Southwest Wisconsin TECHNICAL COLLEGE

1800 Bronson Blvd., Fennimore, WI 53809 | 608.822.3262 | Toll Free: 800.362.3322 | www.swtc.edu

Agribusiness Management Program

Course Curriculum

Semester 01 (Tuition: $2,420)

Course #	Course Title	Credits
10-006-161	Career Development in Agriculture	1

Credits: 1 Lecture Hours: 18
Student will explore the various careers in agriculture and develop documents needed to secure a career.

10-006-180	Animal Science	3

Credits: 3 Lecture Hours: 36 Lab Hours: 36
This course provides fundamental knowledge of the animal science field. Topics include animal health, animal environments, anatomy and physiology, genetics and reproduction, animal feedstuffs, and job related safety. Participants will experience animal concepts through the completion of hands-on activities.

10-093-101	Plant and Soil Science	3

Credits: 3 Lecture Hours: 36 Lab Hours: 36
Course is designed to provide the student with fundamental knowledge of soil, soil composition and plant components and their function. Students will build their knowledge on the physical and biological properties of soil and soil fertility, along with the factors that influence seed germination, plant growth and reproduction. Students will gain additional knowledge through hands-on experience in the classroom and out in the field.

10-103-106	Beginning Microsoft Excel	1

Credits: 1 Lecture Hours: 18
This course is an introduction to Microsoft Excel. Students will learn the basic features to produce basic worksheets and charts. Other topic areas covered include formatting, formulas, built-in functions used to design functional worksheets to solve business problems. Basic experience with Windows is assumed.

10-801-136	English Composition I	3

Credits: 3 Lecture Hours: 54
Learners develop and apply skills in all aspects of the writing process. Through a variety of learning activities and written documents, learners employ rhetorical strategies, plan, organize and revise content, apply critical reading strategies, locate and evaluate information, integrate and document sources, and apply standardized English language conventions.

10-804-189	Introductory Statistics	3

Credits: 3 Lecture Hours: 54
Students taking Introductory Statistics display data with graphs, describe distributions with numbers, perform correlation and regression analyses, and design experiments. They use probability and distributions to make

predictions, estimate parameters, and test hypotheses. They draw inferences about relationships including ANOVA.

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Semester 02 (Tuition: $2,640)

Course #	Course Title	Credits
10-006-113	Precision Ag Technologies	3

Credits: 3 Lecture Hours: 36 Lab Hours: 36
Student will study fundamental processes of the Global Positioning System (GPS) with emphasis on its application to agricultural production. Technical aspects of the GPS satellites, differential correction, and hardware will be covered. The specific applications of the technology in agriculture for navigation, mapping, soil management, variable rate technology (VRT), and yield monitoring will be discussed and demonstrated by the student. Student will gain exposure to technology cost, and potential economic benefit of technology application. Student will also be introduced to the operation of Geographic Information Systems (GIS).

10-006-133	Agribusiness Financial Management	3

Credits: 3 Lecture Hours: 54
This course will cover financial documents and practices as they relate to agribusinesses. Students will learn how agribusinesses use financial statements to analyze the financial health of a business. This course will give students a basic understanding of how to manage working capital and obtain financing.

10-006-136	Agricultural Commodity Marketing	3

Credits: 3 Lecture Hours: 45 Lab Hours: 18
Operation and use of agricultural commodity markets and institutions as applied to enterprise and firm risk management. Cash markets; futures markets and futures option markets; basis; hedging and forward pricing; fundamental analysis; technical analysis and risk management strategies.

10-070-105	Ag Safety, Electrical & Maintenance	3

Credits: 3 Lecture Hours: 36 Lab Hours: 36
Students will learn skills necessary to help them make general repairs and identify proactive maintenance steps of all types of equipment throughout a farmstead. Safety while performing daily tasks will be included in every unit. Emphasis areas include selecting personal protective equipment, working around cattle, crop storage, farm chemicals and fluids storage, safety awareness of electrical systems both on equipment and around the farmstead, selecting proper tools to perform maintenance procedures, and ATV safety. Students will gain an understanding of viewing the farmstead with a safety focus to recognize farm hazards and being aware of corrective measures that are needed to make the farmstead safe for all personnel on the farm.

