



Faculty Senate • http://www.uwrf.edu/faculty_senate/welcome.html

Senators: Chair – David Rainville, Vice Chair – David Furniss, Secretary – Kris Hiney, Executive Committee – Glenn Potts, Ogden Rogers

To: Don Betz, Chancellor
116 North Hall
University of Wisconsin-River Falls

From: David Rainville, Chair
Faculty Senate
University of Wisconsin-River Falls

RE: UW-RF Faculty Senate Motion 2007/2008/26

At the December 12, 2007 meeting of Wisconsin-River Falls Faculty senate, motion 2007-2008/26 was passed. This motion is forwarded for your action

Motion from AP&P to approve a program change to the Agribusiness Management major and minor.



Approved

Disapproved



Don Betz, Chancellor

2.25.08

Date

TRANSMITTAL for UNDERGRADUATE PROGRAMS: Changes or Proposals

I. INFORMATION:

A. Check all that apply: New Program Existing Program
Name Change Credits Change
Substantial Major / Minor Content Change Emphasis/Option Change

B. Program Title: Agricultural Business

C. Department(s) (Originating): AGECE

D. College(s) (Originating): CAFES

E. Other Programs / Departments Consulted (Requires letters of support from all Departments or Programs substantially affected):

- 1) Economics
- 2) Animal and Food Science
- 3) Plant and Earth Science
- 4) Ag Engineering and Ag Ed

F. Date of Implementation: Fall Semester 2007 Year

G. Have all courses in this program been approved? Yes No If "No", which ones?

H. Attach Request Narrative

II. UNIT APPROVALS: Requires signatures of all Department Chairs and Deans whose programs will be substantially affected by the changes or proposal. Signature lines for the affected Departments and Colleges (noted in "E" above), are on the back of this form. These signatures should be obtained prior to review by all other shared governance levels.

	Signature	Date
Department Curriculum Committee Chair (optional)	_____	_____
Department Chair	<u>[Signature]</u>	10/12/07
College Curriculum Cmtd. Chair	<u>[Signature]</u>	2 Nov 2007
Dean of College	<u>[Signature]</u>	11/11/07
University Curriculum Cmtd. Chair	_____	_____
Academic Policy & Program Cmtd. Chair	<u>[Signature]</u>	11/28/07
Faculty Senate Chair	<u>[Signature]</u>	1/30/08
Provost / Vice Chancellor	<u>[Signature]</u>	2-1-08
Chancellor	<u>[Signature]</u>	2/25/08

*NOTE: The master copy of this transmittal & accompanying documents must be filed in the Provost's office upon final approval. The Provost's office will notify all appropriate administrative offices [Registrar, Dean(s), & Department Chair(s)] of approvals & necessary actions to implement changes.

TRANSMITTAL for UNDERGRADUATE PROGRAMS: Changes or Proposals

Department & College Approval Signatures

	Signature	Date
Department Chair / Economics	<u>John R. Walker</u>	<u>5/07/07</u>
College Curriculum Cmtt. Chair	<u>[Signature]</u>	<u>5/7/07</u>
Dean of College	<u>[Signature]</u>	<u>5/7/07</u>

	Signature	Date
Department Chair	<u>[Signature]</u>	<u>11/2/07</u>
College Curriculum Cmtt. Chair	<u>[Signature]</u>	<u>2 Nov 2007</u>
Dean of College	_____	_____

	Signature	Date
Department Chair	_____	_____
College Curriculum Cmtt. Chair	_____	_____
Dean of College	_____	_____

	Signature	Date
Department Chair	_____	_____
College Curriculum Cmtt. Chair	_____	_____
Dean of College	_____	_____



Agricultural Economics • College of Agriculture, Food and Environmental Sciences • (715) 425-3298 • Fax (715) 425-3785 • agecon@uwrf.edu

November 2, 2007

To: Steve Kelm, Chair
APP Committee

From: David Trechter, Chair
Agricultural Economics Department

Subject: Proposed Changes to Agribusiness Management Major and Minor

Please find attached the Agricultural Economics Department's proposed changes to our major and minor. In response to the letter of support you provided us in your capacity as chair of the Department of Animal and Food Science, I would note the following:

