

AGRICULTURE BUSINESS COMMUNICATIONS

DATE:

INDUSTRY SECTOR: Agriculture and Natural Resources Sector

PATHWAY: Agricultural Business

CALPADS TITLE: Intermediate Agricultural Business (Concentrator)

CALPADS CODE: 7111

HOURS:

Total	Classroom	Laboratory/CC/CVE
180	25	155

JOB TITLE	O*NET CODE	JOB TITLE	O*NET CODE
Farm and Ranch Managers	11-9013.02	Buyers and Purchasing Agents, Farm Products	13-1021.00
Marketing Managers	11-2021.00	Market Research Analysts and Marketing Specialists	13-1161.00

COURSE DESCRIPTION:

This course is designed to promote and develop communication skills for use in the Agriculture Industry. Agriculture Business Communications is a concentrator course for our CTE Ag Business Pathway and is project-based course aimed at increasing students' intercommunication capabilities. Through the planning and participation in events for the school's FFA chapter, students will discover how to best effect change in their communities. Students will read about the nature of business leadership and its different styles. Additionally, students write frequently – critically, reflectively, persuasively – and speak about the real world issues and real-world business applications and operations in Agriculture. Topics will include current issues in Ag legislation, development of personal business leadership skills, FFA operations, FFA Judging Teams and exploration of past and present needs in the Ag Industry and its leaders. A supervised Agricultural Experience project is required and will be developed with the aid of the instructor. Students will help plan, organize and participate in FFA activities. Students are required to complete 20 hours per semester. FFA participation and SAE, Supervised Agricultural Experience, Project will be part of the grade for this course.

A-G APPROVAL:

G

ARTICULATION:

None

DUAL ENROLLMENT:

None

PREREQUISITES:

None

METHODS OF INSTRUCTION

- Direct instruction
- Group and individual applied projects
- Multimedia
- Demonstration
- Guest speakers

STUDENT EVALUATION:

- Student projects
- Written work
- Exams
- Observation record of student performance
- Completion of assignment

INDUSTRY CERTIFICATION:

- Southwest Airlines Professional Communications Certification

RECOMMENDED TEXTS:

- Agriculture Communications in Action
- Agribusiness Principles of Management

PROGRAM OF STUDY

Grade	Fall	Spring	Year	Course Type	Course Name
10, 11, 12				Concentrator	Agriculture Business Communications
12				Capstone	Agriculture Economics
12				Capstone	Agriculture Government

