AGRICULTURAL ECONOMICS

Practical application of microeconomics to agriculture. Prerequisite: AGB 212. 4 units

AGB 200. Advanced Microeconomics. 1-2 units
Prerequisite: Consent of department head.

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.

AGB 214. Agribusiness Data Literacy. 4 units
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.

AGB 270. Selected Topics. 1-4 units
Prerequisite: Open to undergraduate students and consent of instructor.

Directed group study of selected topics. The Class Schedule will list topic selected. Total credit limited to 8 units. 1 to 4 lectures.
AGB 314. Fair and Fair Facility Management. 4 units
Prerequisite: Upper division standing.
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.

AGB 318. Global Agricultural Marketing and Trade. 4 units
Prerequisite: AGB 301.
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.

AGB 322. Principles of Agribusiness Management. 4 units
Prerequisite: AGB 212 and AGB 214.
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.

AGB 323. Decision Making with Agribusiness Accounting Information. 4 units
Prerequisite: AGB 214.
Decision making using agribusiness accounting information. Focus on setting and monitoring objectives, analysis, forecasting and budgeting, business ethics, and decision making. Topics covered within the food supply chain. 3 lectures, 1 activity.

AGB 326. Rural Property Appraisal. 4 units
Prerequisite: AGB 308 or AGB 310.
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.

AGB 327. Agribusiness Data Analysis. 4 units
Prerequisite: STAT 251 and AGB 260.
Methods in agricultural business data analysis, including multiple regression analysis, analysis of variance, and time series analysis. Applications include agricultural price forecasting and estimation of the determinants of food and fiber demand. 3 lectures, 1 activity.

AGB 328. Decision Tools for Agribusiness. 4 units
Prerequisite: STAT 251 and AGB 260.
Development of agribusiness modeling techniques that are applied to solving a diverse and unique set of resource allocation issues encountered throughout the agricultural and food retail sectors. Techniques include linear programming, decision analysis, and computer simulations. 3 lectures, 1 activity.

AGB 335. Agricultural Lending. 4 units
Prerequisite: AGB 308 or AGB 310; and AGB 323.
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. Formerly AGB 410.

AGB 339. Internship in Agribusiness. 1-12 units
CR/NC
Prerequisite: Consent of internship instructor.
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.

AGB 369. Agricultural Personnel Management. 4 units
Prerequisite: AGB 212 or ECON 201 or ECON 221; and junior standing.
Standard topics of California agricultural personnel management: recruitment; appraisal and performance evaluation; compensation; training and development; discipline; safety and health; labor relations; and immigration policy. Systemic approach to aspects of managing human capital, and how to implement human resource policies. Not open to students with credit in AGB 401. 4 lectures.

AGB 370. World Food Economy. 4 units
Prerequisite: AGB 312 and AGB 313.
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.

AGB 400. Special Problems. 1-2 units
Prerequisite: Consent of department head or instructor.
Individual investigation, research, studies, or surveys of selected problems. Total credit limited to 4 units, with a maximum of 2 units per quarter.

AGB 404. Food Retail Management. 4 units
Prerequisite: AGB 301.
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.

AGB 405. Agribusiness Marketing Research Methods. 4 units
Prerequisite: AGB 301 and AGB 327.
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.
AGB 406. Agribusiness Marketing Planning. 4 units
Prerequisite: AGB 301; and AGB 327 or AGB 328.
Development of agribusiness marketing plans in self-managed teams. Emphasis on developing presentation skills. Integration of marketing mix, particularly promotional elements in developing agribusiness marketing strategy emphasized. 4 lectures.

AGB 411. Agribusiness Risk Management. 4 units
Prerequisite: AGB 301; AGB 308; and AGB 327 or AGB 328.
Risk management strategies and tools applied to the agribusiness industry, focusing on risks in agriculture. Forward contracting, futures and options, swaps, crop insurance, trading and hedging strategies, and their applications to agribusiness problems. 4 lectures.

