Agriculture Business | Cosumnes River College

Agriculture is a vital component of our local, state, and national economies and offers many exciting employment opportunities. In addition to the production of a wide range of valuable agricultural commodities, the Sacramento region is home to numerous multi-national agricultural corporations and statewide governmental agencies. It is also a center for international agricultural trade and commerce.

Program Maps

Agriculture Business, A.S. Degree (/docs/crc/programs/program-maps/ag-bus-as-degree-ho.pdf)
Agriculture Business, A.S. Degree, IGETC (/docs/crc/programs/program-maps/ag-bus-as-t-degree-ho-igetc.pdf)
Agriculture Business, A.S.-T Degree (/docs/crc/programs/program-maps/ag-bus-as-t-degree_ho.pdf)

DEAN  Nancy Reitz (/about-us/contact-us/faculty-and-staff-directory/nancy-reitz)
DEPARTMENT CHAIR  Dave Andrews (/about-us/contact-us/faculty-and-staff-directory/dave-andrews)
CAREER AND ACADEMIC COMMUNITY  Agriculture, Food and Natural Resources (/academics/career-and-academic-communities/agriculture-food-and-natural-resources)

Associate Degrees for Transfer

A.S.-T. in A.S. for Transfer (AS-T) Agricultural Business

The Associate in Science in Agricultural Business for Transfer degree fulfills the general requirements of the California State University for transfer. Students with this degree will receive priority admission with junior status to the California State University system, although not necessarily to a particular campus or major.

Catalog Date: January 1, 2020

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<thead>
<tr>
<th>COURSE CODE</th>
<th>COURSE TITLE</th>
<th>UNITS</th>
</tr>
</thead>
<tbody>
<tr>
<td>AGB 321</td>
<td>Agriculture Economics</td>
<td>3</td>
</tr>
<tr>
<td>PLTS 310</td>
<td>Soils, Soil Management, and Plant Nutrition (3)</td>
<td>3 - 5</td>
</tr>
<tr>
<td>or CHEM 300</td>
<td>Beginning Chemistry (4)</td>
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</tbody>
</table>
### Student Learning Outcomes

Upon completion of this program, the student will be able to:

- Demonstrate the ability to think critically and analyze problems and recommend a solution.
- Analyze, classify, examine, record, and interpret financial information to solve economic and accounting concerns.
- Examine and apply the concepts and principles underlying economic issues.
- Apply effective listening skills to comprehend spoken messages, analyze information critically and consider multiple perspectives.
- Explain the principles of management and how managers differentiate their leadership styles.
- Differentiate the various functions of marketing.
- Design a model plan to allocate resources for an agribusiness organization.
Agriculture Business Management; Supervision; Finance; Insurance; Government; Marketing; Distribution; International Trade; Sales and Service. NOTE TO TRANSFER STUDENTS: The Associate Degree for Transfer program is designed for students who plan to transfer to a campus of the California State University (CSU). Other than the required core, the courses you choose to complete this degree will depend to some extent on the selected CSU for transfer. In addition, some CSU-GE Breadth or IGETC requirements can also be completed using courses required for this associate degree for transfer major (known as “double-counting”). Meeting with a counselor to determine the most appropriate course choices will facilitate efficient completion of your transfer requirements. For students wishing to transfer to other universities (UC System, private, or out-of-state), the Associate Degree for Transfer may not provide adequate preparation for upper-division transfer admissions, because many universities require more lower division courses than those in this degree. Even the CSU’s that accept this transfer degree may likely require more lower division courses to achieve the Bachelor degree. Specifically, courses in general chemistry, differential equations, linear algebra, and computer programming may better prepare the transfer student for certain universities. It is critical that you meet with a CRC counselor to select and plan the courses for the major, as programs vary widely in terms of the required preparation.

Associate Degrees

A.S. in Agriculture Business

The program is designed to prepare students for transfer to a four-year college/university in agriculture business or immediate employment in an entry-level agriculture business related career.

