

2013 AGRIBUSINESS SYSTEMS

ACADEMIC		
AA		SPEAKING AND LISTENING
AA	1	Utilize effective verbal and non-verbal communication skills
AA	2	Participate in conversation, discussion, and group presentations
AA	3	Communicate and follow directions/procedures
AA	4	Communicate effectively with customers and co-workers
AB		READING AND WRITING
AB	1	Locate and interpret written information
AB	2	Read and interpret workplace documents
AB	3	Identify relevant details, facts, and specifications
AB	4	Record information accurately and completely
AB	5	Demonstrate competence in organizing, writing, and editing using correct vocabulary, spelling, grammar, and punctuation
AB	6	Demonstrate the ability to write clearly and concisely using industry specific terminology
AC		CRITICAL THINKING AND PROBLEM SOLVING
AC	1	Utilize critical-thinking skills to determine best options/outcomes (e.g., analyze reliable/unreliable sources of information, use previous experiences, implement crisis management, develop contingency planning)
AC	2	Utilize innovation and problem-solving skills to arrive at the best solution for current situation
AC	3	Implement effective decision-making skills
AD		MATHEMATICS
AD	1	Perform basic and higher level math operations (e.g., addition, subtraction, multiplication, division, decimals, fractions, units of conversion, averaging, percentage, proportion, ratios)
AD	2	Solve problems using measurement skills (e.g., distance, weight, area, volume)
AD	3	Make reasonable estimates
AD	4	Use tables, graphs, diagrams, and charts to obtain or convey information
AD	5	Use deductive reasoning and problem-solving in mathematics
AE		FINANCIAL LITERACY
AE	1	Locate, evaluate, and apply personal financial information
AE	2	Identify the components of a budget and how one is created
AE	3	Set personal financial goals and develop a plan for achieving them
AE	4	Use financial services effectively
AE	5	Demonstrate ability to meet financial obligations
AF		INTERNET USE AND SECURITY
AF	1	Recognize the potential risks associated with Internet use
AF	2	Identify and apply Internet security practices (e.g., password security, login, logout, log off, lock computer)
AF	3	Practice safe, legal, and responsible use of technology in the workplace
AG		INFORMATION TECHNOLOGY
AG	1	Use technology appropriately to enhance professional presentations
AG	2	Demonstrate effective and appropriate use of social media
AG	3	Identify ways social media can be used as marketing, advertising, and data gathering tools
AH		TELECOMMUNICATIONS
AH	1	Select and use appropriate devices, services, and applications to complete workplace tasks
AH	2	Demonstrate appropriate etiquette when using e-communications (e.g., cell phone, e-mail, personal digital assistants, online meetings, conference calls)
EMPLOYABILITY		
EA		POSITIVE WORK ETHIC

EA	1	Demonstrate enthusiasm and confidence about work and learning new tasks
EA	2	Demonstrate consistent and punctual attendance
EA	3	Demonstrate initiative in assuming tasks
EA	4	Exhibit dependability in the workplace
EA	5	Take and provide direction in the workplace
EA	6	Accept responsibility for personal decisions and actions
EB		INTEGRITY
EB	1	Abide by workplace policies and procedures
EB	2	Demonstrate honesty and reliability
EB	3	Demonstrate ethical characteristics and behaviors
EB	4	Maintain confidentiality and integrity of sensitive company information
EB	5	Demonstrate loyalty to the company
EC		SELF-REPRESENTATION
EC	1	Demonstrate appropriate dress and hygiene in the workplace
EC	2	Use language and manners suitable for the workplace
EC	3	Demonstrate polite and respectful behavior toward others
EC	4	Demonstrate personal accountability in the workplace
EC	5	Demonstrate pride in work
ED		TIME, TASK, AND RESOURCE MANAGEMENT
ED	1	Plan and follow a work schedule
ED	2	Work with minimal supervision
ED	3	Work within budgetary constraints
ED	4	Demonstrate ability to stay on task to produce high quality deliverables on time
EE		DIVERSITY AWARENESS
EE	1	Recognize diversity, discrimination, harassment, and equity
EE	2	Work well with all customers and co-workers
EE	3	Explain the benefits of diversity within the workplace
EE	4	Explain the importance of respect for feelings, values, and beliefs of others
EE	5	Identify strategies to bridge cultural/generational differences and use differing perspectives to increase overall quality of work
EE	6	Illustrate techniques for eliminating gender bias and stereotyping in the workplace
EE	7	Identify ways tasks can be structured to accommodate the diverse needs of workers
EE	8	Recognize the challenges and advantages of a global workforce
EF		TEAMWORK
EF	1	Recognize the characteristics of a team environment and conventional workplace
EF	2	Contribute to the success of the team
EF	3	Demonstrate effective team skills and evaluate their importance in the workplace (e.g., setting goals, listening, following directions, questioning, dividing work)
EG		CREATIVITY AND RESOURCEFULNESS
EG	1	Contribute new ideas
EG	2	Stimulate ideas by posing questions
EG	3	Value varying ideas and opinions
EG	4	Locate and verify information
EH		CONFLICT RESOLUTION
EH	1	Identify conflict resolution skills to enhance productivity and improve workplace relationships
EH	2	Implement conflict resolution strategies and problem-solving skills
EH	3	Explain the use of documentation and its role as a component of conflict resolution

