

# High School Agriscience Education - Agribusiness - Content Standards

1. Economic Principles
2. Business Organization
3. Establishing A Business
4. Marketing
5. Accounting and Financial Systems
6. Agribusiness Support Services
7. Career Opportunities in Agribusiness

**Agriscience courses in Agribusiness might include:** Introductory Agriscience, Agribusiness, Leadership, International Agribusiness, Agricultural Economics, Agrimarketing, Entrepreneurship, Farm Business Management

## **Possible Agriscience Power and Systems Technology Sequences:**

### **Suggested Introductory Courses:**

Introduction to Agriscience  
Introductory Agricultural Economics  
Introduction to Agriscience

### **Suggested Intermediate Courses:**

Agricultural Economics  
Entrepreneurship  
Agriscience Leadership

### **Suggested Advanced Courses:**

Farm Business Management  
Agribusiness  
Agribusiness

## **Content Standard 1: Economic Principles**

<b>Students will be able to demonstrate basic economic principles and techniques</b>
--

### **A. analyze financial data to determine business opportunities and the cost of doing business**

- |  |                                      |
|--|--------------------------------------|
| 1. chart or graph local commodity prices                                     | Mathematics Standards 3, 9 and 10    |
| 2. graph national commodity futures  | Science Standard 1                   |
| 3. participate in Chicago Board of Trade, Commodity Marketing Activity Event | Social Studies- Economics Standard 2 |
| 4. observe on-line commodity events  |                                      |

5. complete FFA Decisions & Dollars
6. complete FFA, SAE Record Book and record keeping activities
7. participate in the Farm Business Management Career Development Event

**B. calculate, summarize, and integrate financial data into standard business documents**

- |  |                                     |
|--|-------------------------------------|
| 1. complete applications   | Mathematics Standards 4 and 5       |
| 2. calculate interest  | Social Studies-Economics Standard 3 |
| 3. examine financial software  | English Language Arts Standard 3    |
| 4. complete financial records and reports  |                                     |
| 5. analyze financial ratios  |                                     |
| 6. compare rental, lease and own options as they relate to agricultural capital and operational expenses |                                     |
| 7. complete FFA Degree applications  |                                     |
| 8. complete FFA, Decisions & Dollars activities  |                                     |

**C. discuss the historical significance of agriculture toward US and global economy and strength**

- |   |                                      |
|---|--------------------------------------|
| 1. review of current trade reports  | Social Studies-Economic Standard 4   |
| 2. construct agriculture history timeline   | Social Studies-History Standards 1-4 |
| 3. relate agricultural policy to global situations  | Social Studies-Geography Standard 2  |
| 4. access USDA through the Internet to acquire information  | English Language Arts Standard 1     |
| 5. discuss historical perspective of the FFA, agricultural legislation, and benchmark agricultural progress |                                      |
| 6. participate in the FFA Agricultural Issues Forum and the FFA Public Speaking Career Development Events   |                                      |

**D. demonstrate proper record keeping techniques and practices**

- |                                    |                                      |
|------------------------------------|--------------------------------------|
| 1. utilize the FFA SAE Record Book | Mathematics Standards 1, 2, 4, and 5 |
|------------------------------------|--------------------------------------|

2. complete National FFA Agriscience Award Recognition Application      Social Studies Economics Standard 1

3. complete FFA Degree Applications

4. complete Proficiency Applications

5. construct enterprise budgets

6. use financial software applications

7. complete FFA Decisions & Dollars activities and exercises

8. complete and analyze income and net worth statements

9. participate in the FFA Farm Business Management Career Development Event

### **E. formulate criteria for agribusiness operations**

1. invite guest speakers from local agribusinesses and discuss legal criteria used to establish business operations, banks and financial assistance agencies      Social Studies Economics Standard 1, 2  
Social Studies Civics Standard 1

2. review and consider local, state, federal, and international regulatory application processes and issues for agribusiness

### **Content Standard 2: Business Organization**

**Students will recognize business organizational types, opportunities and responsibilities**

#### **A. discuss and describe the operational organization of businesses**

A.1. construct flow charts that depict the general business organization types      A. English Language Arts Standard 1  
Social Studies Economics Standards 1,3

2. practice public speaking exercises

3. organize and work in groups

4. participate in business experiences

5. participate in FFA meetings and parliamentary procedure activities

6. participate in job-site visits
7. review business annual reports

### **B. discuss the roles of employees within a business**

1. develop employee/business hierarchy charts for local agribusinesses  
Social Studies Economics Standard 2, 3  
English Language Arts Standard1
2. organize into groups to solve problems
3. analyze labor projections relating to agribusiness
4. define work ethic
5. participate in FFA sales and marketing
6. outline employee responsibilities in agribusiness