- 1) The 15 credits required within the CAFES Foundation Courses are to be drawn from the 6 classes listed in our proposal. None of them are "required" per se but, since AGECE 230 is a pre-requisite for virtually all 300+ level courses within our major and minor, there is a presumption that majors and minors will take that course. The way we have described our Foundation Course requirement differs from the current catalog description only by the addition of FDSC 110 as an option.
- 2) We have corrected the title for FDSC 110 to the "Science of Food" as per your observation
- 3) You suggested additional clarification regarding the emphasis. The proposed description differs from the current catalog description only by the addition of the department's willingness to consider an emphasis in something other than a technical agriculture area. We have, for example, done exceptions for an emphasis in International Studies, Spanish, and Accounting in recent years. The departments would like to allow flexibility within the emphasis so we can help our advisees craft a set of courses that meet their career goals. It should also be noted that I am reasonably sure that substantially more than half of our majors complete a minor in an area of their choice. In these instances, obviously, the selection of classes is governed by the requirements set by the home department of that minor.

I hope this responds to your concerns.

The proposed restructuring of the agricultural business major and minor grew out of input from direct and indirect program assessment measures.

Proposed Changes to Major

The general structure of the proposed revision is a series of introductory courses (8-9 credits), a series of tools courses (21 credits), and a set of choice courses (12 credits).

The introductory courses are designed to provide students with a broad overview of career options, key issues they will face during their careers and the tools they will need to be effective agribusiness managers (AGEC 101); an understanding of macroeconomics or cooperatives (Econ 202 or AGECE 240); and global issues (AGECE 250). In our most recent program review the department was asked to explore possibilities for increased collaboration with CBE. Including ECON 202 is a concrete example of our effort to address this suggestion.

The tools courses are the heart of the program. Our students told us in focus groups that they wanted the degree to offer more clearly defined skills and abilities. The tools courses will provide students with the opportunity to acquire these tools and abilities (accounting, finance, human resource management, farm management, marketing, law, statistics, operations research).

The choice courses are designed to allow students to select areas in which they want to develop a deeper level of expertise (records, professional selling, policy, experiential learning, firm management, resource economics, futures and options).

The department made the decision to redeploy its scarce resources by eliminating two courses (AGECE 231 – Agricultural Economics II and AGECE 442 – Agricultural Policy II), both of which were focused on macroeconomics. In their place we created AGECE 101 (Introduction to Agribusiness Management) and AFES 310 (Agricultural Human Resource Management). Both of these classes were developed in response to expressed needs by students and industry.

The department changed the number of AGECE 442 (Production Economics) to AGECE 330 (Production Economics) and increased the focus on practical applications of using economic principles (e.g. opportunity cost) to make business decisions.

The department changed the number of AGECE 368 (Professional Selling) to AGECE 410 (Professional Selling) because we felt that we needed senior level maturity in this class.

The department changed AGECE 345 (Agricultural Law) from an elective to a directed elective within the Tools section of the program because of feedback from industry that some understanding of legal issues by our graduates would be very beneficial.

The department included experiential learning in the Options section of the program because we recognize both the value of such experiences and the fact that different students have different learning styles.

Finally, we increased the options with respect to directed electives (adding ECON 426 – again an attempt to increase collaboration with CBE) and the required emphasis (to include a broader set of options)

Proposed Changes to the Minor

The proposed minor conforms to the general structure of the proposed major. The emphasis will be on providing minors with a set of skills and abilities by taking 15 credits from our set of Tools classes. They will be able to develop a more in-depth understanding of an area of their selection via 6 credits of Options courses. The department has also opted for providing a broader array of acceptable minors or emphases (e.g. international studies) that will allow students to select a less traditional minor or emphasis that contributes to their career aspirations or personal interests.

Proposed Changes to the Foundation Courses

The department has proposed to keep the number of Foundation Course credits at 15 but to broaden the array of courses students can take to include “Introduction to Food Science” (FDSC 110).

