



The University of Georgia

University Council
Athens, Georgia 30602

March 26, 2010

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Dear Colleagues:

The attached proposal to offer the existing major in Agribusiness (B.S.A.) as an external degree on the Tifton Campus will be an agenda item for the April 2, 2010, Full University Curriculum Committee meeting.

Sincerely,

David E. Shipley, Chair
University Curriculum Committee

cc: Professor Jere W. Morehead
Dr. Laura D. Jolly

APPROVAL PAGE
COLLEGE OF AGRICULTURAL AND ENVIRONMENTAL SCIENCES
CURRICULUM PROPOSALS

Proposal: To offer the Agribusiness Major on the UGA Tifton Campus



Department Head

12-11-09

Date



Faculty Council Curriculum Committee Chair

2-15-10

Date



Faculty Council Executive Committee Chair

2/16/10

Date



Associate Dean for Academic Affairs

2-9-10

Date



Dean and Director

2/17/10

Date

Proposal to Offer the Agribusiness Major on the

**Proposal to Offer the Agribusiness Major on the
UGA Tifton Campus
December 9, 2009**

This proposal describes how the Agribusiness major, which is presently being offered at the main University of Georgia campus in Athens and at the Griffin campus, can be offered at the UGA Tifton Campus.

Description of Agribusiness Major

The agribusiness major prepares students for professional careers in agribusiness production, marketing, management, and finance. Agribusinesses process and market food and fiber products, supply inputs to agriculture, and manage production. Agribusiness majors learn economic principles while taking courses in management, marketing, accounting, economic theory, communications, mathematics, computers, and agriculture. The agribusiness degree provides career flexibility for students planning to work in private industry or government.

Practical Experience: Agribusiness students develop management and financial strategies using case study data and microcomputer programs. Students forecast market prices, develop strategies for marketing new agribusiness products, and participate in case studies while developing communication skills for more effective agribusiness management. The agribusiness program is enriched by student participation in internships and cooperative projects with agribusiness companies and government agencies.

Career Opportunities: The agribusiness program is designed to place students in businesses supplying inputs to agricultural production, processing, and transportation, enterprises engaged in food and fiber marketing, and agencies that service and regulate agribusiness industries. It is also well-suited for equipping students wishing to return to the farm or ranch with managerial and marketing skills necessary for today's sophisticated agricultural marketplace.

Agribusiness majors develop skills to start their own businesses. Agribusiness accounts for 15 percent of the nation's total economic activity. The University of Georgia's agribusiness program is expected to play a major role in meeting the agribusiness education needs of the state, region, and nation.

Employment opportunities for U.S. college graduates with expertise in food, agriculture, and natural resources are expected to remain strong during the next five years according to the latest projections. Management and business will offer the most opportunities. There is expected to be a shortage of 4,000 graduates annually in management and business occupations in the food, agricultural, and natural resources system. There are projected to be 24,000 annual openings compared to 20,200

graduates with expertise in these areas. In fact, of all projected jobs for college graduates in the food, agricultural, and natural resources system, just under half (46 percent) are projected to be in management and business occupations¹.

Need for an Agribusiness Program in Tifton

The agribusiness industry in Georgia contributes more than \$75 billion in economic activity and employs almost 400,000 workers. Nationally, this sector generates almost \$2.0 trillion in output and employs more than 12 million individuals according to a 2008 report prepared for the Office of Economic Development, Board of Regents, University of Georgia, by the UGA Center for Agribusiness and Economic Development (CAED)².

In this report, the authors projected an annual shortfall of about 500 graduates per year for Georgia agribusiness and related industries. Of this 500 person deficit, slightly over 20 percent of this need could be met by students with a degree in agribusiness. The University of Georgia in Athens is currently graduating 50-60/year.

There is considerable anecdotal evidence regarding collegiate interest in an Agribusiness (AGB) program in Tifton. The higher concentration of commercial farms/ranches and affiliated agribusinesses in south Georgia combined with the absence of associated four-year degrees make this a very attractive option. Moreover, informal surveys conducted on the UGA-Tifton and ABAC (Abraham Baldwin Agricultural College) campuses have ascertained that there is considerable demand for this major in Tifton, particularly from second-year ABAC students who, for a variety of non-academic reasons, are unable to attend UGA in Athens. It is for these reasons that a formal market study is being conducted this fall to quantify the market demand for an AGB program in Tifton.

