

# Agribusiness Systems

## ACADEMIC SKILLS

### AA SPEAKING AND LISTENING

AA1 Utilize effective verbal and non-verbal communication skills

AA2 Participate in conversation, discussion, and group presentations

AA3 Communicate and follow directions/procedures

AA4 Communicate effectively with customers and co-workers

### AB READING AND WRITING

AB1 Locate and interpret written information

AB2 Read and interpret workplace documents

AB3 Identify relevant details, facts, and specifications

AB4 Record information accurately and completely

AB5 Demonstrate competence in organizing, writing, and editing using correct vocabulary, spelling, grammar, and punctuation

AB6 Demonstrate the ability to write clearly and concisely using industry specific terminology

### AC CRITICAL THINKING AND PROBLEM SOLVING

AC1 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)

AC2 Utilize innovation and problem-solving skills to arrive at the best solution for current situation

AC3 Implement effective decision-making skills

### AD MATHEMATICS

AD1 Perform basic and higher level math operations (e.g., addition, subtraction, multiplication, division, decimals, fractions, units of conversion, averaging, percentage, proportion, ratios)

AD2 Solve problems using measurement skills (e.g., distance, weight, area, volume)

AD3 Make reasonable estimates

AD4 Use tables, graphs, diagrams, and charts to obtain or convey information

AD5 Use deductive reasoning and problem-solving in mathematics

## **AE FINANCIAL LITERACY**

AE1 Locate, evaluate, and apply personal financial information

AE2 Identify the components of a budget and how one is created

AE3 Set personal financial goals and develop a plan for achieving them

AE4 Use financial services effectively

AE5 Demonstrate ability to meet financial obligations

## **AF INTERNET USE AND SECURITY**

AF1 Recognize the potential risks associated with Internet use

AF2 Identify and apply Internet security practices (e.g., password security, login, logout, log off, lock computer)

AF3 Practice safe, legal, and responsible use of technology in the workplace

## **AG INFORMATION TECHNOLOGY**

AG1 Use technology appropriately to enhance professional presentations

AG2 Demonstrate effective and appropriate use of social media

AG3 Identify ways social media can be used as marketing, advertising, and data gathering tools

## **AH TELECOMMUNICATIONS**

AH1 Select and use appropriate devices, services, and applications to complete workplace tasks

AH2 Demonstrate appropriate etiquette when using e-communications (e.g., cell phone, e-mail, personal digital assistants, online meetings, conference calls)

# EMPLOYABILITY SKILLS

## EA POSITIVE WORK ETHIC

EA1 Demonstrate enthusiasm and confidence about work and learning new tasks

EA2 Demonstrate consistent and punctual attendance

EA3 Demonstrate initiative in assuming tasks

EA4 Exhibit dependability in the workplace

EA5 Take and provide direction in the workplace

EA6 Accept responsibility for personal decisions and actions

## EB INTEGRITY

EB1 Abide by workplace policies and procedures

EB2 Demonstrate honesty and reliability

EB3 Demonstrate ethical characteristics and behaviors

EB4 Maintain confidentiality and integrity of sensitive company information

EB5 Demonstrate loyalty to the company

## EC SELF-REPRESENTATION

EC1 Demonstrate appropriate dress and hygiene in the workplace

EC2 Use language and manners suitable for the workplace

EC3 Demonstrate polite and respectful behavior toward others

EC4 Demonstrate personal accountability in the workplace

EC5 Demonstrate pride in work

## ED TIME, TASK, AND RESOURCE MANAGEMENT

ED1 Plan and follow a work schedule

ED2 Work with minimal supervision

ED3 Work within budgetary constraints

ED4 Demonstrate ability to stay on task to produce high quality deliverables on time

## **EE DIVERSITY AWARENESS**

EE1 Recognize diversity, discrimination, harassment, and equity

EE2 Work well with all customers and co-worker

EE3 Explain the benefits of diversity within the workplace

EE4 Explain the importance of respect for feelings, values, and beliefs of others

EE5 Identify strategies to bridge cultural/generational differences and use differing perspectives to increase overall quality of work

EE6 Illustrate techniques for eliminating gender bias and stereotyping in the workplace

EE7 Identify ways tasks can be structured to accommodate the diverse needs of workers

EE8 Recognize the challenges and advantages of a global workforce

## **EF TEAMWORK**

EF1 Recognize the characteristics of a team environment and conventional workplace

EF2 Contribute to the success of the team

EF3 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**

EG1 Contribute new ideas

EG2 Stimulate ideas by posing questions

EG3 Value varying ideas and opinions

EG4 Locate and verify information

## **EH CONFLICT RESOLUTION**

EH1 Identify conflict resolution skills to enhance productivity and improve workplace relationships

EH2 Implement conflict resolution strategies and problem-solving skills

EH3 Explain the use of documentation and its role as a component of conflict resolution

## **EI CUSTOMER/CLIENT SERVICE**

EI1 Recognize the importance of and demonstrate how to properly acknowledge customers/clients

EI2 Identify and address needs of customers/clients

EI3 Provide helpful, courteous, and knowledgeable service

EI4 Identify appropriate channels of communication with customers/clients (e.g., phone call, face-to-face, e-mail, website)

EI5 Identify techniques to seek and use customer/client feedback to improve company services

EI6 Recognize the relationship between customer/client satisfaction and company success

