

---

# AGRIBUSINESS MANAGEMENT LESSON PLAN LIBRARY

---

## UNIT A: INTRODUCTION TO AGRIBUSINESS

### 1. Concepts of Agribusiness

Lesson 1 — Exploring Agribusiness in a Free Enterprise System

Lesson 2 — Understanding the Scope and Importance of Agribusiness

Lesson 3 — Applying E-Commerce in the Agribusiness

Lesson 4 — Exploring Agribusiness Career Opportunities

### 2. Understanding Business Management and Structures

Lesson 1 — Understanding Principles of Business Management

Lesson 2 — Using Sole Proprietorships

Lesson 3 — Using Partnerships

Lesson 4 — Using Corporations and Cooperatives

Lesson 5 — Using Franchises

Lesson 6 — Identifying and Understanding Various Agribusiness Companies

### 3. Applying Basic Economic Principles in Agribusiness

Lesson 1 — Understanding Basic Economics Principles

Lesson 2 — Understanding Depreciation, Fixed, and Variable Costs

Lesson 3 — Understanding the Value of Time and Money

Lesson 4 — Identifying and Using Macroeconomics and Microeconomics

# **UNIT B: STARTING AND OPERATING THE AGRIBUSINESS**

## **1. Planning and Organizing the Agribusiness**

Lesson 1 — Understanding the Organization of an Agribusiness

Lesson 2 — Preparing Business Goals and a Plan

Lesson 3 — Establishing an Agribusiness

## **2. Financing the Agribusiness**

Lesson 1 — Understanding Personal Finances and Goals

Lesson 2 — Understanding the Concept of Borrowing Money

Lesson 3 — Determining Sources of Credit

Lesson 4 — Calculating Interest Rates

## **3. Keeping and Using Records in an Agribusiness**

Lesson 1 — Understanding Record Keeping

Lesson 2 — Understanding Net Worth, Cash Flow, Income Statements and Computerized Record Keeping

Lesson 3 — Understanding Budgets and Financial Analysis Ratios

Lesson 4 — Using Financial Statements in Business Decisions

## **4. Operating the Agribusiness**

Lesson 1 — Hiring and Managing Employees

Lesson 2 — Providing Benefits and Professional Incentives for Employees

Lesson 3 — Relating and Dealing with Customers

Lesson 4 — Insuring the Agribusiness

Lesson 5 — Completing Various Agribusiness Forms

Lesson 6 — Inventorying Products and Supplies

Lesson 7 — Packaging and Labeling Products

Lesson 8 — Pricing Agricultural Products and Services

Lesson 9 — Distributing and Transporting Products

Lesson 10 — Using Information Technology

## **5. Marketing Agricultural Products**

Lesson 1 — Selecting a Commodity Marketing Approach

Lesson 2 — Developing a Marketing Plan

Lesson 3 — Advertising Products and Services

Lesson 4 — Displaying Products and Services

Lesson 5 — Selling Agricultural Products and Services

Lesson 6 — Understanding the Consumer and Buying Trends

# **UNIT C: AGRIBUSINESS IN THE WORLD MARKET**

## **1. Understanding Agricultural Law Applications**

Lesson 1 — Exploring Agricultural Law

Lesson 2 — Understanding Contracts

Lesson 3 — Exploring Agribusiness Liabilities

Lesson 4 — Understanding Criminal Law

Lesson 5 — Exploring Employment Legislation

Lesson 6 — Understanding Deeds and Land Ownership

Lesson 7 — Understanding Leases and Leasing

Lesson 8 — Understanding Ownership Rights and Responsibilities

Lesson 9 — Understanding Government Regulation of Agricultural Products

Lesson 10 — Understanding Chemical Laws and Regulations

Lesson 11 — Understanding Fence Laws

Lesson 12 — Exploring Estate Planning

Lesson 13 — Understanding the Physical Distribution of Ag Products

Lesson 14 — Choosing an Attorney

## **2. Understanding Agribusiness Taxes**

Lesson 1 — Understanding Federal and State Income Taxes

Lesson 2 — Understanding Property Taxes

Lesson 3 — Understanding Sales Tax

### **3. Trading in the Agricultural Industry**

Lesson 1 — Understanding the Various Trade Centers and Exchanges

Lesson 2 — Understanding the Mechanics of Trading

Lesson 3 — Understanding the Cash and Futures Market

Lesson 4 — Understanding Options

Lesson 5 — Understanding Hedging

Lesson 6 — Applying Trading Techniques

### **4. Managing Risk in the Agribusiness**

Lesson 1 — Identifying Sources of Business Risk

Lesson 2 — Managing Financial Risk

Lesson 3 — Managing Human Risk

Lesson 4 — Managing Institutional Risk

### **5. Understanding International Agribusiness**

Lesson 1 — Understanding the International Economy

Lesson 2 — Exporting and Importing Agricultural Products

Lesson 3 — Understanding Trade Agreements and Barriers

Lesson 4 — Applying Uniform International Standards

## **UNIT D: EMPLOYABILITY IN AGRICULTURAL/HORTICULTURAL INDUSTRY**

### **1. Developing Personal Skills**

Lesson 1 — Self-Understanding and Assessment

Lesson 2 — Developing Human Relations Skills in the Workplace

## **2. Developing Communication Skills**

Lesson 1 — Introduction to Communication

Lesson 2 — Understanding Effective Communication Techniques

Lesson 3 — Developing Listening Techniques

Lesson 4 — Identifying Effective Speaking Techniques

Lesson 5 — Organizing and Presenting a Persuasive Message

Lesson 6 — Using Communication Skills in Appropriate Situations

## **3. Gaining Employment**

Lesson 1 — Developing Goals

Lesson 2 — Obtaining Education for a Job

Lesson 3 — Identifying Occupational Competencies

Lesson 4 — Finding a Job

Lesson 5 — Applying for a Job

Lesson 6 — Writing a Résumé and Letter of Application

Lesson 7 — Succeeding in a Job Interview

Lesson 8 — Understanding Conflicts and Their Resolution

# **UNIT E: DEVELOPING LEADERSHIP SKILLS IN AGRICULTURE**

## **1. Understanding the History and Organization of FFA**

Lesson 1 — Exploring the History and Organization of FFA

## **2. Recognizing Opportunities in FFA**

Lesson 1 — Discovering Opportunities in the FFA

Lesson 2 — Determining FFA Degrees, Awards, and CDEs

## **3. Developing Leadership Skills**

Lesson 1 — Understanding FFA Officer Duties and Responsibilities

Lesson 2 — Planning and Organizing an FFA Meeting

#### **4. Participating in Community and Government Organizations**

Lesson 1 — Understanding Youth Clubs and Organizations

Lesson 2 — Developing an Awareness for Your Community

## **UNIT F: SUPERVISED EXPERIENCE IN AGRICULTURE**

#### **1. Determining Purposes and Procedures of SAE**

Lesson 1 — Determining the Benefits of an SAE

Lesson 2 — Determining the Kinds of SAE

#### **2. Planning and Developing SAE Programs**

Lesson 1 — Researching Possible SAE Programs

Lesson 2 — Planning Your SAE Program

Lesson 3 — Implementing SAE Programs

#### **3. Expanding My SAE**

Lesson 1 — Keeping and Using SAE Records

Lesson 2 — Making Long Range Plans for Expanding SAE Programs