

AGRIBUSINESS (AGB)

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AGB Courses

AGB 1101 Introduction to Agribusiness (3 units)

Term Typically Offered: F

Prerequisite: Agribusiness major.

Orientation to the agribusiness and food sectors of agriculture. An overview of the breadth, size, scope and management aspects of the agribusiness and food system. 3 lectures. Formerly AGB 101.

AGB 2200 Special Problems for Undergraduates (1-3 units)

Term Typically Offered: TBD

CR/NC

Prerequisite: Consent of instructor.

Individual investigation, research, studies, or surveys of selected problems. Repeatable up to 6 units. Credit/No Credit grading only. Formerly AGB 200.

AGB 2202 Introduction to Sales (3 units)

Term Typically Offered: F, SP

Development of professional business-to-business selling principles within the agribusiness supply chain, including an introduction to the sales process from different buying and selling perspectives, communication techniques, and basic sales competency. 3 lectures. Formerly AGB 202.

AGB 2212 Agricultural Economics (3 units)

Term Typically Offered: F, SP

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. Course may be offered in classroom-based, online, or hybrid format. 3 lectures. Formerly AGB 212.

AGB 2214 Agribusiness Financial Accounting (3 units)

Term Typically Offered: F, SP

Principles of financial accounting for the agriculture and food industry. Introduction of basic concepts and standards underlying financial accounting systems. Emphasizes the construction of the financial accounting statements and the impact of business transactions on information presented to interested stakeholders. Not open to students with credit in BUS 214 or BUS 2214. Course may be offered in classroom-based, online, or hybrid format. 3 lectures. Formerly AGB 214.

AGB 2260 Agribusiness Data Literacy (3 units)

Term Typically Offered: F, SP

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. Course may be offered in classroom-based, online, or hybrid format. 3 lectures. Formerly AGB 260.

AGB 2270 Special Topics (1-3 units)

Term Typically Offered: TBD

Prerequisite: Consent of instructor.

Directed group study of special topics. The Class Schedule will list topic selected. Repeatable up to 6 units. 1 to 3 lectures. Formerly AGB 270.

AGB 3301 Food Marketing (3 units)

Term Typically Offered: F, SP

Prerequisite: One of the following: AGB 212, AGB 2212, ECON 221, or ECON 2030.

Food marketing. Examination of 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 marketing systems. Course may be offered in classroom-based, online, or hybrid format. 3 lectures. Formerly AGB 301.

AGB 3304 Innovation and Entrepreneurship in Agribusiness (3 units)

Term Typically Offered: F

Prerequisite: One of the following: AGB 212, AGB 2212, ECON 201, ECON 2001, ECON 221, or ECON 2030.

Innovation and entrepreneurship with application to the Food and Agribusiness sector. Identification of opportunities, value proposition, Business Model Canvas (BMC), product market fit and market sizing, minimum viable product, and identification of target market consumers. Course may be offered in a classroom-based, online, or hybrid format. 3 lectures. Formerly AGB 304.

AGB 3308 Introduction to Agribusiness Finance (3 units)

Term Typically Offered: F, SP

Prerequisite: AGB 214 or AGB 2214; and AGB 260 or AGB 2260.

Concepts and analytical methods related to agricultural finance. Focus on applied spreadsheet analysis of financial statements, time value of money, risk and return, portfolio theory, and capital budgeting within the context of financial institutions specific to agriculture. Course may be offered in classroom-based, online, or hybrid format. 3 lectures. Formerly AGB 308.

AGB 3309 Advanced Sales Techniques (3 units)

Term Typically Offered: F

Prerequisite: One of the following: AGB 202, AGB 2202, BUS 347, or BUS 3347.

Expansion of basic sales principles and skills, focusing on prospecting, sales styles, pipelining, forecasting, and product planning. 3 lectures. Formerly AGB 309.

AGB 3311 Intermediate Agribusiness Finance (3 units)

Term Typically Offered: F

Prerequisite: AGB 308 or AGB 3308.

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. Course may be offered in classroom-based, online, or hybrid format. 3 lectures. Formerly AGB 311.

AGB 3312 Agricultural Policy (3 units)

Term Typically Offered: F, SP

Prerequisite: AGB 212 or AGB 2212; and ECON 222 or ECON 2040.

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. Course may be offered in classroom-based, online, or hybrid format. 3 lectures. Formerly AGB 312.

AGB 3313 Agriculture Economic Analysis (3 units)

Term Typically Offered: SP

Prerequisite: MATH 221 or MATH 1267; AGB 212 or AGB 2212; and AGB 328 or AGB 3328.