10-801-198	Speech	3

Credits: 3 Lecture Hours: 54
Students explore the fundamentals of effective oral presentations to small and large groups. Students demonstrate competency through topic selection, audience analysis, methods of organization, research, structuring evidence and support, delivery techniques, and other essential elements of speaking successfully, including the listening process.

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Semester 03 (Tuition: $520)

Course #	Course Title	Credits
10-006-197	Agribusiness Experiential Learning	3

Credits: 3 Lecture Hours: 0 Occupational Hours: 216
The student will have the opportunity to apply course work to a practical, on-the-job situation. Goals, competencies and core abilities are followed. Prerequisites: Agribusiness Financial Management (10-006-133), Farm Animal Reproduction (10-006-150), Pest ID & Mgt/Crop Scouting and Control (10-093-109), or Introduction to Animal Health (10-080-118)

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Semester 04 (Tuition: $2,750)

Course #	Course Title	Credits
10-006-134	Agricultural Equipment Management	3

Credits: 3 Lecture Hours: 54
Course will provide the student with the knowledge necessary to make decisions related to equipment management. Study will include industry trends, power units, machine capacity and equipment management principles. A unit on equipment appraisal will be included. Students will take part in activities off campus to reinforce classroom material.

10-006-137	Agribusiness Marketing & Promotion	3

Credits: 3 Lecture Hours: 54
This course will apply specific principles of marketing to an agricultural business. Student will develop understanding and skills related to the relationship between a business and their customers. Units of study will include analyzing market potential, identifying target markets, the food chain, international trade, evaluating market trends and understanding competitive behavior. Students will create a branding plan for a business and outline methods of connecting with the customer base.

10-006-162	Agribusiness Operations	3

Credits: 3 Lecture Hours: 54
Students will develop skills in understanding the agribusiness industry and the operational responsibilities of a business. Studies will include the role of management, forecasting, budgeting and the marketing approach to customer satisfaction. Students will develop a business plan for an agricultural related business.

10-101-111	Accounting 1	4

Credits: 4 Lecture Hours: 36 Lab Hours: 72
Students learn accounting concepts and principles in a logical step-by-step manner. Students will do extensive problem work. Students focus on accounting for both service and merchandising businesses.

10-809-199	Psychology of Human Relations	3

Credits: 3 Lecture Hours: 54
Explores the relationship between the general principles of psychology and our everyday lives. Students are given the opportunity to achieve a deepened sense of awareness of themselves and others. This understanding enables students to improve their relationship with others at work, in the family, and in society.

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Semester 05 (Tuition: $2,580)

Course #	Course Title	Credits
10-006-164	Agriculture Law	3

Credits: 3 Lecture Hours: 54
Students will acquire skills needed to be in compliance with laws regulating the industry of agriculture. Units of

study will include: transportation, legal descriptions, USDA and WDACTP regulations, agricultural contracts and others rules pertaining to the operation of an agribusiness.

10-006-167 Agriculture Risk Management 3

Credits: 3 Lecture Hours: 54
The profitable operation of business is foundational to the sustainability of that business. Students will develop strategies to ensure that the risk associated with the operation of an agribusiness is managed. Studies will include financial health and ratios, taxation, depreciation schedules and making producer recommendations.
Prerequisites: Agribusiness Operations (10-006-162)

10-102-129 Human Resources Management 3

Credits: 3 Lecture Hours: 54
Students will explore the people dimension of organizations; one of the most challenging aspects of management. Students will develop skills in the processes employed by human resource professionals to ensure employee's abilities are used effectively and efficiently to achieve an organization's goals. The impact of laws and of societal and business trends on human resource functions will be analyzed.

10-104-105 Selling Principles 3

Credits: 3 Lecture Hours: 54
Philosophy of personal selling is introduced through learning to understand the societal role of salespersons and the human behaviors of customers, as well as how to sell ideas, services, and products. Students prepare sales presentations and practice selling techniques.

10-809-196 Intro to Sociology 3

Credits: 3 Lecture Hours: 54
Introduces students to the fundamental sociological concepts, including sociological perspectives, research methods, the significance of culture in society, and the socialization process. Other topics include deviance, the impact of groups on behavior, societal inequities, global changes, the role of social institutions, and social stratification.

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Total Credits: 63

Estimated Total Tuition*: $10,910