HIGHLIGHTS
*As the only community college agriculture program in the Sacramento region, the CRC Agriculture Business program provides an excellent opportunity for individuals who wish to pursue a career in agriculture, receive an Agriculture Business Associate in Science degree, or transfer to CSU or UC.

*The faculty in this program works closely with the five California agricultural degree offering universities to provide a quality transfer program for students interested in agriculture business, management and economics.

*The Sacramento region is fortunate to have some of the best high school agriculture programs in California. The faculty in the CRC Ag Business program works closely with these feeder schools to articulate coursework and facilitate the successful transition of agriculture students from high school to the university.

*Internships in Ag Business are available for students interested in work experience opportunities.

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<tr>
<td>AGB 300</td>
<td>Introduction to Agriculture Business</td>
<td>3</td>
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<tr>
<td>AGB 310</td>
<td>Agriculture Computer Applications</td>
<td>3</td>
</tr>
<tr>
<td>AGB 320</td>
<td>Agriculture Accounting</td>
<td>3</td>
</tr>
<tr>
<td>AGB 321</td>
<td>Agriculture Economics</td>
<td>3</td>
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### COURSE CODE | COURSE TITLE | UNITS
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AGB 330 | Agriculture Sales and Communication | 3
PLTS 310 | Soils, Soil Management, and Plant Nutrition (3) | 3
or HORT 302 | Soils, Soil Management, and Plant Nutrition (3) | 3
ANSC 300 | Introduction to Animal Science | 3
PLTS 300 | Introduction to Plant Science | 3
ACCT 301 | Financial Accounting | 4
BUS 340 | Business Law | 3
ECON 302 | Principles of Macroeconomics | 3
COMM 301 | Introduction to Public Speaking | 3

Total Units: 37

The Agriculture Business Associate in Science (A.S.) degree may be obtained by completion of the required program, plus general education requirements, plus sufficient electives to meet a 60-unit total. See CRC graduation requirements.

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### Career Information

Agriculture Business Management; Supervision; Finance; Insurance; Government; Marketing; Distribution; International Trade; Sales and Service. Some positions require a four-year degree for which CRC's program is a good base for transfer.

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### Certificate of Achievement

**Agriculture Business Certificate**

This program is designed to prepare students for entry level employment in agriculture business.

**Catalog Date:** January 1, 2020

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### Certificate Requirements

| COURSE CODE | COURSE TITLE | UNITS |
--- | --- | --- |
AGB 300 | Introduction to Agriculture Business | 3 |
AGB 310 | Agriculture Computer Applications | 3 |
AGB 320 | Agriculture Accounting | 3 |
AGB 321 | Agriculture Economics | 3 |
AGB 330 | Agriculture Sales and Communication | 3 |
AGB 331 | Agriculture Marketing | 3 |
Agriculture Business (AGB)

AGB 300 Introduction to Agriculture Business

| Units: | 3 |
| Hours: | 54 hours LEC |
| Prerequisite: | None. |
| Transferable: | CSU; UC |
| C-ID: | C-ID AG - AB 104 |
| Catalog Date: | January 1, 2020 |

This course provides a survey to the business and economics of the agriculture industry; and, an introduction to the economic aspects of agriculture including the agricultural producer, consumer and food system. The management principles encountered in the day-to-day operation of an agricultural enterprise are stressed as they relate to the decision making process.

Student Learning Outcomes

Upon completion of this course, the student will be able to:

- SLO #1 Analyze and account for complex issues in agricultural business
• examine how economic principles relate to commodity marketing sub sectors in agriculture
• analyze agriculture business organizations, and the principles and functions involved in their organization and operation
• SLO #2 Examine and demonstrate appropriate responses to key diversity issues in the workplace.
• examine people behavior in organization
• examine and assess nature of leadership and the role of the manager as a leader
• solve problems in the areas of personnel, ethics and planning
• SLO #3 Demonstrate an understanding of concepts, principles, and practices of management, planning and allocation of resources
• examine the four functions of management and how to relate to the agribusiness organization
• design a model plan to allocate resources for an agribusiness organization using a variety of computer software programs
• identify the basic laws, regulations, and agencies that interact with the agriculture community