## **EJ ORGANIZATIONS, SYSTEMS, AND CLIMATES**

EJ1 Define profit and evaluate the cost of conducting business

EJ2 Identify "big picture" issues in conducting business

EJ3 Identify role in fulfilling the mission of the workplace

EJ4 Identify the rights of workers (e.g., adult and child labor laws and other equal employment opportunity laws)

EJ5 Recognize the chain of command, organizational flow chart system, and hierarchy of management within an organization

## **EK JOB ACQUISITION AND ADVANCEMENT**

EK1 Recognize the importance of maintaining a job and pursuing a career

EK2 Define jobs associated with a specific career path or profession

EK3 Identify and seek various job opportunities (e.g., volunteerism, internships, co-op, part-time/full-time employment)

EK4 Prepare a resume, letter of application, and job application

EK5 Prepare for a job interview (e.g., research company, highlight personal strengths, prepare questions, set-up a mock interview, dress appropriately)

EK6 Participate in a job interview

EK7 Explain the proper procedure for leaving a job

## **EL LIFELONG LEARNING**

EL1 Acquire current and emerging industry-related information

EL2 Demonstrate commitment to learning as a life-long process and recognize learning opportunities

EL3 Seek and capitalize on self-improvement opportunities

EL4 Discuss the importance of flexible career planning and career self-management

EL5 Employ leadership skills to achieve workplace objectives (e.g., personal vision, adaptability, change, shared vision)

EL6 Recognize the importance of job performance evaluation and coaching as it relates to career advancement

EL7 Accept and provide constructive criticism

EL8 Describe the impact of the global economy on jobs and careers

## **EM JOB SPECIFIC TECHNOLOGIES**

EM1 Identify the value of new technologies and their impact on driving continuous change and the need for life-long learning

EM2 Research and identify emerging technologies for specific careers

EM3 Select appropriate technological resources to accomplish work

## **EN HEALTH AND SAFETY**

EN1 Assume responsibility for safety of self and others

EN2 Follow safety guidelines in the workplace

EN3 Manage personal health and wellness

# OCCUPATIONAL SKILLS

## OA APPLY MANAGEMENT PLANNING PRINCIPLES IN AFNR BUSINESS ENTERPRISES

OA1 Evaluate how mission statements guide business goals, objectives, and resource allocation

OA2 Formulate individual/business goals and objectives

OA3 Describe how state and federal governments form/implement agriculture/farm policy

OA4 Evaluate state/federal governmental and industry regulations (e.g., EPA, OSHA, USDA) in planning/operating an AFNR business

OA5 Analyze state and federal programs that assist agriculturalists in reducing risk

OA6 Describe how special interest groups influence U.S. agricultural policy (e.g., animal rights, labor, environment)

OA7 Describe how proactive farm groups influence agricultural policy

OA8 Analyze how communication technology (e.g., social media, print news, television) impacts public perception of the agriculture industry

OA9 Discuss how immigration policy impacts the agriculture industry

## OB USE RECORD KEEPING AND ACCOUNTING PROCESSES TO ACCOMPLISH AFNR BUSINESS OBJECTIVES, MANAGE BUDGETS, AND COMPLY WITH LAWS AND REGULATIONS

OB1 Maintain accurate production/agribusiness records

OB2 Analyze records to improve efficiency and profitability of an AFNR business

OB3 Compare sources and terms of credit

OB4 Evaluate financing options for an agribusiness

OB5 Budget resources, as applied to the AFNR business, including capital, human, financial and time

OB6 Analyze tax reporting requirements for income, property, and employment associated with small AFNR businesses

OB7 Monitor inventory to maintain optimal levels and calculate costs of carrying input and output inventory

## OC DEVELOP A BUSINESS PLAN FOR AN AFNR ENTERPRISE OR BUSINESS UNIT

OC1 Differentiate types of ownership/business structures in a capitalistic economic system (e.g., corporations, cooperatives, partnerships, sole proprietorships)

OC2 Analyze businesses to determine strengths, weaknesses, opportunities, and threats (i.e., SWOT Analysis)

OC3 Determine how personal strengths in marketing can alleviate some risk

OC4 Describe ways to assess and manage risks (e.g., financial, environmental, workplace) to reduce liability

OC5 Describe how enterprise diversification can address production risks

OC6 Analyze marketing techniques (i.e., contracts, futures, options) that reduce risk

OC7 Explain how insurance strategies minimize risk (e.g., property liability, production/income loss, personnel life and health)

OC8 Develop a risk management plan for an AFNR business

OC9 Analyze the effect of foreign policy on agricultural economics

## **OD UTILIZE SALES AND MARKETING PRINCIPLES COMMON TO AGRIBUSINESS SYSTEMS TO ACCOMPLISH AFNR BUSINESS OBJECTIVES**

OD1 Interpret the laws of supply and demand

OD2 Compare and contrast macroeconomic and microeconomic concepts

OD3 Discuss factors that influence buyer motivation

OD4 Explain effective techniques that develop effective customer relationships

OD5 Explain components of the sales process

OD6 Describe the meaning and use of the four P's (i.e., product, place, price, and promotion) in marketing

OD7 Analyze appropriate market and marketing research

OD8 Compare the effectiveness of various marketing strategies for an AFNR business

OD9 Develop a marketing plan for an agricultural product, service, or agribusiness

OD10 Evaluate the relationship between product quality and profit

OD11 Explain concepts associated with international markets

OD12 Assess the presence of marketing infrastructure for agricultural commodities