I.	UNIT 1 - COMMUNICATION THROUGH THE WRITTEN WORD	CR	Lab/ CC	Standards
	<p>In this unit, students will learn how to how to create, edit and proofread standard business communications, such as e-mails, business letters, memoranda. They will be introduced to the four stages in the writing process (prewriting, writing, post writing, and publishing). Throughout the writing process, students will learn about effective message development and use technology to aid in completion of the tasks. Students will also develop their editing skills, to include identifying and revising such mistakes as run-on sentences, inappropriate language level, use of active and passive voice, as well as unburying verbs.</p> <p>Unit Assignment(s): Major Assignments:</p> <p>Students will write a complaint letter to a company based on a given scenario. They will be expected to complete all four steps in the writing process, as well as having a peer review the letter.</p> <p>Students will complete a review of an ag event or exhibit. Students will their news media writing skills to create a review to be published in a newspaper, so students must consider their audience as they write the review.</p> <p>Students will research Internet safety and how to use Social Media wisely. Given a specific set of requirements, students will create a newsletter that contains short articles based on research. The audience for the newsletter will be middle-school students, so topic and tone will have to be considered in the writing process</p>	3	10	<p>Academic: RLST: 9-10.3, 9-10.4 WS: 11-12.4, 11-12.9, 9-10.4, 9-10.9</p> <p>CTE Anchor: Communications: 2.1, 2.2, 2.3, 2.4, 2.5, 2.6 Technology: 4.1, 4.3, 4.4, 4.7 Problem Solving and Critical Thinking: 5.1, 5.2 Health and Safety: 6.6 Responsibility and Flexibility: 7.3, 7.4, 7.5, 7.7 Ethics and Legal Responsibilities: 8.3, 8.4, 8.5, 8.6 Leadership and Teamwork: 9.6 Demonstration and Application: 11.2</p> <p>CTE Pathway: A5.2, A5.3, A5.4, A6.1, A6.3</p>
II.	UNIT 2 - COMMUNICATION THROUGH PRESENTATIONS	CR	Lab/ CC	Standards
	<p>In this unit, students will learn to effectively use presentation software and practice oral presentations. Throughout this unit, students will consider such elements as identifying the purpose of the presentation, analyzing the audience, gathering information, and finally determining how to present using presentation software as an aid. Students will learn about public speaking and those things they need to consider as they present (volume and rate, pronunciation and enunciation, eye contact, and movement).</p> <p>Unit Assignment(s): Major Assignments:</p> <p>Students will use a software package such as Google Slides, Prezi, or PowerPoint for presentations. Using the information they glean from their research, they will create a presentation and share their findings with the class.</p> <p>Students will research agriculture commodities or equipment. The goal of the presentation is to inform the class about product distribution and manufacturing process including raw materials, production, pricing, and marketing. Student must be able to utilize effective public speaking skills.</p>	4	20	<p>Academic: WS: 11-12.4, 11-12.7, 11-12.9, 9-10.4, 9-10.8, 9-10.9 PE: 12.2, 12.2.4, 12.2.5, 12.2.10</p> <p>CTE Anchor: Communications: 2.1, 2.3, 2.4, 2.5 Technology: 4.1, 4.2, 4.3 Problem Solving and Critical Thinking: 5.4 Responsibility and Flexibility: 7.4, 7.5 Ethics and Legal Responsibilities: 8.6 Leadership and Teamwork: 9.5</p> <p>CTE Pathway:</p>

				A2.1, A2.2, A2.3, A2.4, A5.1, A9.1
III.	UNIT 3 - COMMUNICATION THROUGH DATA PRESENTATIONS	CR	Lab/CC	Standards
	<p>In this unit, students will apply a variety of problem-solving techniques as they create solutions to data problems. They will apply known algorithms where appropriate and create new ones as needed. Students will be introduced to Boolean logic and functions. Students will learn how to present data in the form of charts and graphs to communicate the data in a way that can be more quickly analyzed and interpreted.</p> <p>Unit Assignment(s):</p> <p>Major Assignments:</p> <p>Using the Internet, research the price of a variety of agriculture production equipment/livestock. Using the information, students will create a “What if” scenario, that includes different financing options and terms. Use of payment and sum functions will be required.</p> <p>Students will create a budget for purchasing and acquiring their production items. They will research prices for any supplies needed, as well as equipment. A spreadsheet will be used to track total cost (Subtotal, Taxes, and Total). Each student will create a visual presentation that will outline the project and include a chart for a visual representation of the numeric data.</p>	3	15	<p>Academic:</p> <p>RLST: 9-10.3, 9-10.4</p> <p>WS: 11-12.4, 9-10.4</p> <p>PE: 12.1.2, 12.1, 12.2.8, 12.2.6, 12.2.2, 12.2</p> <p>CTE Anchor:</p> <p>Communications: 2.1, 2.5</p> <p>Technology: 4.1, 4.3</p> <p>Problem Solving and Critical Thinking: 5.1</p> <p>Health and Safety: 6.6</p> <p>Responsibility and Flexibility: 7.4, 7.5, 7.6</p> <p>Ethics and Legal Responsibilities: 8.1, 8.3, 8.6</p> <p>Leadership and Teamwork: 9.6</p> <p>CTE Pathway:</p> <p>A1.4, A1.6, A1.1, A2.4, A2.2, A2.3, A3.1, A3.2, A4.2, A4.5, A4.6, A9.1</p>
IV.	UNIT 4 - DIGITAL COMMUNICATION	CR	Lab/CC	Standards
	<p>In this unit, students will explore current trends in digital communication, including email, blogging, podcasts and social media. Students will be introduced to these forms of communication, will understand how they are used appropriately and which type of communication is likely to be effective. Students will examine multiple social media examples where businesses have successfully grown their customer base.</p> <p>Unit Assignment(s):</p> <p>Assignment:</p> <p>Working in teams of two, students will create a plan for social media services for a campus organization or an upcoming campus event. Students must set up an appropriately named account for the club, must link to the club’s Web site and provide a clear and concise description of the purpose of the club. Students must set a specific goal for their service such as increased attendance at club meetings, or increased awareness on campus of the club. At the end of the time period, students will create a presentation and give before class that informs the audience about the club and how the targeted social media campaign benefited the club.</p>	2	15	<p>Academic:</p> <p>RLST: 9-10.3, 9-10.4</p> <p>WS: 11-12.4, 11-12.9, 9-10.4, 9-10.9</p> <p>CTE Anchor:</p> <p>Communications: 2.1, 2.3, 2.5, 2.6</p> <p>Career Planning and Management: 3.1, 3.2, 3.3, 3.4, 3.8</p> <p>Technology: 4.1, 4.2, 4.3, 4.4</p> <p>Problem Solving and Critical Thinking: 5.1, 5.2, 5.4</p> <p>Health and Safety: 6.6</p>

