



# AGRICULTURAL SALES AND SERVICE

#01034

## Description

To provide students with skills necessary for entry into employment or furthering education in agriculture sales and service. The course deals with business organizations, business structures, job responsibilities, job applications, and interviewing, human relations, marketing, selling, displaying, using business machines, business accounting, and management skills. Learning activities are varied with classroom, laboratory, and field experiences. Leadership development and supervised agricultural experience programs are an integral part of this course.

Grade 10-12

½ or 1 credit

Max Credit = 1

<b>Standard 1</b>	<b>AGRICULTURE, FOOD, &amp; NATURAL RESOURCES (AFNR) CLUSTER SKILLS</b>	
<b>Topic 1.1</b>	<i>Analyze how issues, trends, technologies, and public policies impact systems in the Agriculture, Food, &amp; Natural Resources Career Cluster.</i>	
<b>Student Competencies</b>		
	<b>1.1.1</b>	<b>RESEARCH, EXAMINE, AND DISCUSS ISSUES AND TRENDS THAT IMPACT AFNR SYSTEMS ON LOCAL, STATE, NATIONAL, AND GLOBAL LEVELS.</b>
	1.1.1.1	Examine historical and current data to identify issues impacting AFNR systems.
	1.1.1.2	Research and summarize trends impacting AFNR systems.
<b>Topic 1.2</b>	<i>Evaluate the nature and scope of the Agriculture, Food, &amp; Natural Resources Career Cluster and the role of agriculture, food, and natural resources (AFNR) in society and the economy.</i>	
<b>Student Competencies</b>		
	<b>1.2.1</b>	<b>RESEARCH AND USE GEOGRAPHIC AND ECONOMIC DATA TO SOLVE PROBLEMS IN AFNR SYSTEMS.</b>
	1.2.1.1	Research and describe different types of geographic data used in AFNR systems.
	1.2.1.2	Identify and examine economic data related to AFNR systems (e.g., commodity markets, food marketing, food, and nutritional assistance programs, etc.).
	1.2.1.3	Analyze and interpret AFNR related geographic data using a variety of systems and technologies (e.g., GIS, GPS, etc.).
	1.2.1.4	Analyze and interpret a set of economic data and explain how it impacts an AFNR system.
	<b>1.2.2</b>	<b>EXAMINE THE COMPONENTS OF THE AFNR SYSTEMS AND ASSESS THEIR IMPACT ON THE LOCAL, STATE, NATIONAL, AND GLOBAL SOCIETY AND ECONOMY.</b>
	1.2.2.1	Identify and summarize the components within AFNR systems (e.g., Animal Systems: health, nutrition, genetics, etc.; Natural Resources Systems: soil, water, etc.).
	1.2.2.2	Define and summarize societies on local, state, national, and global levels and describe how they relate to AFNR systems.
	1.2.2.3	Examine and summarize the components of the agricultural economy (e.g., environmental, crops, livestock, etc.).

