MEMO TO: Josef Broder  
FROM: Fred C. White  
SUBJECT: Request to Offer the Agribusiness Major on the UGA Griffin Campus

Employment opportunities for college graduates with expertise in food, agriculture, and natural resources are expected to remain strong for several years according to the latest projections by the U.S. government. Management and business will offer the most opportunities. Graduates from the Agribusiness undergraduate major are well suited to take advantage of these expanding employment opportunities. This major combines marketing, finance, and management with a strong background in agricultural science. The Agribusiness major is currently the Agricultural and Applied Economic Department’s most popular undergraduate program. With appropriate resources, this major could be offered on the UGA Griffin campus and attract many students from Atlanta and the surrounding area. After careful deliberation, the Agricultural and Applied Economics faculty voted on March 8, 2006 to support the Agribusiness major being offered on the Griffin campus beginning during the academic year of 2006-07.

Although the department does not presently have the faculty necessary to offer the major on the Griffin campus, we believe this could be a growth area for the Griffin campus. Therefore, we are proposing that the Agribusiness major be offered on the Griffin campus. A copy of the proposal to offer the Agribusiness major on the Griffin campus is attached. I am requesting your support in moving the proposal forward for University approval. Your support would be appreciated.

Please let me know if you have any questions.

Attachment

copy: Jerry Arkin
This proposal describes how the Agribusiness major, which is presently being offered at Athens, can be offered at the UGA Griffin campus.

**Description of Agribusiness Major**

The agribusiness major prepares students for professional careers in agribusiness marketing, management, and finance. Agribusinesses process and market food and fiber products, supply inputs to agricultural production, and manage agricultural production. Agribusiness majors learn economic principles and strategies for agribusiness marketing and management. Students take courses in agribusiness management, marketing, accounting, economic theory, communications, mathematics, computers, and agriculture. Students learn decision-making skills for agribusiness management, finance, marketing, sales, processing, manufacturing, transportation, and international trade. The agribusiness degree, provides career flexibility for students planning to work in private industry or government.

**Practical Experience:** Agribusiness students develop management and financial strategies using case study data and microcomputer programs. Students forecast market prices, develop strategies for marketing new agribusiness products, and participate in case studies. Students develop communication skills for more effective agribusiness management. The agribusiness program is enriched by student participation in internships and cooperative projects with agribusiness companies and government agencies.

**Career Opportunities:** The agribusiness program is designed to place students in businesses supplying inputs to agricultural production, processing, and transportation, in businesses engaged in food and fiber marketing, and in agencies that service and regulate agribusiness industries. Agribusiness majors develop skills to start their own businesses. Agribusiness accounts for 15 percent of the nation's total economic activity. The University of Georgia's agribusiness program is expected to play a major role in meeting the agribusiness education needs of the state, region, and nation.

Employment opportunities for U.S. college graduates with expertise in food, agriculture, and natural resources are expected to remain strong during the next five years according to the latest projections. Management and business will offer the most opportunities. There is expected to be a shortage of four thousand graduates annually in management and business occupations in the Food, Agricultural, and Natural Resources System. There are projected to be 24,000 annual openings compared to 20,200 graduates with expertise in these areas. In fact, of all projected jobs for college graduates in the food, agricultural, and natural resources system, just under half (46 percent) are projected to be in management and business occupations. Source: Goecker, Allan D., et al. Employment Opportunities for College Graduates in the U.S. Food, Agricultural, and Natural Resources System 2005-2010. USDA CSREES and Purdue University, 2005.
Proposed Course Offering for Students on Griffin Campus

The following set of courses would be offered each year by the Agricultural and Applied Economics Department for Agribusiness students on the Griffin campus.

- AAEC 3040 Agribusiness Marketing - 3 hours
- AAEC 3100 Food & Fiber Marketing - 3 hours
- AAEC 3200 Selling in Agribusiness - 3 hours
- AAEC 3400 Introduction to Agricultural Policy - 3 hours
- AAEC 3580-3580L Intermediate Economic Principles - 4 hours
- AAEC 3690 Agribusiness Finance - 4 hours
- AAEC 3910 Internships - 3 hours
- AAEC 4040-4040L Quantitative Approaches to Agricultural Management - 4 hours
- AAEC 4050 Agribusiness Law - 3 hours
- AAEC 4720 Food Security, Economic Development and the Environment
- AAEC 4760 Economics of Agricultural Processing and Marketing
- AAEC 4870 Futures and Options Markets - 3 hours
- AAEC 4980 Agribusiness Management - 3 hours
- AAEC 4910 International Agribusiness Marketing & Management - 3 hours
- AAEC 4990. Special Topics in Agricultural and Applied Economics - up to 3 hours

The study abroad course (AAEC 4910) will continue to be taught by Athens faculty but offered at such locations as Mexico during May session and Armenia during the summer semester. Students from the Griffin campus can participate in this course.

Only half of these courses would be offered in the initial year of the program, 2006-07. In subsequent years, all of these courses would be offered.

Availability of Required Courses Outside the Agricultural and Applied Economics Department

1. Students will need to have access to courses with which to satisfy the technical agriculture and written or verbal communication requirements. With the College of Agricultural and Environmental Sciences offering two other majors on the Griffin campus, several upper division courses are available to satisfy the technical agriculture requirement.

2. Students are required to have 39 hours of upper division courses. The Agribusiness major requirements and major electives account for 32 of those hours. Thus, students must pick up another 7 upper division hours in either technical agriculture, verbal or written communication, or general electives.

3. ACCT 2102 Accounting II (3 hours) is a major requirement in Agribusiness. This course is presently not offered on the Griffin campus, so students will be expected to take this course at another institution.

4. The Agribusiness major requires that students take MATH 2110 or MATH 2210-2210L as a prerequisite for AAEC 3580-3580L. Since MATH 2110 is taught only at UGA in Athens,
students will need to take MATH 2210-2210L at another institution.

Faculty Resources Requested for the Agribusiness Major

The Agricultural and Applied Economics Department has three tenured faculty at Griffin who are not presently teaching. While they are responsible for extensive research programs, they may participate in the teaching program if instructional resources are forthcoming.

The major commitment to the Agribusiness major must come from new faculty resources in the Agricultural and Applied Economics Department. In particular, two new EFT are requested. By hiring two faculty, the bulk of these courses could be offered each year by the new faculty. Other courses would be taught by current faculty and temporary instructors.

The Agribusiness law course would be offered by hiring a temporary instructor with a law degree and relevant education and experience.