AGB 310 Agriculture Computer Applications

| Units: | 3 |
| Hours: | 36 hours LEC; 54 hours LAB |
| Prerequisite: | None. |
| Transferable: | CSU; UC |
| C-ID: | C-ID AG - AB 108L |
| Catalog Date: | January 1, 2020 |

This course introduces computer use in the workplace with emphasis on agribusiness situations. Computer applications including word processing, spreadsheets, databases, and presentation managers will be covered. Also included will be accessing information through the Internet and World Wide Web, telecommunications, an introduction to web page design and other software appropriate to agribusiness.

Student Learning Outcomes

Upon completion of this course, the student will be able to:

• SLO #1: Create professional looking business documents and presentation materials.
• Operate proficiently in software used in agriculture including word processors, presentation managers, web browsers, and other specific agricultural software programs.
• SLO #2: Create a professional looking spreadsheet that includes accurate formulas, functions, and formatting.
• Design and apply proficient spreadsheet applications for agriculture.
• SLO #3: Develop and analyze database functions and use analytical tools to summarize data.
Operate computer programs such as databases.
Utilize telecommunications to access agricultural networks and other networks useful to agricultural applications
SLO #4: Employ computer usage with a fundamental in agriculture.
Evaluate computer applications as a management tool for agricultural businesses and recommend courses of action to address specific needs or problem areas.
SLO #5: Demonstrate critical thinking and analyze problems.
Identify and solve problems using computers to complete specific agricultural projects.
Evaluate and select computer hardware and software appropriate to agricultural business applications.

AGB 320 Agriculture Accounting

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<tbody>
<tr>
<td>Hours:</td>
<td>54 hours LEC</td>
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<tr>
<td>Prerequisite:</td>
<td>None.</td>
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<td>CSU</td>
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<tr>
<td>C-ID:</td>
<td>C-ID AG - AB 128</td>
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<td>Catalog Date:</td>
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This course introduces the principles of agriculture accounting systems and types of records, their use and how to compute and use measures of earnings and cost of production to improve agribusiness efficiency. Also included are farm income tax, Social Security, and employee payroll records.

Student Learning Outcomes

Upon completion of this course, the student will be able to:

- SLO #1: Apply accounting concepts and principles in making decisions about agricultural business operations.
- identify common agricultural bookkeeping terms
- plan, develop, and effectively utilize agricultural records
- SLO #2: Apply the concepts and principles underlying accounting procedures.
- create and maintain an effective record keeping system
- design and explain a set of agricultural accounts
- demonstrate the principles of accrual accounting by opening, analyzing and entering transactions, and closing a set of double-entry accounting records
- construct a balance sheet
- SLO #3: Analyze, classify, record, and interpret financial information.
AGB 321 Agriculture Economics

This course introduces the analysis of economic principles of resource allocation, production, cost analysis, and market price equilibrium with primary application to the agricultural sector; supply and demand in commodity pricing under perfect and imperfect competition; and agricultural credit, marketing and policy issues.

Upon completion of this course, the student will be able to:

- SLO #1: Apply various economical principles in agriculture.
- compare and contrast the role of agriculture in the economic structure of the country and the world
- contrast and criticize the different economic systems
- describe the monetary system in this country
- SLO #2: Demonstrate the ability to think critically critical thinking and analyze problems
- interpret factors of production
- define economic terms
AGB 330 Agriculture Sales and Communication