				Ethics and Legal Responsibilities: 8.3 Leadership and Teamwork: 9.1, 9.1, 9.2, 9.3, 9.4, 9.5, 9.6, 9.7, 9.8, 9.9, 9.10, 9.11, 9.12, 9.13, 9.13 Technical Knowledge and Skills: 10.1, 10.2, 10.3, 10.5, 10.6, 10.7 Demonstration and Application: 11.1 CTE Pathway: A6.3, A6.1, A6.2, A7.3, A8.1, A9.5
V.	UNIT 5 - COMMUNICATION FOR EMPLOYMENT	CR	Lab/CC	Standards
	<p>This unit prepares students for successful job search and acquisition. Students will understand the key components of successful resumes and will analyze and understand the different formats of a resume. Students will examine how social media has changed hiring and gain an understanding of the importance of a presenting a professional digital profile. Students will understand digital techniques that will increase their chances of getting an interview, and will practice interviewing skills through multiple mock interviews. Students will develop and conduct a peer review of each other's job acquisition skills by sharing and providing constructive feedback to each other.</p> <p>Unit Assignment(s):</p> <p>Major Assignments:</p> <p>Students will demonstrate career skills that will enable them to be successful in the workplace and in post-high school educational settings.</p> <p>Students will research and create a digital career journal for 3 careers in the agriculture industry. Students will include the education requirements, earnings, and future outlook for their chosen careers.</p> <p>Students will create a sample resume for one of their chosen careers. Their resume will be printed & utilized for their mock interview.</p> <p>Students will participate in a mock interview with professionals from the community.</p>	3	25	Academic: RLST: 11-12.3, 9-10.3 WS: 11-12.4, 11-12.7, 9-10.4, 9-10.8 CTE Anchor: Communications: 2.1, 2.3, 2.4, 2.5, 2.6 Career Planning and Management: 3.1, 3.2, 3.3, 3.4, 3.5, 3.6, 3.7, 3.8, 3.9 Technology: 4.1, 4.2, 4.3, 4.4, 4.5, 4.7 Health and Safety: 6.2, 6.7 Responsibility and Flexibility: 7.2, 7.3, 7.4, 7.7, 7.8 Ethics and Legal Responsibilities: 8.1, 8.2, 8.3, 8.4, 8.5, 8.6, 8.7 Leadership and Teamwork: 9.1, 9.3, 9.5, 9.6, 9.8, 9.10, 9.12, 9.13, 9.13 Technical Knowledge and Skills: 10.1, 10.2, 10.4, 10.6, 10.8 Demonstration and Application: 11.1, 11.2, 11.3, 11.4,