Ag Business Major

Current Class Array

	Number	Credits
CAFES Foundation Courses (required supporting)		
Agricultural Economics I	AGEC 230	3
Introduction to Animal Science	ANSC 111	3
Intro Hort/Plant Science	CROP/ HORT 161	3
Ag and Envir Engineering Tech	AGEN 150	3
Intro Soils Science	Soils 210	3
Total Foundation		15

Agricultural Business Major Required Courses

Agricultural Economics II	AGEC 231	3
World Food & Population	AGEC 250	3
Statistical Methods	AGEC 320	3
Ag Markets and Prices	AGEC 355	3
Ag Finance	AGEC 365	3
Ag Policy I (writing intensive)	AGEC 440	3
Ag Policy II	AGEC 441	3
Production Econ	AGEC 442	3
Intro to Nat'l Resource Econ	AGEC 450	3
Commodity Marketing	AGEC 456	3
Total Required		30

Choose A or B below (14 Credits)

A:

Cooperatives	AGEC 240	2
Ag Bus Accounting	AGEC 305	3
Farm Management	AGEC 360	3
Professional Selling	AGEC 368	3
Agribusiness Firm Management	AGEC 468	3

B:

Statistical Methods	Econ 326	3
Forecasting and Economics	Econ 426	3
Ag Econ 300 or 400 level courses		8
Total Directed Electives		14

Total Credits

59

Required Supporting Courses (3-4 Credits)

Calculus for Business & Econ	Math 156	3
Calculus I	Math 166	4

Ag Economic Electives

Ag Law	AGEC 345	3
Ag Records and Taxes	AGEC 405	3
Internship	AGEC 270/ 370	3
Independent Study	AGEC 490	1 - 3

Proposed Class Array

	Number	Credits
CAFES Foundation Courses (required supporting) (15 credits from)		
Agricultural Economics I	AGEC 230	3
Introduction to Animal Science	ANSC 111	3
Intro Hort/Plant Science	CROP/ HORT 161	3
Ag and Envir Engineering Tech	AGEN 150	3
Science of Food	FDSC 110	3
Intro Soils Science	Soils 210	3
Total Foundation		15

Agricultural Business Major Required Courses

Introductory Courses (8-9 credits):		
Intro to Agribusiness Mgmt	AGEC 101	3
Macroeconomics/Cooperatives	ECON 202/ AGEC 240	3/2
World Food and Population	AGEC 250	3
Tool Courses (choose 21 credits from):		
Ag Accounting	AGEC 305	3
Ag Human Resource Mgmt	AFES 310	3
Statistical Methods	AGEC 320	3
Prod Econ & Operations Research	AGEC 330	3
Ag Law	AGEC 345	3
Ag Markets and Prices	AGEC 355	3
Farm Management	AGEC 360	3
Ag Finance	AGEC 365	3
Total Required		29 - 30

Directed Electives (Option Courses)

Choose 12 Credits from:

Ag Records & Taxes	AGEC 405	3
Professional Selling	AGEC 410	3
Ag Policy (writing intensive)	AGEC 440	3
Intro to Nat'l Resource Econ	AGEC 450	3
Commodity Marketing	AGEC 455	3
Experiential Learning	AGEC 270/ 370/490	1 - 4
Agribusiness Firm Management	AGEC 460	3
Total Directed Electives		12 - 13

Total Credits

56 - 57

Required Supporting Course (3-4 Credits)

Calculus for Business & Econ	Math 156	3
Calculus I	Math 166	4
Econometrics/Forecasting	Econ 426	3

Required Supporting Course (3 Credits)

Senior Multidisciplinary Study	AFES 492	3
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Ag Business Major (continued)

Emphasis Required 15

Technical ag area (e.g. animal science, horticulture, etc.)

Emphasis Required

15

15 credits beyond the Foundation Courses in a technical ag area (e.g. animal science, horticulture, etc.) or other related area (e.g. international studies) with consent of department

Ag Business Minor**Current Class Array**

	Number	Credits
Ag Econ I	AGEC 230	3
Ag Econ II	AGEC 231	3
Cooperatives	AGEC 240	2
Ag Business Accounting	AGEC 305	3
Ag Markets and Prices	AGEC 355	3
Farm Management or	AGEC 360	3
Ag Finance	AGEC 365	3
Professional Selling	AGEC 368	3
AgriBusiness Firm Management	AGEC 468	3
Total		22