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<th>Units:</th>
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<tbody>
<tr>
<td>Hours:</td>
<td>54 hours LEC</td>
</tr>
<tr>
<td>Prerequisite:</td>
<td>None.</td>
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<td>Advisory:</td>
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<td>Transferable:</td>
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<tr>
<td>C-ID:</td>
<td>C-ID AG - AB 112</td>
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<td>Catalog Date:</td>
<td>January 1, 2020</td>
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This course involves the study of principles and practices of the selling process: selling strategies and approaches, why and how people buy, prospecting, territory management, and customer service. Self-management, communication, and interpersonal skills necessary in developing managerial abilities, leadership qualities, and facilitating teamwork within the agribusiness sector will be explored. Students will gain experience through role-play, formal sales presentations, and job shadowing. The course content is organized to give students an in-depth understanding of the factors and influences that affect the agribusiness industry on a day-to-day basis. Communication, leadership, and management skills are basic tools necessary for future career development within the agribusiness sector, as well as other aspects of life.

Upon completion of this course, the student will be able to:

- SLO #1: Explain and interpret the history of agriculture sales industry.
- discuss the history and development of the agribusiness sales industry including its scope, variety, historical perspective, relationship to other industries, and current and future role U.S economy
- SLO #2: Design and relate effective sales messages.
- analyze and apply the component parts and dynamics of the sales process
- recognize and understand the characteristics needed to be a successful agribusiness salesperson
- SLO #3: Develop a sales philosophy and relationship strategy that connects with customers
- identify the major sources for agricultural sales prospects and the methods used to secure sales commitments from potentials buyers
- explain the benefits of providing post-sales customer service
• SLO #4: Apply effective listening skills to comprehend spoken messages, analyze information critically and consider multiple perspectives
• demonstrate interpersonal and organizational communication skills, with particular emphasis on the uniqueness of the agribusiness sector. Become familiar with the principles of good listening, overcoming barriers in communication, and effective verbal and non-verbal communication
• SLO #5: Demonstrate a fundamental understanding of public speaking
• explore and demonstrate characteristics of a good public speaker through role-play situations, utilization of computer presentation software, and delivering formal sales presentations
• SLO #6: Explain the principles of management and how managers adopt leadership styles.
• understand the nature of management.
• discuss the importance of teamwork in organizations. Understanding teams, becoming a team, team leadership, and team performance
• define leadership and the characteristics of successful leadership. Explain current theories of leadership and influences on choice of leadership
• SLO #7: Demonstrate individual responsibility and influence to ethically, effectively and appropriately communicate with diverse settings and people
• Recognize and apply social responsibility and ethics, in terms of factors affecting ethical choices, criteria for ethical decision-making, and managing company ethics

AGB 331 Agriculture Marketing

Units: 3
Hours: 54 hours LEC
Prerequisite: None.
Transferable: CSU
Catalog Date: January 1, 2020

This course is a survey of marketing aspects of the agriculture industry. Students will acquire an overview of the structure and institutional aspects of the marketing system including global agricultural markets. Student projects will include industry studies of the marketing of selected locally grown commodities.

Student Learning Outcomes

Upon completion of this course, the student will be able to:

• SLO # 1 Define the function of marketing, where and how they are performed and implement them into a scenario that is provided by the instructor.
• SLO # 2 Identify general problems in the marketing system and develop a solution for a locally grown commodity.
• Identify and explain the problems of marketing specific commodities in local area.
- Diagram how to use marketing channels in our area.
- Analyze and evaluate current trends in marketing.
- SLO #3 Evaluate the role of government in agricultural marketing and summarize their effectiveness.
- Explain the role of marketing cooperatives.
- Analyze risk and develop plans for reducing risk in an agricultural company.
- Compare and contrast the marketing alternatives available to individual firms.
- Collect and analyze marketing information.
- SLO #4 Identify and design a marketing strategy for a specific commodity.
- Chart and interpret market information for a specific commodity.
- Analyze market structure of specific agricultural commodities of local region.

AGB 495 Independent Studies in Agriculture Business

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<tr>
<th>Units:</th>
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<tbody>
<tr>
<td>Hours:</td>
<td>54 - 162 hours LAB</td>
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<tr>
<td>Prerequisite:</td>
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<tr>
<td>Transferable:</td>
<td>CSU</td>
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</table>

An independent studies project involves an individual student or small group of students in study, research, or activities beyond the scope of regularly offered courses. See the current catalog section of “Special Studies” for full details of Independent Studies.