<b>Topic 1.5</b>	<i>Describe career opportunities and means to achieve those opportunities in each of the Agriculture, Food, &amp; Natural Resources career pathways.</i>	
	<b>Student Competencies</b>	
	1.5.1	<b>EVALUATE AND IMPLEMENT THE STEPS AND REQUIREMENTS TO PURSUE A CAREER OPPORTUNITY IN EACH OF THE AFNR CAREER PATHWAYS (E.G., GOALS, DEGREES, CERTIFICATIONS, RESUMES, COVER LETTER, PORTFOLIOS, INTERVIEWS, ETC.).</b>
	1.5.1.1	Identify and summarize the steps to pursue a career in an AFNR pathway (e.g., self-assessment, set goals, etc.).
	1.5.1.2	Examine the educational, training, and experiential requirements to pursue a career in an AFNR pathway (e.g., degrees, certifications, training, internships, etc.).
	1.5.1.3	Research and summarize specific tools (e.g., resumes, portfolios, cover letters, etc.) and processes (e.g., interviews, applications, etc.) needed to pursue a career in an AFNR pathway.
	1.5.1.4	Create a personal plan outlining goals and steps to obtain a career in an AFNR pathway.
	1.5.1.5	Analyze personal skillset and create a plan for obtaining the required education, training, and experiences to obtain a career in an AFNR pathway.
	1.5.1.6	Assess personal goals, experiences, education, and skillsets and organize them to produce the appropriate tools and develop the skills to effectively communicate about one's qualifications for an AFNR career.
	1.5.2	<b>EXAMINE AND CHOOSE CAREER OPPORTUNITIES THAT ARE MATCHED TO PERSONAL SKILLS, TALENTS, AND CAREER GOALS IN AN AFNR PATHWAY OF INTEREST.</b>
	1.5.2.1	Examine and categorize careers in each of the AFNR pathways.
	1.5.2.2	Research and describe careers in each of the AFNR pathways and choose potential careers connecting to personal interests and skills.
	1.5.2.3	Assess personal skills and align them with potential career opportunities in AFNR pathways.
	1.5.2.4	Assemble and analyze examples of careers and related statistics on a local, state, national, and global level.

Standard 2	<b>AGRIBUSINESS SYSTEMS</b>	
Topic 2.1	<i>Apply management planning principles in AFNR businesses.</i>	
<b>Student Competencies</b>		
	2.1.1	<b>APPLY MICRO- AND MACROECONOMIC PRINCIPLES TO PLAN AND MANAGE INPUTS AND OUTPUTS IN AN AFNR BUSINESS.</b>
	2.1.1.1	Examine and provide examples of microeconomic principles related to decisions about AFNR business inputs and outputs (e.g., supply, demand and equilibrium, elasticity, diminishing returns, opportunity cost, etc.).
	2.1.1.2	Examine and provide examples of macroeconomic principles related to AFNR businesses (e.g., Gross Domestic Product, inflation, capital accounts, unemployment rate, etc.).
	2.1.1.3	Define and research the nature of monetary policies in different global economic systems (e.g., traditional economic system, command economic system, market economic system, mixed economic system, etc.).
	2.1.1.4	Apply microeconomic principles to calculate values associated with different inputs and outputs in AFNR businesses (e.g., price, point of equilibrium, opportunity costs, marginal costs, etc.).
	2.1.1.5	Analyze and describe the relationship between AFNR business and industry outputs and domestic and global macroeconomic trends (e.g., Gross Domestic Product, national income, rate of growth, price levels, etc.).
	2.1.1.6	Assess the monetary policy in different countries and explain how it impacts AFNR businesses.
	2.1.2	<b>READ, INTERPRET, EVALUATE AND WRITE STATEMENTS OF PURPOSE TO GUIDE BUSINESS GOALS, OBJECTIVES, AND RESOURCE ALLOCATION.</b>
	2.1.2.1	Read and interpret statements of purpose (e.g., vision, mission statement, charter, etc.).
	2.1.2.2	Identify the meaning and importance of goals and objectives in AFNR business enterprises.
	2.1.3	<b>DEVISE AND APPLY MANAGEMENT SKILLS TO ORGANIZE AND RUN AN AFNR BUSINESS IN AN EFFICIENT, LEGAL, AND ETHICAL MANNER.</b>
	2.1.3.1	Define and provide examples of management skills used to organize an AFNR business (e.g., management types, organizational structures, time management techniques, conducting business agreements, etc.).
	2.1.3.2	Identify and interpret appropriate local, state, federal, international, and industry regulations that impact the management and operation of AFNR businesses.
	2.1.3.3	Identify and evaluate the presence or lack of ethical standards in planning and operating AFNR businesses.
	2.1.3.4	Analyze the effectiveness of different management skills used in an AFNR business.
	2.1.3.5	Assess and describe the positive and negative impact of local, state, federal, international, and industry regulations on the management and operation of AFNR businesses.