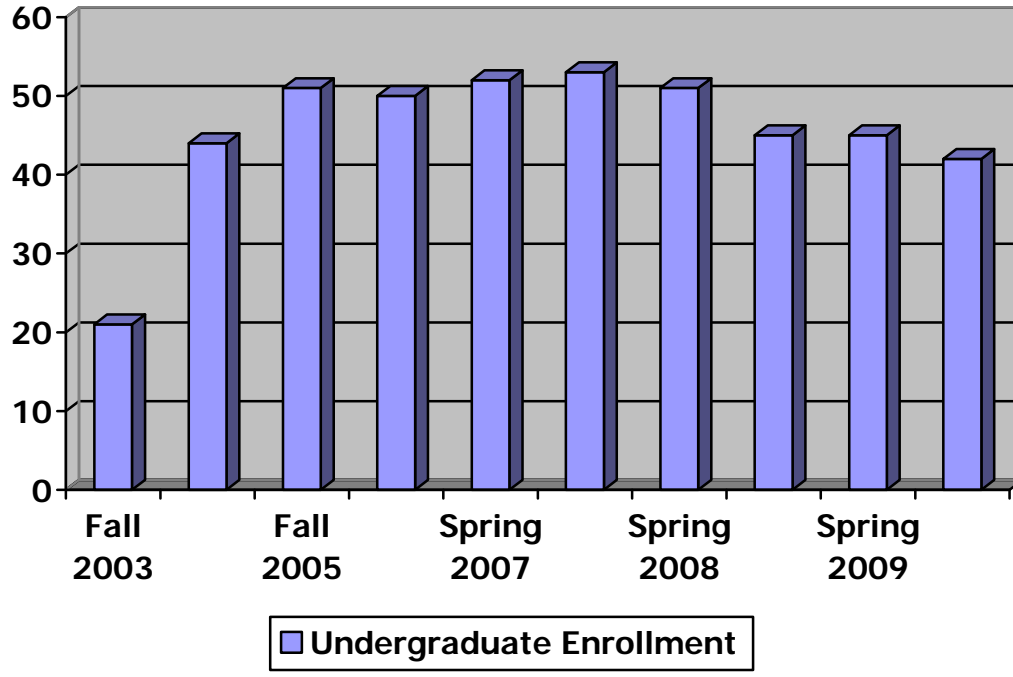
Success of UGA Tifton Academic Programs

Undergraduate academic programs on the Tifton campus have been successfully delivered since fall 2003. Currently there are two undergraduate and two graduate programs offered on the campus. The undergraduate programs operate as transfer programs with virtually all of the students being transfers from ABAC. This model has proven to be very tractable for recruiting and enrolling students at UGA-Tifton as evidenced by past enrollment numbers (Figure 1).

¹ Source: Goecker, Allan D., et al. Employment Opportunities for College Graduates in the U.S. Food, Agricultural, and Natural Resources System 2005-2010. USDA CSREES and Purdue University, 2005.

² Source: Brooks, Rusty, et al. A Study of the Workforce Training Needs for the Agribusiness Industry in Georgia. UGA Center for Agribusiness and Economic Development, 2009.

Figure 1
Undergraduate Enrollment on the Tifton Campus
2003-2009



It is worth noting that undergraduate enrollment numbers have declined in recent years. This is likely due to several factors, but two of the most likely are declining enrollments at other colleges in the area as well as the introduction of the four-year Diversified Agriculture (DA) degree now being offered at ABAC. Even though the DA degree is not the same as the AES degree offered at UGA-Tifton, thus far the AES program has been unable to differentiate itself and, as a result, has suffered.

