. Budgeting a ranch by enterprises. Analysis of internal problems such as bull purchase economics, feed buying chart, feedyard economics, cattle price relationships, livestock systems. Includes whole farm budget development and analysis. 4 lectures. Prerequisite: AGB 322 and senior status.

**AGB 458 Dairy Management Problems (4)**

Analysis of actual dairy enterprise. Budgeting a dairy farm by enterprises. Analysis of problems such as load by load milk-feed analysis, value of milk quotas, most profitable concentrate to hay feeding. Includes whole farm budget development and analysis. 4 lectures. Prerequisite: AGB 322 and senior status.

**AGB 460 Research Methodology in Agribusiness (2)**

Empirical application of the scientific method as it relates to the design and development of Senior Project. Research plan is developed. First quarter of Senior Project. 2 seminars. Prerequisite: Senior standing and AGB 313.

**AGB 461 Senior Project (2)**

Completion of a project under faculty supervision. Research topics or projects typical of problems which graduates must solve in the agricultural, food and fiber industries. Project results are presented in a formal report. Minimum 60 hours total time. Prerequisite: Senior standing and AGB 460.

**AGB 463 Senior Seminar (2)**

Individual or group presentation for discussion of subjects and problems within the agribusiness field. The Schedule of Classes will list topic selected. Total credit limited to 4 units. 2 seminars. Prerequisite: Senior standing.

**AGB 470 Selected Advanced Topics (1-4)**

Directed group study of selected topics for advanced students. Open to undergraduate and graduate students. The Schedule of Classes will list title selected. Total credit limited to 8 units. 1 to 4 lectures. Prerequisite: Consent of instructor.

**AGB 485 Cooperative Education Experience in Agribusiness (6) (CR/NC)**

Part-time work experience with an approved Agribusiness firm engaged in production or related business, industry or governmental agency. Positions are paid and usually require relocation and registration in course for two consecutive quarters. Formal report and evaluation by work supervisor required. Major credit limited to 6 units; total credit limited to 12 units. Credit/No Credit grading only. Prerequisite: Sophomore standing and consent of instructor.

**AGB 495 Cooperative Education Experience in Agribusiness (12) (CR/NC)**

Full time work experience with an approved Agribusiness firm engaged in production or related business, industry or governmental agency. Positions are paid and usually require relocation and registration in course for two consecutive quarters. Formal report and evaluation by work supervisor required. Major credit limited to 6 units; total credit limited to 24 units. Credit/No Credit grading only. Prerequisite: Sophomore standing and consent of instructor.

**AGB 500 Individual Study in Agribusiness (1-6)**

Advanced independent study planned and completed under the direction of a member of the Agribusiness faculty. Total credit limited to 6 units. Prerequisite: Consent of department head, graduate advisor and supervising faculty member.

**AGB 514 Agribusiness Managerial Leadership and Communication (4)**

Current issues in agriculture addressed through the case analysis method. Emphasis on communication skills and leadership qualities, identifying key success requirements. 4 seminars. Prerequisite: Graduate standing or consent of instructor.

**AGB 539 Graduate Internship in Agribusiness (1-9)**

Application of theory to the solution of problems of agricultural production or related business in the field of Agribusiness. Analyze specific management problems and perform general management assignments detailed in a contract between the student, the firm or organization, and the faculty advisor before the internship commences. Degree credit limited to 6 units. Prerequisite: Consent of internship instructor.

**AGB 543 Agribusiness Policy and Program Analysis (4)**

Economic, political, and social objectives of domestic agricultural policies and programs. Consequences of government's policies and programs to control production, allocate resources, support market prices, and provide benefits to food and fiber producers, marketers, and consumers. Topical analysis of current effort of government to direct agriculture. 4 seminars. Prerequisite: Graduate standing or consent of instructor.

**AGB 554 Food System Marketing (4)**

Major issues facing the food system marketer. Vertical and horizontal linkages, pricing in agricultural markets, management of price risk through futures markets and hedging, and public policy and consumer impacts on the system. Student involvement through case studies simulations, and presentations. 4 seminars. Prerequisite: Graduate standing or consent of instructor.

**AGB 555 Technological and Economic Change in Agribusiness (4)**

Ramifications and impacts in agribusiness firms from technological and economic changes. Emphasis on specific agribusiness firms and their managerial process of dealing with problems and opportunities in the operational environments of economic, technology, political, global, domestic and marketing. 4 seminars. Prerequisite: Graduate standing, or consent of instructor.

**AGB 563 International Agribusiness Trade and Development (4)**

Agricultural trade dynamics in a world economy. Evaluation of multinational firms and unilateral and multinational government policy strategies in interacting with and expanding markets for agricultural trade. Agribusiness opportunities with social and institutional limitations; emphasis on environmental and sustainable trade issues. 4 seminars. Prerequisite: Graduate standing or consent of instructor.

**AGB 570 Selected Topics in Agribusiness (1-4)**

Directed group study of selected topics for advanced students. Open to undergraduate and graduate students. The Schedule of Classes will list title selected. Total credit limited to 12 units. 1 to 4 seminars. Prerequisite: Graduate standing or consent of instructor.

**AGB 571 Selected Advanced Laboratory in Agribusiness (1-4)**

Directed group laboratory study of selected topics for advanced students. Open to undergraduate and graduate students. The Schedule of Classes will list title selected. Total credit limited to 8 units. 1-4 laboratories. Prerequisite: Consent of instructor.

**AGB 585 Cooperative Education Experience in Agribusiness (6) (CR/NC)**

Advanced study, analysis and part-time work experience in the field; current innovations, practices, and problems in administration, supervision, and organization of business, industry, and government. Must have demonstrated ability to do independent work and research in career field. Total credit limited to 9 units. Credit/No Credit grading only. Prerequisite: Graduate standing and consent of instructor.

**AGB 595 Cooperative Education Experience in Agribusiness (12)  
(CR/NC)**

Advanced study, analysis and full-time work experience in the field; current innovations, practices, and problems in administration, supervision, and organization of business, industry, and government. Must have demonstrated ability to do independent work and research in career field. Total credit limited to 9 units. Credit/No Credit grading only. Prerequisite: Graduate standing and consent of instructor.

**AGB 599 Thesis in Agribusiness (1-9)**

Systematic research of a significant problem in Agribusiness. Thesis will include problem identification, significance, methods, data analysis, and conclusion. Students must enroll every quarter in which facilities are used or advisement is received. Degree credit limited to 6 units. Prerequisite: Graduate standing and consent of instructor.