

# Agricultural and Environmental Systems Career Field Business Management for Agricultural and Environmental Systems

Subject Code: 010115

## Outcome & Competency Descriptions

### Course Description:

Students will examine elements of business, identify organizational structures and apply management skills while developing business plans, financial reports and strategic goals for new ventures or existing businesses. Learners will use marketing concepts to evaluate the marketing environment and develop a marketing plan with marketing channels, product approaches, promotion and pricing strategies. Throughout the course, students will apply concepts of ethics and professionalism while implications of business regulations will be identified.

### Strand 1. Business Operations/21st Century Skills

Learners apply principles of economics, business management, marketing and employability in an entrepreneur, manager and employee role to the leadership, planning, developing and analyzing of business enterprises related to the career field.

### Outcome: 1.1. Employability Skills

Develop career awareness and employability skills (e.g., face-to-face, online) needed for gaining and maintaining employment in diverse business settings.

#### Competencies

- 1.1.1. Identify the knowledge, skills and abilities necessary to succeed in careers.
- 1.1.2. Identify the scope of career opportunities and the requirements for education, training, certification, licensure and experience.
- 1.1.3. Develop a career plan that reflects career interests, pathways and secondary and postsecondary options.
- 1.1.5. Develop strategies for self-promotion in the hiring process (e.g., filling out job applications, resumé writing, interviewing skills, portfolio development).
- 1.1.6. Explain the importance of work ethic, accountability and responsibility and demonstrate associated behaviors in fulfilling personal, community and workplace roles.
- 1.1.7. Apply problem-solving and critical-thinking skills to work-related issues when making decisions and formulating solutions.
- 1.1.8. Identify the correlation between emotions, behavior and appearance and manage those to establish and maintain professionalism.
- 1.1.9. Give and receive constructive feedback to improve work habits.
- 1.1.10. Adapt personal coping skills to adjust to taxing workplace demands.
- 1.1.11. Recognize different cultural beliefs and practices in the workplace and demonstrate respect for them.

### Outcome: 1.2. Leadership and Communications

Process, maintain, evaluate and disseminate information in a business. Develop leadership and team building to promote collaboration.

#### Competencies

- 1.2.1. Extract relevant, valid information from materials and cite sources of information.
- 1.2.2. Deliver formal and informal presentations.
- 1.2.3. Identify and use verbal, nonverbal and active listening skills to communicate effectively.
- 1.2.4. Use negotiation and conflict-resolution skills to reach solutions.
- 1.2.5. Communicate information (e.g., directions, ideas, vision, workplace expectations) for an intended audience and purpose.

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- 1.2.6. Use proper grammar and expression in all aspects of communication.
- 1.2.7. Use problem-solving and consensus-building techniques to draw conclusions and determine next steps.
- 1.2.9. Identify advantages and disadvantages involving digital and/or electronic communications (e.g., common content for large audience, control of tone, speed, cost, lack of non-verbal cues, potential for forwarding information, longevity).
- 1.2.11. Write professional correspondence, documents, job applications and resumés.
- 1.2.12. Use technical writing skills to complete forms and create reports.
- 1.2.13. Identify stakeholders and solicit their opinions.

**Outcome: 1.3. Business Ethics and Law**

Analyze how professional, ethical and legal behavior contributes to continuous improvement in organizational performance and regulatory compliance.

**Competencies**

- 1.3.1. Analyze how regulatory compliance (e.g., United States Department of Agriculture [USDA], Food and Drug Administration [FDA], United States Department of Interior [USDI], Ohio Livestock Care Standards, water quality standards, local water regulations, building codes) affects business operations and organizational performance.
- 1.3.4. Identify how federal and state consumer protection laws affect products and services.
- 1.3.6. Identify deceptive practices (e.g., bait and switch, identity theft, unlawful door-to-door sales, deceptive service estimates, fraudulent misrepresentations) and their overall impact on organizational performance.
- 1.3.7. Identify the labor laws that affect employment and the consequences of noncompliance for both employee and employer (e.g., harassment, labor, employment, employment interview, testing, minor labor laws, Americans with Disabilities Act, Fair Labor Standards Acts, Equal Employment Opportunity Commission [EEOC]).
- 1.3.9. Identify potential conflicts of interest (e.g., personal gain, project bidding) between personal, organizational and professional ethical standards.