This should not be the case for the proposed AGB degree as ABAC does not currently offer an AGB degree in a four-year program. Rather, ABAC offers a Bachelor of Business Administration degree. More importantly, an AGB degree from UGA should have immediate favorable brand recognition and will likely generate considerable interest in the area. As a result, this program should be able to attract students that would otherwise matriculate out of ABAC with only a two-year degree or pursue a different four-year major at ABAC or another system institution.

Program Requirements for the Agribusiness Major leading to a Bachelor of Science in Agriculture (BSA) degree

The proposed Agribusiness major for the Tifton campus is an upper-division program, consisting primarily of third- and fourth-year courses. Entering students will be

expected to have completed 60 semester hours of lower-division course requirements. The upper-division requirements for the Agribusiness major in Tifton are identical to the requirements for the Agribusiness major in Athens and Griffin. Degree requirements are as follows:

Entrance Requirements

Applicants must meet UGA transfer admission requirements.
Completion of Applied Microeconomic Principles (AAEC 2580).
Completion of Analytic Geometry and Calculus (MATH 2200).

Major Requirements

A baccalaureate degree program must require at least 21 semester hours of upper-division courses in the major field, at least 39 semester hours of upper-division work overall, and at least 12 hours of 4000-level course work. A grade of C- or better is required for all major requirements and major electives

Required Courses - 20 hours

AAEC 3040 or AAEC 3100	AAEC 3690
AAEC 3400	AAEC 4980/6980
AAEC 3580-3580L	ACCT 2102†

† Course is offered at ABAC and required under a proposed transfer agreement between UGA and ABAC.

Major Electives - 21 hours

Choose fifteen hours from the following list of electives (not counting courses taken as required courses) approved by the student's advisor. Nine hours must be at the 4000 level.

AAEC 3010	AAEC(ENVM) 4510/6510
AAEC(ENVM) 3020	AAEC 4610-4610L
AAEC 3040	AAEC(ENVM) 4710/6710
AAEC 3100	AAEC(AFST)(ENVM) 4720
AAEC 3200	AAEC 4760
AAEC(ENVM) 3910	AAEC(FINA) 4870/6870
AAEC 4040-4040L	ENVM(AAEC) 4930/6930
AAEC 4050/6050	AAEC 4960
AAEC 4210/6210	AAEC(ENVM) 4990

Applied Life Science - 3 hours*

Select three hours from the following list:

ADSC 2010 or above	AESC 3126, 3510, or 4520
CRSS 2010-2010L or above*	ENGR 2120 or above
ENTO 3140-3140L or above	CRSS(FANR) 3060-3060L
FDST 3000 or above	HORT 2100 or above
PATH 3530-3530L or above	POUL 2020-2020L

**CRSS 2010-2010L and CRSS 3270 and CRSS 3270L are currently offered at Tifton.*

Verbal and Written Communication - 3 hours

Select three hours from the following list:

Any Foreign language \pm

ENGL 3590 or above \pm

MARK 4210 or 4600 \pm

SPCM 2300 or above \pm

TELE 3010 or above \pm

\pm *These courses will not be offered through the Agribusiness major at Tifton; however, many of these courses are offered either at ABAC or other nearby institutions.*

General Electives - 18-19 hours

Upper-division (sufficient hours to reach 39 hours with at least 12 hours of 4000-level course work)

Any level (remaining hours)

Total hours required: 121

(This total includes the 1-hour P.E. requirement.)

Availability of Required Courses Outside the Agricultural and Applied Economics (AAE) Department

1. Students will need to have access to courses which satisfy the applied life science and written or verbal communication requirements. With the College of Agricultural and Environmental Sciences offering two other majors on the Tifton campus, several upper-division courses are available to satisfy the applied life science requirement.
2. Students are required to have 39 hours of upper-division courses. The Agribusiness major requirements and major electives account for 32 of those hours. Thus, students must pick up another seven upper-division hours in either applied life science, verbal or written communication, or general electives. Of the 39 hours, 12 hours must be at the 4000 level or above.
3. ACCT 2102 Principles of Accounting II (3 hours) is a major requirement in Agribusiness. This course is presently offered in Tifton at ABAC.
4. The Agribusiness major requires that students take MATH 2110, MATH 2210 and MATH 2210L, or MATH 2260 as a prerequisite for AAEC 3580-3580L. Currently MATH 2110 is taught only at UGA in Athens. As a result, students will need to take MATH 2210 and MATH 2210L or MATH 2260 at another institution. This should not cause undue hardship for potential students as the equivalent of MATH 2210 and MATH 2210L is currently offered at ABAC.