EI		CUSTOMER/CLIENT SERVICE
EI	1	Recognize the importance of and demonstrate how to properly acknowledge customers/clients
EI	2	Identify and address needs of customers/clients
EI	3	Provide helpful, courteous, and knowledgeable service
EI	4	Identify appropriate channels of communication with customers/clients (e.g., phone call, face-to-face, e-mail, website)
EI	5	Identify techniques to seek and use customer/client feedback to improve company services
EI	6	Recognize the relationship between customer/client satisfaction and company success
EJ		ORGANIZATIONS, SYSTEMS, AND CLIMATES
EJ	1	Define profit and evaluate the cost of conducting business
EJ	2	Identify "big picture" issues in conducting business
EJ	3	Identify role in fulfilling the mission of the workplace
EJ	4	Identify the rights of workers (e.g., adult and child labor laws and other equal employment opportunity laws)
EJ	5	Recognize the chain of command, organizational flow chart system, and hierarchy of management within an organization
EK		JOB ACQUISITION AND ADVANCEMENT
EK	1	Recognize the importance of maintaining a job and pursuing a career
EK	2	Define jobs associated with a specific career path or profession
EK	3	Identify and seek various job opportunities (e.g., volunteerism, internships, co-op, part-time/full-time employment)
EK	4	Prepare a resume, letter of application, and job application
EK	5	Prepare for a job interview (e.g., research company, highlight personal strengths, prepare questions, set-up a mock interview, dress appropriately)
EK	6	Participate in a job interview
EK	7	Explain the proper procedure for leaving a job
EL		LIFELONG LEARNING
EL	1	Acquire current and emerging industry-related information
EL	2	Demonstrate commitment to learning as a life-long process and recognize learning opportunities
EL	3	Seek and capitalize on self-improvement opportunities
EL	4	Discuss the importance of flexible career planning and career self-management
EL	5	Employ leadership skills to achieve workplace objectives (e.g., personal vision, adaptability, change, shared vision)
EL	6	Recognize the importance of job performance evaluation and coaching as it relates to career advancement
EL	7	Accept and provide constructive criticism
EL	8	Describe the impact of the global economy on jobs and careers
EM		JOB SPECIFIC TECHNOLOGIES
EM	1	Identify the value of new technologies and their impact on driving continuous change and the need for life-long learning
EM	2	Research and identify emerging technologies for specific careers
EM	3	Select appropriate technological resources to accomplish work
EN		HEALTH AND SAFETY
EN	1	Assume responsibility for safety of self and others
EN	2	Follow safety guidelines in the workplace
EN	3	Manage personal health and wellness
OCCUPATIONAL		
OA		BUSINESS MANAGEMENT PRINCIPLES
OA	1	Demonstrate basic record keeping methods

