Eastern WV Community & Technical College
Master Course Record

Course Prefix and Number: BUS 232
Course Title: Agribusiness Entrepreneurship
Recommended Transcript Title (if over 40 characters)
Date Approved/Revised: 1-28-19

Credit Hours: 3
 Contact hours per week (Based on 15 week term):
     Lecture:
     Lab:

Prerequisite: None   **Corequisite:** None   **Pre/Corequisite:** None
Grading Mode: Letter
Catalog Description: This course presents the various steps considered necessary when going into agribusiness. Topic includes the process of bringing an agricultural product from conceptualization to market, product service analysis, market research evaluation, ways to finance startup, operations of the business, and development of business plan for agricultural products.

Course Outcomes:
   1. Develop a strategic plan for an agribusiness to be successful
   2. Develop a business plan for a selected agribusiness enterprise outlining the production, processing, distributing, financing, and marketing
   3. Explain how small businesses can pinpoint their target markets and build a competitive edge
   4. Describe effective pricing techniques for new and existing products
   5. Identify and summarize the various federal loan programs aimed at agricultural businesses

Implementation Cycle: Fall

Role in College Curriculum: (Check all that apply)
   General Education Core (Specify category)
   Technical Core (BET)
 Ξ **Restricted Elective (BUS AAS and BUS CAS)**
   General Elective
   Workforce Education
   Other (Please specify)

Course Fee: No
Instructor's Qualifications: Bachelor's degree in Business or related field, and experience in Agriculture.
Expanded Course Description: The course covers local, national and international agribusiness opportunities.

Prepared by: Seyed Mirkhani, Division Chair   1/17/2019
Name, Title   Date
Approved Per LOT Minutes

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Dean, Academic and Student Services   Date