**Outcome: 1.4. Knowledge Management and Information Technology**

Demonstrate current and emerging strategies and technologies used to collect, analyze, record and share information in business operations.

**Competencies**

- 1.4.1. Use office equipment to communicate (e.g., phone, radio equipment, fax machine, scanner, public address systems).
- 1.4.2. Select and use software applications to locate, record, analyze and present information (e.g., word processing, e-mail, spreadsheet, databases, presentation, Internet search engines).
- 1.4.5. Use information technology tools to maintain, secure and monitor business records.
- 1.4.6. Use an electronic database to access and create business and technical information.
- 1.4.7. Use personal information management and productivity applications to optimize assigned tasks (e.g., lists, calendars, address books).

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### **Outcome: 1.5. Global Environment**

Evaluate how beliefs, values, attitudes and behaviors influence organizational strategies and goals.

#### **Competencies**

- 1.5.2. Describe how cultural intelligence skills influence the overall success and survival of an organization.
- 1.5.4. Recognize barriers in cross-cultural relationships and implement behavioral adjustments.

### **Outcome: 1.6. Business Literacy**

Develop foundational skills and knowledge in entrepreneurship, financial literacy and business operations.

#### **Competencies**

- 1.6.1. Identify business opportunities.
- 1.6.2. Assess the reality of becoming an entrepreneur, including advantages and disadvantages (e.g., risk versus reward, reasons for success and failure).
- 1.6.3. Explain the importance of planning your business.
- 1.6.4. Identify types of businesses, ownership and entities (i.e., individual proprietorships, partnerships, corporations, cooperatives, public, private, profit, not-for-profit).
- 1.6.5. Describe organizational structure, chain of command, the roles and responsibilities of the organizational departments and interdepartmental interactions.
- 1.6.6. Identify the target market served by the organization, the niche that the organization fills and an outlook of the industry.
- 1.6.7. Identify the effect of supply and demand on products and services.
- 1.6.8. Identify the features and benefits that make an organization's product or service competitive.
- 1.6.9. Explain how the performance of an employee, a department and an organization is assessed.
- 1.6.10. Describe the impact of globalization on an enterprise or organization.
- 1.6.11. Describe how all business activities of an organization work within the parameters of a budget.
- 1.6.12. Describe classifications of employee benefits, rights, deductions and compensations.

### **Outcome: 1.7. Entrepreneurship/Entrepreneurs**

Analyze the environment in which a business operates and the economic factors and opportunities associated with self-employment.

#### **Competencies**

- 1.7.1. Compare and contrast the four types of business ownership (i.e., individual proprietorships, partnerships, corporations, cooperatives).
- 1.7.2. Explain the role of profit as the incentive to entrepreneurs in a market economy.
- 1.7.3. Identify the factors that contribute to the success and failure of entrepreneurial ventures.
- 1.7.4. Assess the roles of nonprofit and for-profit businesses.
- 1.7.5. Develop a business plan.
- 1.7.11. Identify initial steps in establishing a business (e.g., limited liability company [LLC], tax ID, permits, insurance, licensing).
- 1.7.12. Identify resources available to entrepreneurs (e.g., Small Business Administration, mentors, information resources, educational opportunities).

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**Outcome: 1.8. Operations Management**

Plan, organize and monitor an organization or department to maximize contribution to organizational goals and objectives.