				11.5 CTE Pathway: A1.1, A1.2, A1.3, A1.4, A2.1, A2.2, A5.5, A5.6, A5.1, A6.2, A6.1, A6.3, A8.1, A8.2, A9.5
VI.	UNIT 6 - LEADING A TEAM	CR	Lab/ CC	Standards
	<p>In this unit, students will be investigating the proper way to lead a team. This unit is essential because it helps provide more guidance on how to properly lead, motivate, and communicate with groups and teams. Students will learn about leading in an agribusiness setting as well as within their own FFA chapter. The students will also investigate their interpersonal skills to evaluate their personality and emotional intelligence to consider their leadership style.</p> <p>Unit Assignment(s):</p> <p>Students will practice their ability to lead and solve problems in group environment.</p> <p>Major Assignments:</p> <p>Students will take an online personality assessment to evaluate 4 sets of preferences and how to work well with different group personalities. Students will also take emotional intelligent quizzes to consider how to work with a diverse group of people.</p> <p>Students will be presented with mock conflicts in Agricultural work environments. They will have to present possible methods to reduce their conflict within the work environment. The students will work in groups to clearly determine the core issues within the situation and provide a clear plan on how to handle emotions effectively and create a resolution for the conflict.</p> <p>Leading a team is something often done by a coach. Hence, for an assignment, the students will be introduced to 10 key coaching skills. The students will have to take these ten key coaching skills and write about how they will apply them to being a leader in the FFA chapter. They will have to come up with a plan on how to better be leaders in their FFA chapter using these 10 key coaching skills.</p>	3	15	<p>Academic:</p> <p>RLST: 9-10.3, 9-10.4, 9-10.5</p> <p>WS: 11-12.4, 11-12.7, 11-12.9, 9-10.4, 9-10.8, 9-10.9</p> <p>CTE Anchor:</p> <p>Communications: 2.1, 2.2, 2.3, 2.4, 2.5, 2.6</p> <p>Technology: 4.1, 4.2, 4.3, 4.7</p> <p>Problem Solving and Critical Thinking: 5.1, 5.2, 5.3, 5.4</p> <p>Health and Safety: 6.2, 6.3, 6.4, 6.6</p> <p>Responsibility and Flexibility: 7.2, 7.3, 7.4, 7.5, 7.6, 7.7</p> <p>Ethics and Legal Responsibilities: 8.1, 8.2, 8.3, 8.4, 8.5, 8.6, 8.7</p> <p>Leadership and Teamwork: 9.1, 9.1, 9.2, 9.3, 9.4, 9.5, 9.6, 9.7, 9.8, 9.9, 9.10, 9.11, 9.12, 9.13, 9.13</p> <p>Technical Knowledge and Skills: 10.1, 10.2, 10.3, 10.5, 10.6, 10.7, 10.8</p> <p>Demonstration and Application: 11.1, 11.2, 11.3</p> <p>CTE Pathway:</p> <p>A2.1, A5.5, A5.6, A5.4, A5.1, A5.3, A5.2, A6.1, A6.2, A6.3, A9.5, A9.7, A9.6, A9.4</p>
VII.	UNIT 7 - AGRIBUSINESS MANAGEMENT	CR	Lab/ CC	Standards