	2.1.3.6	Analyze the importance of using ethical standards and develop methods to communicate ethical standards within AFNR businesses.
2.1.4	<b>EVALUATE, DEVELOP AND IMPLEMENT PROCEDURES USED TO RECRUIT, TRAIN, AND RETAIN PRODUCTIVE HUMAN RESOURCES FOR AFNR BUSINESSES.</b>	
	2.1.4.1	Research and explain the meaning and functions of human resources in AFNR businesses (e.g., recruitment, evaluate employee performance, employee record management, compensation, etc.).
	2.1.4.2	Identify and explain programs used in AFNR businesses to recruit, train, and retain employees and define their purpose (e.g., career development, training plans, recruitment plans, evaluation programs, etc.).
	2.1.4.3	Research and summarize purposes and objectives of benefit and compensation plans for AFNR businesses.
	2.1.4.4	Create methods to describe specific positions and structures of an AFNR business to share with human resources (e.g., job descriptions, business information sheet, pamphlet, etc.).
	2.1.4.5	Analyze and evaluate programs used to recruit, train, and retain employees based on their effectiveness.
	2.1.4.6	Generate compliant and competitive benefit and compensation plans for AFNR business employees.
<b>Topic 2.2</b>	<i>Use record keeping to accomplish AFNR business objectives, manage budgets, and comply with laws and regulations.</i>	
<b>Student Competencies</b>		
2.2.1	<b>APPLY FUNDAMENTAL ACCOUNTING PRINCIPLES, SYSTEMS, TOOLS, AND APPLICABLE LAWS AND REGULATIONS TO RECORD, TRACK, AND AUDIT AFNR BUSINESS TRANSACTIONS (E.G., ACCOUNTS, DEBITS, CREDITS, ASSETS, LIABILITIES, EQUITY, ETC.).</b>	
	2.2.1.1	Examine and describe accounting systems and procedures used for record keeping in AFNR businesses (e.g., cash vs. accrual systems, identification of appropriate accounts, double-entry accounting, entry of debits and credits, etc.).
	2.2.1.2	Research and summarize the features of different tools and services for recording, tracking, and auditing AFNR business transactions (e.g., electronic tools, paper-based tools, consultative services, online services, banking services, etc.).
	2.2.1.3	Research and examine the implications of applicable laws and regulations related to recording, tracking, and auditing AFNR business transactions (e.g., Generally Accepted Accounting Principles, data security, etc.).
2.2.2	<b>ASSEMBLE, INTERPRET, AND ANALYZE FINANCIAL INFORMATION AND REPORTS TO MONITOR AFNR BUSINESS PERFORMANCE AND SUPPORT DECISION-MAKING (E.G., INCOME STATEMENTS, BALANCE SHEETS, CASH-FLOW ANALYSIS, INVENTORY REPORTS, BREAK-EVEN ANALYSIS, RETURN ON INVESTMENT, TAXES, ETC.).</b>	
	2.2.2.1	Compare and contrast the different types of financial reports (e.g., income statements, cash flow statements, equity statements, etc.) and their frequency of use (e.g., daily, weekly, monthly, quarterly, annual) for monitoring AFNR business performance.