### **C. examine entrepreneurship principles for agribusiness**

1. examine FFA SAE goals and objectives  
Social Studies Economics Standards 1, 2
2. complete Proficiency Applications
3. develop entrepreneurship plans
4. use agribusiness leaders as resources
5. identify the legal responsibilities of businesses

### **D. analyze successful business practices**

1. list the advantages and disadvantages of business organizations  
Social Studies Economics Standards 1-3
2. identify variables that would contribute to business success or failure
3. identify, interview, or survey local successful agribusinesses

### **E. understand agricultural cooperatives**

1. identify local agricultural cooperatives and discuss products and services  
Social Studies Economic Standards 2, 3
2. examine differences in business

structure of agricultural cooperatives and corporations

3. discuss tax advantages, membership advantages and legal issues of agricultural cooperatives

4. attend an annual meeting of an agricultural cooperative

### **Content Standard 3: Establishing a Business**

**Students will identify and discuss strategies for establishing a business**

#### **A. Indicators of Achievement: practice goal setting and production planning**

##### **Sample Skill Activities:**

1. conduct a market analysis
2. identify, chart and analyze business information
3. set personal and business goals
4. utilize the FFA SAE Record Book
5. identify business organizations that help promote business success
6. attend a business planning or business service organization meeting
7. complete FFA Decisions & Dollars exercises

**Cross-Curricular Connections:** < 4 1, Standards Mathematics>  
Social Studies Economics Standard 1

#### **B. identify and analyze business inputs and resources**

1. identify needed resources for business
2. conduct business simulations
3. visit local agribusiness production facilities
4. guest speakers from the Business, Industry and Education Alliance
5. design an agricultural product and develop a production plan, marketing strategy, and advertising campaign to reach consumers

English Language Arts  
Standard 1

Social Studies Economic  
Standards 1, 3

#### **C. utilize budgets and conduct budget analysis**

1. plan, examine and analyze budgets

Social Studies Economic Standards 1,  
2

2. complete partial and enterprise budgets

3. use computer software applications

English Language Arts Standard 1

4. participate in the FFA Farm Business Management Career Development Event

5. assemble budget information

6. develop a personal budget and prepare a net worth statement

7. complete FFA Decisions & Dollars exercises

#### **Content Standard 4: Marketing**

**Students will understand the marketing process in agribusiness**

##### **A. explain the concept of utility and satisfaction**

1. identify agricultural products and ways they are processed, delivered, stored, sold and consumed

Mathematics  
Standards 1-6

2. participate in the Chicago Board of Trade Commodity Marketing Activity

3. identify value added products at retail facilities

4. plan and construct a Delaware Agricultural Products display for the Delaware State Fair

5. participate in the FFA Sales and Marketing Career Development Event

##### **B. analyze and evaluate supply and demand functions**

1. chart agricultural commodity prices and analyze the data

Mathematics Standards 1, 3, 4

2. complete FFA, Decisions & Dollars pricing efficiency exercises

Social Studies Economic  
Standard 1

3. complete product marketing exercises

4. chart market futures and conduct data analysis

5. role-play product advertising through demonstrations and class projects

6. conduct consumer preference surveys and product market testing

### **C. identify and devise marketing strategies**

1. identify market channels for agricultural products locally, regionally and globally
2. conduct a marketing option analysis
3. identify storage and delivery systems
4. participate in the FFA Sales and Marketing Career Development Event
5. design agricultural product advertising and marketing plans
6. investigate electronic methods of product marketing
7. participate in the FFA Farm Business Management and Floriculture Career Development Events

English Language Arts Standards 1-4

### **D. identify industry standards, grades and inspection procedures for agricultural products**

1. identify industry standards and grades for various agricultural products
2. visit agricultural processing facilities
3. participate in the FFA Dairy Products Career Development Event
4. participate in the FFA Livestock Career Development Event
5. participate in the FFA Floriculture Career Development Event
6. participate in the FFA Meats Evaluation Career Development Event
7. participate in the FFA Forestry Career Development Event
8. participate in the FFA Landscaping Career Development Event
9. participate in the FFA Poultry Career Development Event
10. participate in the FFA Agronomic Crops Career Development Event
11. participate in the FFA Vegetable Selection

English Language Arts Standard 3

## Career Development Event

12. invite a guest speaker from A.P.H.I.S of the USDA to speak with the class

13. participate in the FFA Agricultural Issues Forum Career Development Event

## **Content Standard 5: Accounting and Financial Systems**

**Students will be able to demonstrate accurate accounting and financial reporting procedures**

### **A. Indicators of Achievement: demonstrate record keeping techniques**

#### **Sample Skill Activities;**

1. complete an FFA SAE Record Book
2. complete an FFA Degree Application
3. complete an FFA Proficiency application
4. complete FFA Decisions & Dollars exercises
5. use computer software applications
6. complete tax form exercises
7. examine accounting methods
8. complete inventory procedures and write reports
9. participate in the FFA Farm Business Management Career Development Event