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. Course may be offered in classroom-based, online, or hybrid format. 3 lectures. Formerly AGB 313.

AGB 3318 Global Agricultural Marketing and Trade (3 units)

Term Typically Offered: F

Prerequisite: AGB 301 or AGB 3301.

Analysis of global agricultural trade and marketing opportunities. Review of trade political economy, trade policies, and the impact of these policies. Description of global distribution systems, the changing consumer, and strategies for marketing U.S. agricultural exports and managing U.S. imports. Course may be offered in classroom-based, online, or hybrid format. 3 lectures. Formerly AGB 318.

AGB 3322 Principles of Agribusiness Management (3 units)

Term Typically Offered: F, SP

Prerequisite: One of the following: AGB 212, AGB 2212, ECON 221, or ECON 2030; and AGB 214 or AGB 2214.

Organization and operation of agribusinesses. Analysis of the functions and influence of the manager on the organization. Evaluation of the managerial choices in case studies. Application of managerial tools necessary to complete decision-making processes. 3 lectures. Formerly AGB 322.

AGB 3323 Decision Making with Agribusiness Accounting Information (3 units)

Term Typically Offered: F, SP

Prerequisite: One of the following: AGB 214, AGB 2214, BUS 214, or BUS 2214.

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. Course may be offered in classroom-based, online, or hybrid format. 3 lectures. Formerly AGB 323.

AGB 3326 Natural Resources Economics and Valuation (3 units)

Term Typically Offered: TBD

Prerequisite: Junior standing.

Theory of efficient use of renewable and nonrenewable natural resources, including methods for non-market valuation. Economic perspectives of sustainability and climate change. Environmental and ecological economic theories and techniques to address allocation of water, timber, wildlife/fisheries, open space, and recreation. 3 lectures. Crosslisted as AGB/NR 3326. Formerly NR 326.

AGB 3327 Agribusiness Data Analysis (3 units)

Term Typically Offered: F, SP

Prerequisite: STAT 251 or STAT 1210; and AGB 260 or AGB 2260.

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. Formerly AGB 327.

AGB 3328 Decision Tools for Agribusiness (3 units)

Term Typically Offered: F, SP

Prerequisite: AGB 260 or AGB 2260; MATH 221 or MATH 1267; and STAT 251 or STAT 1210.

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. Course may be offered in classroom-based or online format. 3 lectures. Formerly AGB 328.

AGB 3335 Agricultural Lending (3 units)

Term Typically Offered: SP

Prerequisite: AGB 308 or AGB 3308; and AGB 323 or AGB 3323.

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. 3 lectures. Formerly AGB 335.

AGB 3339 Internship in Agribusiness (1-12 units)

Term Typically Offered: TBD

CR/NC

Prerequisite: Consent of internship instructor.

Selected students will spend up to one full academic term 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. Repeatable up to 12 units. Credit/No Credit grading only. Formerly AGB 339.

AGB 3352 Agricultural Strategic Decision Making (3 units)

Term Typically Offered: F

Prerequisite: One of the following: MATH 141, MATH 1261, MATH 221, or MATH 1267.

Strategic decision making in the context of agribusiness situations. Emphasis on both the sequential and simultaneous nature of the decision process in both single and repeated interactions. Game theory concepts as strategy formulation tools. Course may be offered in classroom-based or online format. 3 lectures. Formerly AGB 452.

AGB 3369 Agricultural Personnel Management (3 units)

Term Typically Offered: F, SP

Prerequisite: Junior standing; and one of the following: AGB 212, AGB 2212, ECON 201, ECON 2001, ECON 221, or ECON 2030.

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. Course may be offered in classroom-based, online, or hybrid format. 3 lectures. Formerly AGB 369.

AGB 4400 Special Problems (1-3 units)

Term Typically Offered: TBD

Prerequisite: Consent of instructor.

Individual investigation, research, studies, or surveys of special problems. Repeatable up to 6 units. Formerly AGB 400.

AGB 4404 Food Retail Management (3 units)

Term Typically Offered: F

Prerequisite: AGB 301 or AGB 3301.

Management principles of perishable and non-perishable food commodities at the retail level. Introduction to the economics of the food retailing sector, including inventory management, price and promotional activity, differentiation, and competitiveness. 3 lectures. Formerly AGB 404.

AGB 4405 Agribusiness Marketing Research Methods (3 units)

Term Typically Offered: F

Prerequisite: AGB 301 or AGB 3301; and AGB 327 or AGB 3327.