AGB 412. Advanced Agricultural Policy. 4 units
Prerequisite: AGB 312.
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.

AGB 422. Transportation and Logistics in Global Agribusiness. 4 units
Prerequisite: AGB 328.
Scope and elements of the agribusiness logistics system including supply and distribution channels, transportation, inventory, warehousing, packaging, and order processing. 4 lectures.

AGB 425. Agribusiness Supply Chain Management. 4 units
Prerequisite: AGB 323; and AGB 327 or AGB 328.
Focus on the development and application of decision models in food supply chains with emphasis on demand forecasting, aggregate planning, inventory management (cycle and food safety), supply network design, transportation, coordination and sourcing. 4 lectures.

AGB 427. Advanced Agribusiness Data Analysis. 4 units
Prerequisite: AGB 327 or AGB 328 or graduate standing and consent of instructor.
Advanced topics in agricultural business data analysis. Topics include advanced agricultural price analysis, advanced linear programming in agribusiness, and advanced agricultural business operations analysis. The Class Schedule will list topic selected. 4 lectures.

AGB 440. Field Studies in Agribusiness. 2 units
Prerequisite: Senior standing.
Visitation to selected agribusinesses. Organization, operation, services and problems considered. Can only be taken once for credit in the major.

AGB 445. Produce Marketing. 4 units
Prerequisite: Senior standing and AGB 301.
Directed group study of fresh fruit and vegetable sales and marketing. Analysis of marketing from the perspective of the grower shipper, specialty produce marketer, terminal market wholesaler, food broker, foodservice supplier, retailer and international marketing. Field trip required. 2 lectures, 2 seminars.

AGB 450. Agribusiness Strategy Formulation. 4 units
Prerequisite: AGB 323; and AGB 327 or AGB 328.
Development of strategy for agribusinesses where an uncontrollable environment makes output and results highly unpredictable; emphasis on the total enterprise. Case analysis. 4 lectures.

AGB 452. Agricultural Market Structure and Strategy. 4 units
Prerequisite: AGB 313.
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.

AGB 455. Advanced Fair Management Seminar. 2 units
Prerequisite: AGB 314.
Advanced studies in fair management with emphasis on budgets, contracts, entertainment, carnivals, exhibit programs, crowd control, master planning maintenance. 2 seminars.

AGB 460. Senior Project - Research I. 2 units
Prerequisite: Graduate standing or senior standing; AGB major; AGB 301; AGB 308 or AGB 310; AGB 312; AGB 313; AGB 323; and AGB 327 or AGB 328.
Empirical application of the scientific method as it relates to the design and development of Senior Project. Research plan is developed. First quarter of individual Senior Project.

AGB 461. Senior Project - Research II. 2 units
Prerequisite: AGB 460.
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.

AGB 462. Senior Project - Applied Agribusiness Problems. 4 units
Prerequisite: Senior standing; Agricultural Business major; AGB 301; AGB 308 or AGB 310; AGB 312; AGB 313; AGB 323; and AGB 327 or AGB 328.
Selection and analysis of agribusiness problems and opportunities in directed group-based projects. Exploration of problems which agribusiness graduate students may encounter in marketing, finance, management and production in the food and fiber industry. Formal report and presentation required. 4 lectures.

AGB 463. Senior Project - Agribusiness Consulting. 4 units
Prerequisite: Senior standing; Agricultural Business major; AGB 301; AGB 308 or AGB 310; AGB 312; AGB 313; AGB 323; and AGB 327 or AGB 328.
Client-centered course where self-managed teams develop solutions to agribusiness problems. Exploration of problems typical to those which agribusiness graduates may encounter in marketing, finance, management and production in the food and fiber industry. Formal report and presentation to client required. 4 lectures.
AGB 470. Selected Advanced Topics. 1-4 units
Prerequisite: Consent of instructor.

Directed group study of selected topics for advanced students. Open to undergraduate and graduate students. The Class Schedule will list topic selected. Total credit limited to 8 units. 1 to 4 lectures.