2011-13 Cal Poly Catalog

Agribusiness Department

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. Prerequisite: AGB major and freshman standing. Change effective Fall 2012.

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. Prerequisites: AGB 101 or AGB 102 or AGBD 102 or consent of instructor. Formerly AGB 360. Change effective Summer 2012.

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.

AGB 260 Agribusiness Information Technology (4)
Using data and analysis in making decisions related to agribusiness. Developing basic and intermediate spreadsheet skills necessary to organize, analyze, and summarize information. Development of data management and analysis as tools to assist in agribusiness problem-solving. 4 lectures. Prerequisite: AGB 101 or junior standing or consent of instructor. Change effective Summer 2012.

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 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: AGB majors: AGB 214; non-AGB majors: AGB 214 or BUS 212 or BUS 214.

AGB 311 Intermediate Agribusiness Finance (4)
Financial tools applied to the agribusiness industry, focusing on unique risks in agriculture. Risk and return in the production and processing sectors, working capital management, cash flows and financial statement forecasting for agribusiness firms, using spreadsheet analysis. 4 lectures. Prerequisite: AGB 260 and AGB 310. New course, effective Winter 2013.

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 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.

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 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 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 principles in management of perishable and non-perishable food commodities at the retail level. Issues in traditional versus new models of retain 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. Prerequisite: AGB 301, AGB 310, AGB 312, AGB 313, AGB 323 and 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 405; corequisite: 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 301, AGB 310, AGB 312, AGB 313, AGB 323, and AGB 405 or AGB 421 or AGB 422 or AGB 433 or AGB 435.

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 421 Agribusiness Operations Analysis (4)
AGB 420
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: STAT 221 and AGB 313.

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 majors: STAT 218 or STAT 221.

AGB 426 Advanced Rural Appraisal (4)
Case studies in agricultural and rural property appraisal. Practice in income, cost and direct sales comparison approaches, and advanced appraisal topics such as conservation easements. 3 lectures, 1 activity. Prerequisite: AGB 326.

AGB 433 Agricultural Price Analysis (4)
AGB 432
Application of statistical tools for price analysis. Emphasis on price making process for specific agricultural commodities. Utilization of USDA and CDFA market price reports and production estimate data in price forecasting and analysis. 4 lectures. Prerequisite: STAT 221 and AGB 313.

AGB 435 Linear Programming in Agriculture (4)
AGB 434
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: STAT 221 and 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 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 (BATF) 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 preserved and ripening, grading and inspection, economics of transportation, international marketing. 2 seminars. Prerequisite: Senior standing and AGB 301.

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: AGB 301, AGB 310, AGB 312, AGB 323, and AGB 405 or AGB 421 or AGB 422 or AGB 433 or AGB 435.

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 301, AGB 310, AGB 312, AGB 313, AGB 323, and AGB 405 or AGB 421 or AGB 422 or AGB 433 or AGB 435.

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 301, AGB 310, AGB 312, AGB 313, AGB 323, and AGB 405 or AGB 421 or AGB 422 or AGB 433 or AGB 435.
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 or senior
standing in WVT.

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 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 544  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
environment of economic, technological, political, global, and consumer
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 multilateral 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.