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. 3 lectures. Formerly AGB 405.

AGB 4406 Agribusiness Marketing Planning (3 units)

Term Typically Offered: SP

Prerequisite: AGB 301 or AGB 3301; and AGB 327 or AGB 3327.

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. 3 lectures. Formerly AGB 406.

AGB 4411 Agribusiness Risk Management (3 units)

Term Typically Offered: F

Prerequisite: AGB 301 or AGB 3301; AGB 308 or AGB 3308; and AGB 328 or AGB 3328.

Theoretical foundations of risk and uncertainty. Strategies that agricultural producers and supply chain firms use to manage risk, including forward contracting, futures and options, swaps, crop insurance, trading and hedging strategies, and their applications to agribusiness problems. Formerly AGB 411.

AGB 4412 Advanced Agricultural Policy (3 units)

Term Typically Offered: SP

Prerequisite: AGB 312 or AGB 3312.

Agricultural resource allocation issues with emphasis on current policies that impact agricultural production, the food system, and natural resources. Agricultural resource allocation stressing issues and policies emphasizing economic externalities. 3 lectures. Formerly AGB 412.

AGB 4422 Transportation and Logistics in Global Agribusiness (3 units)

Term Typically Offered: SP

Prerequisite: AGB 328 or AGB 3328.

Scope and elements of the agribusiness logistics system, including supply and distribution channels, transportation, inventory, warehousing, and information. 3 lectures. Formerly AGB 422.

AGB 4425 Agribusiness Supply Chain Management (3 units)

Term Typically Offered: SP

Prerequisite: One of the following: AGB 327, AGB 3327, AGB 328, or AGB 3328.

Focus on the development and application of decision models in food supply chains with emphasis on demand forecasting, aggregate planning, inventory management, supply network design, coordination and sourcing. 3 lectures. Formerly AGB 425.

AGB 4426 Rural Property Appraisal (3 units)

Term Typically Offered: SP

Prerequisite: AGB 212 or AGB 2212; and AGB 308 or AGB 3308.

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. Formerly AGB 326.

AGB 4427 Advanced Agribusiness Data Analysis (3 units)

Term Typically Offered: SP

Prerequisite: AGB 327 or AGB 3327.

Advanced topics in agricultural business data analysis. Agricultural price analysis, modeling techniques for agricultural data, and advanced forecasting techniques for agribusiness decision making. The Class Schedule will list subtitle selected. 3 lectures. Formerly AGB 427.

AGB 4445 Produce Marketing (3 units)

Term Typically Offered: SP

Prerequisite: AGB 301 or AGB 3301.

Fresh fruit and vegetable sales and marketing emphasizing what makes produce unique in food marketing. Analysis of produce distribution channels, strategies for differentiating produce commodities, and research into produce industry trends and their impact on the industry. 3 lectures. Formerly AGB 445.

AGB 4450 Agribusiness Strategy Formulation (3 units)

Term Typically Offered: F

Prerequisite: AGB 214 or AGB 2214; and AGB 301 or AGB 3301.

Analysis and development of business plans of firms in the food supply chain with a focus on financial and marketing strategies that impact the whole enterprise. Research and assessment of internal and external environments that affect the development of business plans. 3 lectures. Formerly AGB 450.

AGB 4462 Senior Project - Applied Agribusiness Problems (3 units)

Term Typically Offered: F, SP

Prerequisite: Senior standing; AGB 301 or AGB 3301; AGB 308 or AGB 3308; AGB 312 or AGB 3312; AGB 322 or AGB 3322; AGB 369 or AGB 3369; and one of the following: AGB 327, AGB 3327, AGB 328, or AGB 3328.

Selection and analysis of agribusiness problems and opportunities in directed group-based projects. Exploration of problems which agribusiness graduates may encounter in marketing, finance, management and production in the food and fiber industry. Formal report and presentation required. 3 lectures. Formerly AGB 462.

AGB 4463 Senior Project - Agribusiness Consulting (3 units)

Term Typically Offered: F, SP

Prerequisite: Senior standing and consent of Instructor.

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. 3 lectures. Formerly AGB 463.

AGB 4470 Special Advanced Topics (1-3 units)

Term Typically Offered: F, SP

Prerequisite: Consent of instructor.

Directed group study of special topics for advanced students. The Class Schedule will list topic selected. Repeatable up to 6 units. 1 to 3 lectures. Formerly AGB 470.