	2.2.2.2	Research and summarize strategies for tracking, reporting and managing inventory in AFNR businesses (e.g., spreadsheets, databases, word processing, networked systems, the Internet, etc.).
	2.2.2.3	Define and classify different types of taxes that may be paid by AFNR businesses (e.g., income, property, sales, employment, estate, etc.).
	2.2.2.4	Prepare and interpret financial reports to describe the performance of AFNR businesses (e.g., efficiency, profitability, net worth, financial ratios, working capital ratio, leverage, etc.).
	2.2.2.5	Use accounting information to prepare financial reports associated with inventory in AFNR businesses (e.g., cost of goods sold, margins on goods, etc.).
	2.2.2.6	Analyze and describe reporting requirements for different types of taxes paid by AFNR businesses (e.g., income, property, sales, employment, etc.).
	2.2.2.7	Recommend appropriate financial reports to assemble to support specific AFNR business decisions (e.g., evaluating efficiency, profitability, net worth, financial ratios, etc.).
	2.2.2.8	Create recommendations to improve management of inventory in AFNR businesses (e.g., maintaining optimal levels, calculating costs of carrying input and output inventory, supply chain management, etc.).
	2.2.2.9	Assemble financial information to prepare tax filings for AFNR businesses.
<b>Topic 2.3</b>	<b><i>Manage cash budgets, credit budgets, and credit for an AFNR business using generally accepted accounting principles.</i></b>	
<b>Student Competencies</b>		
	2.3.1	<b>DEVELOP, ASSESS, &amp; MANAGE CASH BUDGETS TO ACHIEVE AFNR BUSINESS GOALS.</b>
	2.3.1.1	Compare and contrast components of cash budgets (e.g., anticipated revenue, production costs, overhead costs, profit, etc.) and identify the appropriate components to include in a budget given the nature of the AFNR enterprise.
	2.3.1.2	Research and summarize factors that impact management of cash budgets in AFNR businesses (e.g., changes in price of inputs/outputs, financial investment performance, capital purchases, human resources, etc.).
	2.3.2	<b>ANALYZE CREDIT NEEDS AND MANAGE CREDIT BUDGETS TO ACHIEVE AFNR BUSINESS GOALS.</b>
	2.3.2.1	Research and summarize the characteristics of different types of credit instruments available to AFNR businesses (e.g., lines of credit, operating notes, alternative sources of capital, etc.).
	2.3.2.2	Examine and interpret the terms and conditions associated with credit instruments used in AFNR businesses (e.g., repayment terms, APR, grace periods, personal liability, interest rates, etc.).

<b>Topic 2.4</b>	<i>Develop a business plan for an AFNR business.</i>	
<b>Student Competencies</b>		
2.4.1	<b>ANALYZE CHARACTERISTICS AND PLANNING REQUIREMENTS ASSOCIATED WITH DEVELOPING BUSINESS PLANS FOR DIFFERENT TYPES OF AFNR BUSINESSES.</b>	
	2.4.1.1	Describe the meaning, importance, and economic impact of entrepreneurship on the AFNR industry and larger economy.
	2.4.1.2	Categorize the characteristics of the types of ownership structures used in AFNR businesses (e.g., sole proprietorships, cooperatives, partnerships, and corporations).
	2.4.1.3	Research and describe the components to include in a business plan for an AFNR business.
2.4.2	<b>DEVELOP PRODUCTION AND OPERATIONAL PLANS FOR AN AFNR BUSINESS.</b>	
	2.4.2.1	Identify and define the components of operational plans in AFNR businesses (e.g., location, supply and inventory management, production and distribution, organization structure, etc.).
	2.4.2.2	Devise strategies to illustrate the production process of an AFNR business to produce a specific agricultural product.
2.4.3	<b>IDENTIFY AND APPLY STRATEGIES TO MANAGE OR MITIGATE RISK.</b>	
	2.4.3.1	Assess and classify sources of risk for an AFNR business (e.g., financial risk, public perception of company, etc.).
	2.4.3.2	Research and summarize examples that illustrate the importance of risk and uncertainty within AFNR businesses.
<b>Topic 2.5</b>	<i>Use sales and marketing principles to accomplish AFNR business objectives.</i>	
<b>Student Competencies</b>		
2.5.1	<b>ANALYZE THE ROLE OF MARKETS, TRADE, COMPETITION AND PRICE IN RELATION TO AN AFNR BUSINESS SALES AND MARKETING PLANS.</b>	
	2.5.1.1	Distinguish and explain markets related to AFNR businesses (e.g. commodity markets, energy markets, etc.).
	2.5.1.2	Research and summarize different forms of market competition found in AFNR businesses (e.g., direct competitors, indirect competitors, replacement competitors, etc.).
	2.5.1.3	Analyze and describe the role of trade and price in the market structure as it relates to AFNR businesses.
	2.5.1.4	Compare and contrast different forms of market competition and how they can be applied to different AFNR businesses.
	2.5.1.5	Evaluate and predict future trends for a specific AFNR product as related to markets, trade and price (e.g., corn, oil, wheat, etc.).
	2.5.1.6	Design and conduct experiments to determine market competition effectiveness of different AFNR businesses.