Professional experience

Internship	AGEC 270/ 370	3
Independent Study	AGEC 490	1 - 3

Proposed Class Array

	Number	Credits
Ag Econ I	AGEC 230	3
Select 15 credits from:		
Ag Business Accounting	AGEC 305	3
Ag Human Resource Mgmt	AFES 310	3
Ag Statistics	AGEC 320	3
Production Econ and Op Research	AGEC 330	3
Ag Law	AGEC 345	3
Ag Markets and Prices	AGEC 355	3
Farm Management	AGEC 360/361	3
Ag Finance	AGEC 365	3
Select 6 credits from:		
Ag Records and Taxes	AGEC 405	3
Professional Selling	AGEC 410	3
Ag Policy	AGEC 440	3
Intro to Nat'l Resource Econ	AGEC 450	3
Commodity Marketing	AGEC 455	3
Professional Experience	AGEC 270/370/490 AFES 492	1 - 3
Agribusiness Firm Management	AGEC 460	3
Total		24



College of Business and Economics • 124 South Hall • Phone (715) 425-3335 • Fax (715) 425-0707 • www.uwrf.edu/cbe/welcome.htm

Date: April 17, 2007

To: David Trechter, Chair, Department of Agricultural Economics

From: John Walker, Interim Chair, Department of Economics

Subject: Curriculum Changes to the Agricultural Business Major

The Economics department has reviewed the proposed changes to the Agricultural Business major. The changes you indicated are fine and we look forward to working with you in the future.



Department of Plant and Earth Science • College of Agriculture, Food and Environmental Sciences
Recipient of the UW Regents Teaching Excellence Award
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September 30, 2007

To: David Trechter
Chair, Agricultural Economics

From: Terry Ferriss *Terry Ferriss*
Chair, Plant and Earth Science

RE: Changes to Agricultural Business Major

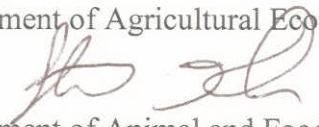
The Plant and Earth Science Department supports the proposed changes to the Agricultural Business Major. Several majors in our department utilize courses in Agricultural Economics in their curriculum. Given the proposed changes to the major, our student's needs will continue to be met and perhaps even enhanced.



Department of Animal and Food Science • College of Agriculture, Food and Environmental Sciences • (715) 425-3704 • Fax (715) 425-3785

DATE: October 15, 2007

TO: David Trechter
Chair, Department of Agricultural Economics

FROM: Steve Kelm 
Chair, Department of Animal and Food Science

RE: Support for curriculum changes within the Ag Business major and minor

The Department of Animal and Food Science supports the proposed changes within the Ag Business major and minor. Our faculty and staff recognize the vital role played by the Department of Agricultural Economics within CAFES, both in terms of preparation of majors within Ag Business and within minors or program emphases that help to support students within majors outside of Ag Business. The curriculum changes appear to be well conceived and will better prepare students for career choices following graduation. We are supportive of these changes.

A couple of items appear to require some additional clarification within the proposal. The clarification of these items does not impact the support of the Department of Animal and Food Science, but are put forward as 'food for thought'.

1. Fifteen credits are required within the CAFES Foundation Courses. It is not indicated, however, which courses are required (if any) or if the 15 credits can be taken from any of the possible choices (18 credits or six courses listed).
2. FDSC 110 – course name has been changed to 'The Science of Food'
3. Emphasis required: Clarification should be made with regard to the expectations within this area. For example, if the Animal Science area is selected, do all courses with the ANSC prefix fit within this area? Are a number of courses/credits required at the 200-level or greater? Consent of the department is listed, but it would clarify the expectations for students (and simplify the role of the academic advisor) if this area was fleshed out a bit more in the future.

Again, the points above are intended to be constructive and helpful comments and should not be viewed as points that require clarification prior to the Department of Animal and Food Science lending support to the proposal, as we are supportive of the changes that have been articulated. Good luck with the remainder of the process!!



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TO: David Trechter
Agricultural Economics

FROM: Dean Olson *Dean D. Olson*
Agricultural Engineering Technology Department

DATE: September 18, 2007

RE: Proposed Agricultural Economics Curricular changes

The proposed changes to the Ag Econ curriculum are the result of program assessment and were summarized in a memo to departments in the college. The Agricultural Engineering Technology department has reviewed and supports the proposed changes to the Ag Econ curriculum.