**NARRATIVE TEMPLATE for a (credit) Certificate of Achievement in Agriculture Business**

**Item 1. Program Goals and Objectives**

The Certificate of Achievement in Agriculture Business prepares students for careers within the agribusiness industry. Through hands-on experiential learning and curriculum designed to engage students in all aspects of agriculture and agribusiness, students will be prepared to enter the growing agribusiness industry, which provides the products and services related to production, processing, marketing, and distribution of food products. Professionals in this industry bring strengths from the integration of business, science, and technology. This program combines core concepts of business with the additional skills and knowledge necessary to meet the needs and challenges of agricultural businesses. Management, decision-making, communication, and technology skills will allow students to be prepared for careers in agricultural sales, marketing, finance, accounting, production, and management. Graduates are valuable employees in the agricultural business industry and career opportunities are expected to be strong.

**Program Student Learning Outcomes**

By the completion of the degree the student will be able to:

1. Identify, evaluate, and apply business and economic principles, including ethical behavior and social responsibility, to agricultural business operations.
2. Apply basic accounting principles to aid in financial decision-making in agricultural businesses.
3. Demonstrate interpersonal and organizational communication skills and the application of sales techniques.
4. Demonstrate competency in using computer applications to complete agricultural business projects.

**Item 2. Catalog Description**

The Certificate of Achievement in Agriculture Business is designed to prepare students to develop the core business skills necessary to meet the needs and challenges of agricultural businesses. Students integrate concepts from business, finance, and computer technology and apply them to agricultural business operations. A student completing the Certificate of Achievement in Agribusiness can apply the credits completed towards obtaining an Associate of Science in Agriculture Business degree, which may transfer to a California State University to complete a Bachelor’s Degree in Agriculture Business, Agriculture Studies, Agribusiness, or Agribusiness and Food Industry Management.

Students who complete this certificate will be prepared for careers in agricultural sales, marketing, finance, accounting, production, compliance, and management, as well as general agriculture.

**Item 3. Program Requirements**

**Certificate of Achievement: Agribusiness**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Requirements** | **Dept. Name/#** | **Name** | **Units** | **Sequence** |
| Required Core (15 units) | AG V10  AG V11  AG V12  AG V13  AG V14 | Introduction to Ag Business  Agricultural Sales & Communication  Agriculture Economics  Agricultural Computer Applications  Agricultural Accounting | 3  3  3  3  3 | Yr 1, Fall  Yr 1, Spring  Yr 1, Fall  Yr 1/2, Fall  Yr 1/2, Spring |
| 3 Electives (9 units) | AG V01  AG V06  AG V36  AG V61  BUS 32  BUS 33  BUS 38  BUS 46  MAT 44 | Agriculture and Society  Introduction to Plant Science  Introduction to Food Safety and Agricultural Practices for Food Safety  Introduction to Animal Science  Human Resource Management  Business Law  Small Business Management  Marketing  Elementary Statistics | 3  3  3  3  3  3  3  3  4 | Yr 1/2, Fall  Yr 2, Fall  Yr 2, Fall  Yr 2, Spring  Yr 2, Fall/Spring  Yr 2, Fall/Spring  Yr 2 Fall  Yr 2, Spring  Yr 1/2, Spring |

**Required Core Total: 15 units**

**TOTAL UNITS: 24 units**

Proposed Sequence:

Year 1, Fall = 6 units

Year 1, Spring = 6 units

Year 2, Fall = 6 units

Year 2, Spring = 6 units

TOTAL UNITS: 24 units

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Year 1, Fall = 12 units

Year 1, Spring = 12 units

TOTAL UNITS: 24 units

**Item 4. Master Planning**

At the moment, there are no community colleges within Ventura County offering a Certificate of Achievement in Agriculture Business. There is a need to meet the demands of one of the top economic drivers of the region, Agriculture, and Ventura College is well positioned to meet that need. Through the offering of various programs in agriculture and agribusiness, including the Certificate of Achievement and Associates degree, Ventura College can fill the gap that exists in the region for educated and qualified graduates in the field of agribusiness, contributing to the overall economic growth and development of the leading private sector employer in the county.

In addition to generating direct on-farm employment and revenue, agricultural production supports a wide range of other businesses, including packinghouses, equipment dealers, chemical applicators, pest-control firms, labor contractors, fertilizer and other supply dealers, trucking firms, fuel distributors, and repair and manufacturing facilities. Altogether, farming and farm dependent businesses provide an estimated 43,000 jobs in Ventura County, more than any other sector of the economy except services. Agriculture and agriculture-related businesses account for about 4.4 percent of overall economic activity in Ventura County, generating $2.1 billion in revenue and $76 million in indirect business taxes annually. One in 10 county residents relies to some degree on income derived from farming.

**Item 5. Enrollment and Completer Projections**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | | 2022-2023 | | 2023-2024 | |
| CB01: Course Department Number | CB02: Course Title | Annual # Sections | Annual Enrollment Total | Annual # Sections | Annual Enrollment Total |
| AG V01  AG V06  AG V10  AG V11  AG V12  AG V13  AG V14  AG V36  AG V61 | Agriculture & Society  Introduction to Plant Science  Introduction to Ag Business  Agricultural Sales and Communication  Agriculture Economics  Agriculture Computer Applications  Agricultural Accounting  Introduction to Food Safety & Ag Practices  Introduction to Animal Science | 1  1  1  1  1  1  1  1  1 | 20-25  25–35  25-35  15-25  25-30  20–25  15–20  15–20  25–40 | 2  2  2  1  1  1  1  1  2 | 40-50  50–70  25-35  15-25  25-30  20-25  15–20  15–20  50–80 |

**Item 6. Place of Program in Curriculum/Similar Programs**

1. Do any active inventory records need to be made inactive or changed in connection with the approval of the proposed program? No.
2. Does the program replace any existing program(s) on the college’s inventory? No.
3. What related programs are offered by the college? AS-T in Agribusiness, AS-T in Agricultural Plant Science

**Item 7. Similar Programs at Other Colleges in Service Area**

At the moment, there are no community colleges within Ventura County offering a Certificate of Achievement in Agriculture Business. There is a need to meet the demands of one of the top economic drivers of the region, Agriculture, and Ventura College is well positioned to meet that need. Through the offering of various programs in agriculture and agribusiness, including the Certificate of Achievement and Associates degree, Ventura College can fill the gap that exists in the region for educated and qualified graduates in the field of agribusiness, contributing to the overall economic growth and development of the leading private sector employer in the county.

With over $2 billion in agriculture value, Ventura County is one of the leading agricultural producing regions in the state, producing over 100 different types of fruits, nuts, vegetables and grain crops, particularly berries, citrus, and avocados.

In addition to generating direct on-farm employment and revenue, agricultural production supports a wide range of other businesses, including packinghouses, equipment dealers, chemical applicators, pest-control firms, labor contractors, fertilizer and other supply dealers, trucking firms, fuel distributors, and repair and manufacturing facilities. Altogether, farming and farm dependent businesses provide an estimated 43,000 jobs in Ventura County, more than any other sector of the economy except services. Agriculture and agriculture-related businesses account for about 4.4 percent of overall economic activity in Ventura County, generating $2.1 billion in revenue and $76 million in indirect business taxes annually. One in 10 county residents relies to some degree on income derived from farming.