	2.5.2	<b>ASSESS AND APPLY SALES PRINCIPLES AND SKILLS TO ACCOMPLISH AFNR BUSINESS OBJECTIVES.</b>
	2.5.2.1	Identify and explain components of the sales process for AFNR businesses (e.g., understanding needs, develop solutions, close sale, etc.).
	2.5.2.2	Research and summarize examples of different types of sales calls used in AFNR businesses (e.g., cold calls, face-to-face meetings, follow up calls, etc.).
	2.5.2.3	Apply the sales process to AFNR businesses and communicate ways of accomplishing the businesses' goals and objectives.
	2.5.2.4	Assess different customer reactions that could be encountered during different types of sales calls used in AFNR businesses and prepare an appropriate response (e.g., objections, competitor prices, competing products, post-sale service, complaints about product, etc.).
	2.5.2.5	Analyze the sales process of AFNR businesses and create methods to suggest improvements.
	2.5.2.6	Create strategies for developing plans for different types of sales calls used in AFNR businesses.
	2.5.3	<b>ASSESS MARKETING PRINCIPLES AND DEVELOP MARKETING PLANS TO ACCOMPLISH AFNR BUSINESS OBJECTIVES.</b>
	2.5.3.1	Identify and explain marketing principles used in AFNR businesses (e.g., 4 P's [product, place, price, promotion]; attention, interest, desire, action, etc.).
	2.5.3.2	Research and categorize different strategies used in marketing programs for AFNR businesses (e.g., Internet, direct to customer, social media, etc.).
	2.5.3.3	Research and summarize the purpose, components and process to develop marketing plans for AFNR businesses.
	2.5.3.4	Assess and select appropriate alternative marketing strategies (e.g. value-adding, branding, niche marketing, etc.) for AFNR businesses using established marketing principles.
	2.5.3.5	Compare and contrast the strategies of marketing for products and services used in AFNR businesses (e.g., direct marketing, commodities, etc.).
	2.5.3.6	Perform a market analysis to gather information for marketing plans for AFNR businesses (e.g., evaluation of competitors, customers, domestic and international policy, regulations and rules, standards, etc.).
	2.5.3.7	Deconstruct and analyze current AFNR marketing plans to determine the effectiveness of implementation of marketing principles and alternative marketing strategies.
	2.5.3.8	Devise plans to implement and evaluate marketing strategies for products and services used in AFNR businesses.
	2.5.3.9	Construct comprehensive marketing plans for AFNR businesses.



# Career Ready Practices (CRP)

## FFA & SUPERVISED AGRICULTURAL EXPERIENCE

CRP 1	Act as a responsible and contributing citizen and employee.
CRP 2	Apply appropriate academic and technical skills.
CRP 3	Attend to personal health and financial well-being.
CRP 4	Communicate clearly, effectively, and with reason.
CRP 5	Consider the environmental, social, and economic impacts of decisions.
CRP 6	Demonstrate creativity and innovation.
CRP 7	Employ valid and reliable research strategies.
CRP 8	Utilize critical thinking to make sense of problems and persevere in solving them.
CRP 9	Model integrity, ethical leadership, and effective management.
CRP 10	Plan education and career path aligned to personal goals.
CRP 11	Use technology to enhance productivity.
CRP 12	Work productively in teams while using cultural/global competence.