Student Learning Outcomes

Upon completion of this course, the student will be able to:

- SLO #1: Actively engage in intellectual inquiry beyond that required in order to pass a course of study (College Wide Learning Outcome – Area 4).
- Discuss and outline a proposal of study (that can be accomplished within one semester term) with a supervising instructor qualified within the discipline.
- Design an independent study (to be completed individually or by collaboration of a small group) to foster special knowledge, skills, and experience that are not available in any one regularly scheduled course.
- Use information resources to gather discipline-specific information.
- SLO #2: Utilize modes of analysis and critical thinking to apply theoretical perspectives and/or concepts in the major discipline of study to significant problems and/or educational activities (College Wide Learning Outcome – Area 3).
Analyze and apply the knowledge, skills and experience that are involved in the independent study to theoretical perspectives and/or concepts in the major discipline of study.

• Explain the importance of the major discipline of study in the broader picture of society.

• SLO #3: Communicate a complex understanding of content matter of the major discipline of study (College Wide Outcome – Area 3).

• Demonstrate competence in the skills essential to mastery of the major discipline of study that are necessary to accomplish the independent study.

• SLO #4: Identify personal goals and pursue these goals effectively (College Wide Outcome – Area 4).

• Utilize skills from the “academic tool kit” including time management, study skills, etc., to accomplish the independent study within one semester term.

AGB 498 Work Experience in Agriculture Business

| Units: | 1 - 4 |
| Hours: | 60 - 300 hours LAB |
| Prerequisite: | None. |
| Enrollment Limitation: | Students must be in a paid or unpaid internship, volunteer position or job related to career goals in Agriculture Business. |
| Transferable: | CSU |
| General Education: | AA/AS Area III(b) |
| Catalog Date: | January 1, 2020 |

This course provides students with opportunities to develop marketable skills in preparation for employment in their major field of study or advancement within their career. It is designed for students interested in work experience and/or internships in transfer level degree occupational programs. Course content includes understanding the application of education to the workforce; completion of required forms which document the student's progress and hours spent at the work site; and developing workplace skills and competencies. Appropriate level learning objectives are established by the student and the employer. During the semester, the student is required to participate in a weekly orientation and 75 hours of related paid work experience, or 60 hours of unpaid work experience for one unit. An additional 75 or 60 hours of related work experience is required for each additional unit. Work Experience may be taken for a total of 16 units when there are new or expanded learning objectives. Only one Work Experience course may be taken per semester.

Student Learning Outcomes

Upon completion of this course, the student will be able to:

• DEMONSTRATE AN UNDERSTANDING AND APPLICATION OF PROFESSIONAL WORKPLACE BEHAVIOR IN A FIELD OF STUDY RELATED ONE’S CAREER.(SLO 1)

• Understand the effects time, stress, and organizational management have on performance.

• Demonstrate an understanding of consistently practicing ethics and confidentiality in a workplace.

• Examine the career/life planning process and relate its relevancy to the student.
• Demonstrate an understanding of basic communication tools and their appropriate use.
• Demonstrate an understanding of workplace etiquette.
• DESCRIBE THE CAREER/LIFE PLANNING PROCESS AND RELATE ITS RELEVANCY TO ONE'S CAREER.(SLO 2)
• Link personal goals to long term achievement.
• Display an understanding of creating a professional first impression.
• Understand how networking is a powerful job search tool.
• Understand necessary elements of a résumé.
• Understand the importance of interview preparation.
• Identify how continual learning increases career success.
• DEMONSTRATE APPLICATION OF INDUSTRY KNOWLEDGE AND THEORETICAL CONCEPTS AS WRITTEN IN
LEARNING OBJECTIVES IN PARTNERSHIP WITH THE EMPLOYER WORK SITE SUPERVISOR.(SLO 3)

Faculty

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