#### **Cross-Curricular Connections:**

English Language Arts Standard 3

### **B. construct and analyze net worth statements**

1. complete net worth statements
2. identify inventory items
3. participate in the FFA Farm Business Career Development Event
4. compute depreciation schedules
5. complete cash flow statements
6. identify incomes and expenses
7. complete FFA Decisions and Dollars exercises

Mathematics Standards 1-3

### **C. analyze financial ratios**

1. complete and analyze current ratios (liquidity)
2. complete and analyze intermediate ratios
3. complete and analyze net capital ratios (solvency)
4. complete and analyze debt-equity ratios
5. complete FFA Decisions & Dollars exercises
6. complete an SAE record book
7. complete an FFA Degree application
8. complete an FFA Proficiency Award application
9. participate in the FFA Farm Business Career Development Event

Mathematics Standards 1-4, 6,  
7

### **Content Standard 6: Agribusiness Support Services**

**Students will be able to identify agribusiness support agencies and demonstrate knowledge about global trade issues**

#### **A. Indicators of Achievement: identify agribusiness support agencies**

##### **Sample Skill Activities;**

1. invite guest speakers from agricultural support agencies to class
2. conduct student job interviews
3. access the Internet for USDA and agricultural data bases
4. develop student agribusiness displays
5. field trip to county extension office, or agricultural college to identify and discuss various support agencies
6. review agricultural legislation
7. complete FFA Agricultural Issues exercises
8. attend agricultural organization events

##### **Cross-Curricular Connections:**

English Language Arts Standards 1-3

#### **B. collect, organize and analyze agricultural information**

1. access the National Library for agricultural information      English Language Arts Standards 1-4

2. request government information
3. contact Delaware legislators about agricultural issues
4. contact inter-department agencies of the Delaware Department of Agriculture
5. access data via the Internet or DTN (Data Transmission Network)

**C. formulate agricultural issue and policy statements and ideas**

- |  |   |
|--|---|
| 1. participate in the FFA Public Speaking Career Development Events                      | English Language Arts Standards 1-4<br>Social Studies Economic Standard 4 |
| 2. identify agricultural issues  |   |
| 3. debate an agricultural issue  |   |
| 4. conduct a public forum on an agricultural issue                                       |   |
| 5. invite a guest speaker from agricultural organization (legislative lobbyist)          |   |
| 6. establish an agricultural library in the classroom (or school) for reference material |   |
| 7. participate in the FFA Agricultural Issues Forum Events                               |   |

**Content Standard 7: Career opportunities in agribusiness**

**Students will investigate agribusiness career opportunities**

**A. Indicators of Achievement: examine agribusiness careers**

**Sample Skill Activities;**

1. investigate the diversity of careers in the field of agribusiness
2. make job-site visits
3. guest speakers from agribusiness
4. engage in career guidance counseling
5. complete student interest inventory test
6. attend career or job fairs

**Cross-Curricular Connections:**

English Language Arts Standards  
1-4

7. contact agribusiness professional organizations

**B. identify advanced training and post- secondary education in agribusiness**

1. attend college information fairs

B. English Language Arts Standard 3

2. examine labor market information

3. request post-secondary information

4. contact agribusiness professional organizations

5. examine Tech-Prep articulation

6. access post-secondary institutions via the Internet

**C. demonstrate leadership development**

1. become a member of the FFA

English Language Arts  
Standards 1-3

2. practice parliamentary procedure and meeting management

3. set personal and career goals

4. participate in FFA Chapter meetings

5. attend State FFA leadership events

6. participate in National FFA leadership events

7. establish, maintain and complete an FFA SAE project

8. plan, prepare and present a speech

9. participate in FFA committee work

10. review **National FFA Student Manual**

11. review the **FFA Student Handbook**

12. view and discuss FFA Leadership videos

13. participate in FFA community service activities

14. establish FFA Degree applications

15. identify and list personal attributes that contribute to a sound work ethic

16. work with others to solve problems

17. demonstrate self-motivation and time management

18. interact with diverse personalities

**D. arrange and assess SAE projects, research and experiences**

1. examine entrepreneurship experiences

English Language Arts Standards 1-4

2. examine wage-earning experiences

3. examine school-to-work experiences

4. participate in cooperative learning

5. arrange shadowing experiences

6. conduct school-site experiences

7. complete Agriscience Research Project

8. complete a Senior Project or portfolio

9. complete integrated learning projects

10. prepare for student graduation reviews

11. participate in FFA community service

activities

**E. develop communication and interpersonal skills**

1. use computer and word processing

2. participate in FFA Public Speaking and Extemporaneous Speaking Events

3. write a job resume'

4. complete reports and records

5. conduct and present technical reviews

6. use telephone and fax communications

7. send e-mail communications

8. complete integrated writing assignments

9. complete conflict resolution exercises

10. participate in team and group learning

11. recognize cultural diversity and equity

12. prepare and practice job interviews