**Competencies**

- 1.8.1. Forecast future resources and budgetary needs using financial documents (e.g., balance sheet, demand forecasting, financial ratios).
- 1.8.2. Select and organize resources to develop a product or a service.
- 1.8.3. Analyze the performance of organizational activities and reallocate resources to achieve established goals.
- 1.8.4. Identify alternative actions to take when goals are not met (e.g., changing goals, changing strategies, efficiencies).
- 1.8.5. Use inventory and control systems to purchase materials, supplies and equipment (e.g., Last In, First Out [LIFO]; First In, First Out [FIFO]; Just in Time [JIT]; LEAN).
- 1.8.6. Identify the advantages and disadvantages of carrying cost and Just-in-Time (JIT) production systems and the effects of maintaining inventory (e.g., perishable, shrinkage, insurance) on profitability.
- 1.8.7. Collect information and feedback to help assess the organization's strategic planning and policymaking processes.
- 1.8.8. Identify routine activities for maintaining business facilities and equipment.
- 1.8.9. Develop a budget that reflects the strategies and goals of the organization.
- 1.8.10. Analyze how business management and environmental management systems (e.g., health, safety) contribute to continuous improvement and sustainability.

**Outcome: 1.9. Financial Management**

Use financial tools, strategies and systems to develop, monitor and control the use of financial resources to ensure personal and business financial well-being.

**Competencies**

- 1.9.1. Create, analyze and interpret financial documents (e.g., budgets, income statements).
- 1.9.2. Identify tax obligations.
- 1.9.3. Review and summarize savings, investment strategies and purchasing options (e.g., cash, lease, finance, stocks, bonds).
- 1.9.4. Identify credit types and their uses in order to establish credit.
- 1.9.5. Identify ways to avoid or correct debt problems.
- 1.9.6. Explain how credit ratings and the criteria lenders use to evaluate repayment capacity affect access to loans.
- 1.9.7. Review and summarize categories (types) of insurance and identify how insurances can reduce financial risk.
- 1.9.8. Identify income sources and expenditures.
- 1.9.9. Compare and contrast different banking services available through financial institutions.
- 1.9.10. Identify the role of depreciation in tax planning and liability.

**Outcome: 1.10. Sales and Marketing**

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Manage pricing, place, promotion, packaging, positioning and public relations to improve quality customer service.

### Competencies

- 1.10.1. Identify how the roles of sales, advertising and public relations contribute to a company's brand.
- 1.10.2. Determine the customer's needs and identify solutions.
- 1.10.3. Communicate features, benefits and warranties of a product or service to the customer.
- 1.10.6. Discuss the importance of correct pricing to support a product's or service's positioning in the marketing mix.
- 1.10.9. Describe how product mix (e.g., product line, product items) maximizes sales revenues, market, share and profit margin.

*An "X" indicates that the pathway applies to the outcome.*

<b>Pathways</b>	X	Agribusiness and Production Systems	Animal Science and Management	Bioscience	Horticulture
		Natural Resource Management	Power Technology		
<b>Green Practices</b>		Green-specific	Context-dependent	Does not apply	

### Strand 7. Food Science

Learners apply principles of biology, chemistry and physics to the research, development, production, processing and distribution of food products meeting quality assurance standards in a system that is safe and secure.

### Outcome: 7.7. Biosecurity

Connect the sources and causes of contamination and develop the protocols to implement biosecurity procedures.

### Competencies

- 7.7.1. Investigate sources and origins of agents that can contaminate processed and unprocessed food products.
- 7.7.2. Identify activities and biological agents that contribute to the risk of acquiring or preventing a specific disease.
- 7.7.3. Identify sources of biological and chemical tampering points.
- 7.7.4. Assess a facility's biosecurity, classify the level of risk and recommend improvements.
- 7.7.5. Implement biosecurity procedures to prevent cross-site contamination (e.g., proper use and disposal of personal protective equipment [PPE] from site to site, vehicle cleaning between farm and processing site).

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<b>Pathways</b>	X	Agribusiness and Production Systems	Animal Science and Management	Bioscience	Horticulture
		Natural Resource Management	Power Technology		
<b>Green Practices</b>		Green-specific	Context-dependent	Does not apply	