

Product Marketing (AGBS)**AGBS 160. Agricultural Market Analysis (3)**

Prerequisite: AGBS 100 or permission of instructor. Commodity transformation and product flow through processing and distribution channels; market structure, conduct and performance; marketing system efficiency and marketing bill components; over supply, marketing orders, grading and standards, and price stabilization; price forecasting, futures market trading, and risk management. (Formerly AGECE 160)

AGBS 162. Commodity Futures Trading (3)

Prerequisite: AGBS 160 or permission of instructor. Study of commodity futures and options markets; speculative trading and techniques of fundamental and technical analyses; crop and livestock hedging strategies for commodity procurement and marketing; integrating options and futures trading for risk management; and development of futures trading plans. (Formerly AGECE 162)

AGBS 163. Agricultural Export Marketing (3)

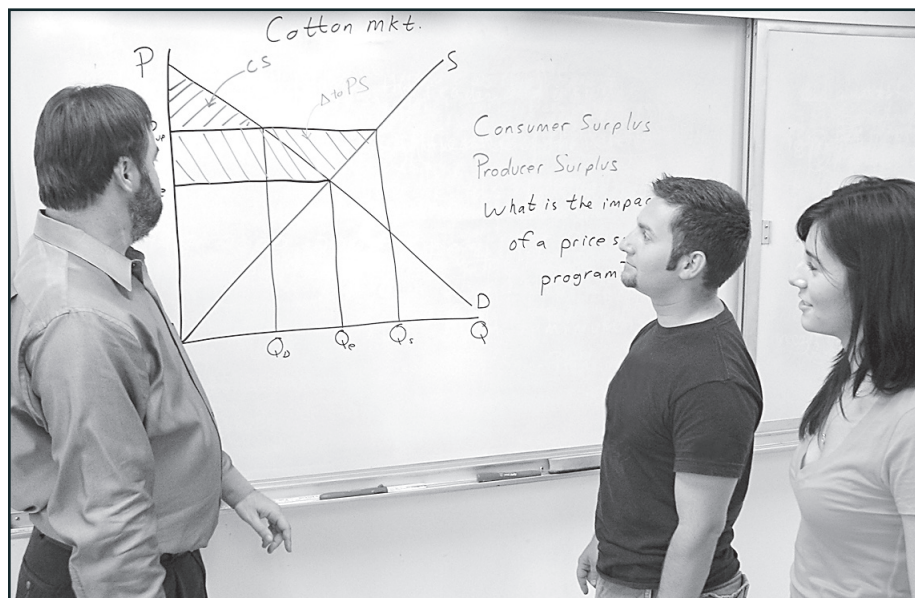
Prerequisite: AGBS 160 or permission of instructor. Determination of potential overseas markets for U.S. agricultural products through export marketing studies; foreign business environment and distribution channels; product preparation and transportation abroad; cultural-specific promotional and advertising programs; international sales agreements, financial transactions, plus banking and shipping documentation. (Formerly AGECE 163)

AGBS 164. Agribusiness Sales Management (3)

Prerequisite: AGBS 1. Marketing management strategies for stimulating business and consumer demand for agricultural goods and services; food and fiber merchandising using institutional, functional, value approaches; sales program organization and staff development for effective communication of product information and timely completion of transactions. (Formerly AGECE 164)

Decision Analysis (AGBS)**AGBS 71. Agricultural Business Statistics (3)**

Prerequisite: ELM requirement met. Study of statistical techniques and formal reasoning applications to management and social and agricultural sciences. Calculation, inter-



pretation, critical evaluation, and historical relevance of quantitative tools, data analysis, and results including graphical presentations, descriptive and inferential statistics, hypothesis formulation and testing, and regression. (Formerly AGECE 71)

AGBS 76. Agribusiness Microcomputer Applications (3)

Applied microcomputing for agribusiness management; use of spreadsheet, database management, and presentation software; applications to basic farm accounting and financial budgeting, farm production recordkeeping, crop and livestock enterprise management, and commodity price trend tracking. (Formerly AGECE 76)

AGBS 78. Agribusiness Quantitative Analysis (3)

Prerequisite: ELM requirement met. Functional relationships, marginal analysis and decision-making models in agribusiness; logic and probability in diagnosing problems, designing operations and achieving objectives; identification of procedures for efficient resource utilization. (Formerly AGECE 78)

AGBS 170. Advanced Agribusiness Applications (3)

Prerequisites: AGBS 110, 120, 130, 150, 160; upper-division writing skills requirement. Research methods applied to agricultural business; problem definition and solution formulation; data collection and analysis using statistics and other techniques. Culminating activities may include

research proposal, feasibility study, project review, business plan, strategic management, case study; written reports and oral presentations. (Formerly AGECE 170)

Special Topics (AGBS)**AGBS 80. Undergraduate Research (1-4; max total 4)**

Prerequisites: AGBS 1 and permission of instructor. Directed study or research on particular problems in the field of agricultural economics and business. Consult department policies and procedures governing undergraduate research. Approved for RP grading. (Formerly AGECE 80)

AGBS 85T. Topics in Agricultural Business (1-3; max total 6)

Agricultural economics, farm management, agribusiness management, financial planning, agricultural development, public policy, product marketing, and decision analysis. Topics may require lab hours. (Formerly AGECE 85T)

AGBS 173. Wine Marketing (3)

Prerequisites: ENOL 45; AGBS 1. Marketing principles as applied to wine. Role of wholesalers, distributors, retailers, cooperatives. Advertising. Regulations. Interstate and international trade. P (Formerly AGECE 173)

AGBS 180. Undergraduate Research (1-4; max total 4)

Prerequisites: senior standing, upper-division writing skills requirement, permission of instructor. Directed study or research