OA	2	Compare sources and terms of credit
OA	3	Choose appropriate financing for the agribusiness
OA	4	Employ the use of budgets for decision making
OA	5	Examine the impact of cash flow on the agribusiness
OA	6	Schedule payments for appropriate taxes for the agribusiness
OA	7	Utilize an accepted method of accounting
OA	8	Use correct agribusiness terminology
OA	9	Evaluate compliance with governmental and industry regulations
OA	10	Assess allocation, procurement, and inventory of resources
OB		ECONOMIC PRINCIPLES
OB	1	Interpret the laws of supply and demand
OB	2	Illustrate macroeconomic concepts
OB	3	Illustrate microeconomic concepts
OB	4	Describe the components of the American Private Enterprise System
OB	5	Differentiate between basic business structures (e.g., corporations, cooperatives, partnerships, sole proprietorships)
OB	6	Explain concepts associated with international trade
OC		LABOR MANAGEMENT AND HUMAN RESOURCES
OC	1	Analyze employee benefits and how they can be used as motivational tools
OC	2	Describe methods of screening and testing potential employees
OC	3	Plan and manage work schedules
OC	4	Determine reasons jobs are terminated
OD		SALES AND MARKETING STRATEGIES
OD	1	Understand the sales process
OD	2	Compare factors that influence buyer motivation
OD	3	Evaluate methods to determine a customer's wants and needs
OD	4	Describe the characteristics of a successful salesperson
OD	5	Analyze a marketing plan for an agricultural product
OD	6	Explain the process to conduct market analysis
OD	7	Assess current market conditions
OD	8	Analyze an advertisement for an agricultural product, service, or agribusiness
OD	9	Develop an advertisement for an agricultural product, service, or agribusiness
OD	10	Determine the impact of transportation on the agribusiness
OE		AGRICULTURAL POLICY
OE	1	Analyze the history of agricultural policy and predict near and long term policy goals
OE	2	Determine how animal rights groups influence U.S. agricultural policy
OE	3	Determine how agricultural policy and environmental policy compliment and contrast
OE	4	Determine how proactive farm groups influence agricultural policy
OE	5	Analyze the effect of foreign policy on agricultural economics
OE	6	Analyze the effect of technology on agricultural policy
OE	7	Identify how agricultural labor helps determine immigration policy
OE	8	Identify how farmers can protect agricultural land using existing local, state, and federal laws /regulations.
OE	9	Understand how state government forms and implements state farm policy
OE	10	Understand how the federal government forms and implements federal farm policy
OF		IMPORTANCE OF ENTREPRENEURSHIP
OF	1	Create a business plan for an agricultural product, service, or agribusiness
OF	2	Present a business proposal for an agricultural product, service, or agribusiness

OF	3	Formulate individual and business goals and objectives
OF	4	Conduct a self-analysis to determine strengths and weaknesses
OF	5	Evaluate the purposes of taxes
OF	6	Distinguish between taxable and non-taxable items
OF	7	Analyze the various types of tax credits
OF	8	Understand local, state, and national regulations and their implications
OF	9	Develop a marketing plan for an agricultural product, service, or agribusiness
OF	10	Determine the impact of quality on profit
OG		RISK MANAGEMENT
OG	1	Determine how enterprise diversification can curtail production risks
OG	2	Identify insurance strategies to minimize risk
OG	3	Analyze marketing techniques (contracts, futures, options) that reduce risk
OG	4	Determine how personal strengths in marketing can alleviate some risk
OG	5	Assess and manage risks (e.g., financial, environmental, workplace) to reduce liability
OG	6	Conclude how recruitment and training of employees can be used to manage risk
OG	7	Determine how business structure can affect the risk in the agricultural business
OG	8	Analyze how the uses of state and federal programs can reduce risk
OG	9	Develop a risk management plan
OH		INDUSTRY TECHNOLOGIES
OH	1	Apply appropriate software applications (e.g., spreadsheets, word processing, databases)
OH	2	Integrate web applications and Internet sales applications in agribusiness
OH	3	Research future technologies in agribusiness
OI		SAFE WORKPLACE ENVIRONMENT
OI	1	Follow theft and security procedures
OI	2	Calculate immediate and real costs of an accident
OI	3	Recognize hazardous substances in the workplace
OI	4	Locate fire exits and fire-fighting equipment
OI	5	Identify local, state, and federal housing regulations for employees