	<p>In this unit students will learn about agribusiness organization, global influence, and ethical and social responsibility in business. Students will review business planning and the decision making process in agriculture business. They will go over proper planning tools and techniques for running a successful business.</p> <p>Unit Assignment(s):</p> <p>Major Assignments:</p> <p>Students will review proper ethical behaviors within a business organization through book questions and chapter review. Students will be given a variety of ethical case studies, and asked to discuss and determine their ethical and social plan of action as a business professional.</p> <p>Students will use online resources in order to research the top agriculture exports and imports for both the state and country. In partners they will pick a country to review and present a small poster demonstrating international agriculture production and trade regarding their chosen country.</p> <p>Students will individually be asked to pick a agribusiness topic & create a printed marketing plan report about their business. Students will list their products, pricing, location and product distribution, and how they plan to effectively promote their product. The report must include a creative cover page with company logo and printed advertisement.</p>	5	40	<p>Academic:</p> <p>RLST: 9-10.3, 9-10.4, 9-10.5 WS: 11-12.4, 11-12.7, 11-12.9, 9-10.4, 9-10.7, 9-10.8, 9-10.9 PE: 12.1, 12.1.1, 12.1.2, 12.2.1, 12.2.2, 12.2.3, 12.2.4, 12.2.5, 12.2, 12.2.7, 12.2.8, 12.6.4, 12.6</p> <p>CTE Anchor:</p> <p>Communications: 2.1, 2.2, 2.4, 2.5, 2.6 Technology: 4.1, 4.2, 4.3, 4.4, 4.7 Problem Solving and Critical Thinking: 5.1, 5.2, 5.4 Responsibility and Flexibility: 7.2, 7.3, 7.5, 7.6 Ethics and Legal Responsibilities: 8.1, 8.2, 8.3, 8.6, 8.7 Leadership and Teamwork: 9.1, 9.2, 9.3 Technical Knowledge and Skills: 10.1, 10.2, 10.4, 10.6 Demonstration and Application: 11.1, 11.2, 11.3, 11.4, 11.5</p> <p>CTE Pathway:</p> <p>A1.5, A1.6, A1.3, A1.4, A1.1, A1.2, A2.1, A2.2, A2.3, A2.4, A2.5, A2.6, A3.1, A3.2, A3.3, A4.2, A4.5, A4.6, A5.2, A5.3, A5.4, A5.5, A7.4, A7.5, A7.6, A7.1, A7.2, A7.3, A8.1, A8.2, A8.3, A9.1, A9.2, A9.3, A9.6, A9.7</p>
VIII.	UNIT 8 - AGRICULTURAL ISSUES	CR	Lab/ CC	Standards

	<p>In this unit, students will research various agricultural issues in the industry such as water rights, land uses, and any other issue relating to agriculture. They will choose an agricultural issue that interests them and complete digital research on this issue and prepare a report including solutions and recommendations. They will be introduced to the proper procedures for making a convincing presentation and basic presentation skills. In this unit, they are learning more about common issues within the industry as well as further developing their public speaking skills.</p> <p>Unit Assignment(s):</p> <p>Major Assignments:</p> <p>Students will take their chosen agricultural issue and create a digital presentation to present to local agriculturalists. This assignment allows students to demonstrate their writing skills as they write their presentation as well as demonstrate their use of technology to make a persuasive presentation. The panel of agricultural industry professionals will listen to these presentations and ask the student presenter questions at the end of each presentation.</p>	2	15	<p>Academic:</p> <p>RLST: 9-10.3, 9-10.4, 9-10.5 WS: 11-12.4, 11-12.7, 11-12.9, 9-10.4, 9-10.7, 9-10.8, 9-10.9</p> <p>CTE Anchor:</p> <p>Communications: 2.1, 2.4, 2.5, 2.6 Technology: 4.1, 4.2, 4.3, 4.4, 4.5 Problem Solving and Critical Thinking: 5.1, 5.2, 5.3, 5.4 Responsibility and Flexibility: 7.2, 7.3, 7.5, 7.7, 7.8 Ethics and Legal Responsibilities: 8.1, 8.2, 8.3, 8.4, 8.6, 8.7 Leadership and Teamwork: 9.1, 9.2, 9.3, 9.5, 9.6, 9.7, 9.8, 9.9, 9.10, 9.11, 9.12, 9.13, 9.13 Technical Knowledge and Skills: 10.1, 10.2, 10.3, 10.4, 10.5</p> <p>CTE Pathway:</p> <p>A2.4, A2.1, A2.2, A3.1, A5.5, A5.6, A5.3, A5.4, A5.1, A5.2, A6.1, A6.3, A6.2, A9.6, A9.7, A9.4, A9.5, A9.1, A9.2</p>
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Entered by:

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