Agribusiness Management, Resource Economics, Statistics, and Operations Research are also available.

The major in food and agribusiness management is offered cooperatively with the Alfred Lerner College of Business and Economics. This curriculum prepares the student for a career in agribusiness sales and marketing, food wholesaling and retailing, international trade, resource management, market analysis, finance and banking, or commodity marketing (futures and options). A concentration in food marketing is offered.

The major in resource economics emphasizes theory, qualitative methods, and policy, and provides a solid foundation in economics and business. It prepares the student to work in the fields of agriculture, government, teaching, extension and research. Concentrations in environmental economics and sustainable development are offered as options in the resource economics major.

The statistics major teaches the collection, management, analysis and interpretation of data. Statistical methodology is used in virtually every professional field as a way to conduct research and make important decisions. These include the pure sciences, such as biology, chemistry and physics, as well as engineering, business, medicine and the social sciences (economics, political science, psychology and sociology).

**DEGREE: BACHELOR OF SCIENCE**

**MAJOR: FOOD AND AGRIBUSINESS MANAGEMENT**

**CURRICULUM**

See page 73 for University and College requirements

**MAJOR REQUIREMENTS**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>MATH 115</td>
<td>Pre-Calculus or higher level / MATH 221*, MATH 230, and MATH 201 are strongly recommended</td>
<td>3</td>
</tr>
<tr>
<td>ACCT 207/208</td>
<td>Accounting I and II</td>
<td>6</td>
</tr>
<tr>
<td>COMM 212</td>
<td>Oral Communication in Business</td>
<td>3</td>
</tr>
<tr>
<td>ECON 192</td>
<td>Written Communications in Business</td>
<td>3</td>
</tr>
<tr>
<td>ECON 151</td>
<td>Introduction to Microeconomics: Prices and Markets</td>
<td>3</td>
</tr>
<tr>
<td>ECON 152</td>
<td>Introduction to Macroeconomics: National Economy</td>
<td>3</td>
</tr>
<tr>
<td>BUAD 301</td>
<td>Introduction to Marketing</td>
<td>3</td>
</tr>
<tr>
<td>BUAD 302</td>
<td>Two additional courses offered by the College of Business and Economics at the 300 or 400 level</td>
<td>6</td>
</tr>
<tr>
<td>BUAD 303</td>
<td>One foreign language course</td>
<td>3-4</td>
</tr>
<tr>
<td>AGRI 165</td>
<td>Mastering the Freshman Year</td>
<td>1</td>
</tr>
<tr>
<td>FRC 110</td>
<td>Introduction to Food and Agribusiness Industry</td>
<td>1</td>
</tr>
<tr>
<td>FRC 135</td>
<td>Introduction to Data Analysis</td>
<td>3</td>
</tr>
<tr>
<td>FRC 150</td>
<td>Economics of Agriculture and Natural Resources</td>
<td>3</td>
</tr>
<tr>
<td>FRC 240</td>
<td>Quantitative Methods in Agricultural Economics</td>
<td>3</td>
</tr>
<tr>
<td>FRC 305</td>
<td>Management and Leadership Development</td>
<td>3</td>
</tr>
<tr>
<td>FRC 316</td>
<td>Economics of Biotechnology and New Technologies</td>
<td>3</td>
</tr>
<tr>
<td>FRC 345</td>
<td>Strategic Selling and Buyer Communication</td>
<td>3</td>
</tr>
<tr>
<td>FRC 404</td>
<td>Food and Fiber Marketing</td>
<td>3</td>
</tr>
<tr>
<td>FRC 408</td>
<td>Research Methods I</td>
<td>3</td>
</tr>
<tr>
<td>FRC 409</td>
<td>Research Methods II</td>
<td>3</td>
</tr>
<tr>
<td>FRC 410</td>
<td>International Agricultural Trade and Marketing</td>
<td>3</td>
</tr>
<tr>
<td>FRC 430</td>
<td>Establishing and Managing a Food and Agribusiness Enterprise</td>
<td>3</td>
</tr>
</tbody>
</table>

A minimum of three credits of Independent Study in Food and Resource Economics and a maximum of six credits of Independent Study in all areas, including Food and Resource Economics, may be counted toward a degree.

MATH 211 or higher (with a minimum grade of C+) can be used as a substitute for MATH 115 and FRC 240.

**ELECTIVES**

After required courses are completed, sufficient credits must be taken to meet the minimum credits required for the degree. Only four credits of performing Music credit may be counted toward the degree.

**SUGGESTED FOOD AND AGRIBUSINESS MANAGEMENT ELECTIVES:**

- FRC 212 Food Retailing and Consumer Behavior
- FRC 335 Advanced Data Management
- FRC 427 Agribusiness Financial Management
- FRC 404 Agribusiness Internship
- FRC 471 Futures and Options Markets

**SUGGESTED RESOURCE MANAGEMENT ELECTIVES:**

- FRC 406 Agriculture and Natural Resource Policy
- FRC 424 Resource Economics
- FRC 429 Community Economic Development
- FRC 444 Economics of Environmental Management
- FRC 480 Geographic Information Systems in Natural Resource Management

**SUGGESTED COMMUNICATIONS AND WRITING ELECTIVES:**

- ENGL 301 Expository Writing
- ENGL 410 Technical Writing

**CREDITS TO TOTAL A MINIMUM OF:** 128

**HONORS BACHELOR OF SCIENCE:**

**FOOD AND AGRIBUSINESS MANAGEMENT**

The recipient of this degree must complete:

1. All requirements for the Bachelor of Science: Food and Agricultural Business Management.
2. All the University requirements for the Honors degree (see page 52). Courses at the 600 level that satisfy requirements for the major will be considered to be honors courses for the degree.

**DEGREE: BACHELOR OF SCIENCE**

**MAJOR: FOOD AND AGRIBUSINESS MANAGEMENT**

**CONCENTRATION: FOOD MARKETING**

The requirements for the major in Food and Agribusiness Management must be met. The following department courses are required for the concentration and may be used as electives in the Food and Agribusiness Management major.

- FRC 212 Food Retailing and Consumer Behavior
- FRC 335 Advanced Data Management
- FRC 427 Agribusiness Financial Management
- FRC 471 Futures and Options Markets
- Two Business Administration Courses at the 400 level in marketing related areas.

These are in addition to BUAD 301 Introduction to Marketing and two additional Business and Economics courses at the 300 and 400 level required by the Food and Agribusiness Management major.

**CREDITS TO TOTAL A MINIMUM OF:** 128

**MINOR IN FOOD AND AGRIBUSINESS MANAGEMENT**

The minor in Food and Agribusiness Management requires 18 credits with the FRC prefix, including FRC 150 - Economics of Agriculture and Natural Resources. Students must take five of the nine FRC courses listed below with a minimum of two courses in each area:

**Marketing/Management Area:**

- FRC 365 Management and Leadership Development
- FRC 316 Economics of Biotechnology and New Technologies
- FRC 345 Strategic Selling and Buyer Communication
- FRC 404 Food and Fiber Marketing
- FRC 447 Futures and Options Markets
- FRC 480 Decision Analysis/International Trade Area
- FRC 408 Research Methods I
- FRC 409 Research Methods II
- FRC 410 International Agricultural Trade and Marketing

**A minimum grade of C- is required in all courses counting toward the minor.**