

BISD Ag Leadership- AG Business Pathway

Scope and Sequence Course Description: Agribusiness Management and Marketing is designed to provide a foundation to agribusiness management and the free enterprise system. Instruction includes the use of economic principles such as supply and demand, budgeting, record keeping, finance, risk management, business law, marketing, and careers in agribusiness. To prepare for careers in agribusiness systems, students must attain academic skills and knowledge, acquire technical knowledge and skills related to agribusiness marketing and management and the workplace, and develop knowledge and skills regarding career opportunities, entry requirements, and industry expectations. To prepare for success, students need opportunities to learn, reinforce, apply, and transfer their knowledge and skills in a variety of settings. This class focuses on contests and awards members may achieve through FFA involvement.

◆ 1 credit, Grades 10-12

◆ **Required prerequisite:** Principles of Agriculture, Food, and Natural Resources, **enrolled as a Brazos FFA member**

◆ Meets advanced course requirement (Y/N): N

Meets foundation requirement for math, science, fine arts, English, LOTE (Y/N-area): N

Semester Outline of Instruction:

Instructional Unit	Pacing
First Semester Course Requirements & Get To Know You Blue & Gold Basics: What is FFA	1st Six Weeks
FFA Involvement and Opportunities Professional Development	2nd Six Weeks
Career Exploration Semester Review & Exam	3rd Six Weeks
<u>Second Semester</u> Agriculture Advocacy Agribusiness Industry and Issues	4th Six Weeks
Marketing in Agribusinesses	5th Six Weeks
Management Strategies in Agribusiness Review and Final Exam	6th Six Weeks

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