Faculty Required for the Agribusiness Major at Tifton

Courses for the Agribusiness major at Tifton will be taught by the five existing AAE faculty on the Tifton campus and supplemented by distance education as needed. Upper-division general and restricted electives will be taken from courses currently being taught on the Tifton campus. Once enrollment reaches 30 students, additional teaching FTE will be required to deliver the program. These funds will be provided by the College of Agricultural and Environmental Sciences from credit hour allocations and from redirected low priority teaching programs.

The proposed budget for the 1.0 teaching FTE is \$85,000 in salary and \$15,000 in start-up and operating expenses once the enrollment reaches 30 students. Courses offered as part of the Agribusiness major may be used by other majors on the Tifton campus, including the current Agricultural and Environmental Systems (AES) and Agricultural Education (ALEC). Likewise, courses offered for AES and ALEC students may serve as electives for students in the Agribusiness major. Finally, classes offered in Tifton may be available to students in Athens via distance education.

Appendix A
Proposal for an External Degree
The University of Georgia

Institution: University of Georgia Date: 1 June 2009

College/School/Division: College of Agricultural & Environmental Sciences

Department: Agricultural and Applied Economics

Degree (please indicate whether this is a stand-alone degree): Bachelor of Science in Agriculture (BSA)

Major: Agribusiness

CIP Code: _____

Proposed Start Date: Fall 2011

The proposal for an external degree must include a brief narrative that addresses the following points and completion of the attached Addendum for Distance Education Delivery of New Programs.

1. Assessment

The Southwest Georgia Higher Education Needs Assessment was commissioned by the Office of the Senior Vice President for Academic Affairs and Provost. This study was completed in the spring of 2009 and the results should be forthcoming shortly.

In addition to the general study conducted by UGA in spring 2009, UGA-CAES has commissioned an academic major study to be conducted for south Georgia. This study will be conducted in the fall of 2009 and will seek to determine which UGA-CAES majors would have the highest probability of success in Tifton. The results of this study should be released by spring 2010. It should be noted that prior to the study, there has been considerable anecdotal data and support for providing a four-year agribusiness program in south Georgia.

It is impossible to discuss any four-year academic program at UGA-Tifton without first considering Abraham Baldwin Agricultural College (ABAC). ABAC and UGA enjoy a rich history of collaboration and cooperation. In fact, many UGA-CAES graduates first obtained an associate degree before attending UGA. Moreover, virtually all of the students in the AES and ALEC programs at UGA-Tifton are ABAC graduates. Thus, some discussion of ABAC and its relationship to the UGA-Tifton Agribusiness program is warranted.

ABAC is adjacent to the University of Georgia Tifton campus and has been a two-year college of the University System of Georgia since 1933. In 2008, ABAC began offering four-year degree programs. According to information obtained from its website, ABAC has an enrollment of more than 3,600 students and offers a Bachelor of Applied Science for two majors, a Bachelor of Science in Rural Studies for three majors, a Bachelor of Arts in Rural Studies for three majors, a Bachelor of Business Administration for three majors, and a Bachelor of Science in Education for one major. ABAC also offers Associate of Arts degrees in six majors, an Associate of Applied Sciences in 11 majors and an Associate of Science in 34 majors. Two-year majors offered at ABAC that are relevant to this proposal and that are eligible for the University System of Georgia transfer program include Agricultural Business and Agricultural Economics, Business Administration, Economics, and Information Technology.

It should be pointed out that the AES and ALEC degrees have been successful. Given the proximity to the agribusiness sector in south Georgia and the success of the two existing UGA programs, the AGB program can also be expected to flourish.

2. Admission Requirements

All requirements for admission to an external academic degree program will be the same as those for the same degree at an authorized unit. Students applying to the Agribusiness major at Tifton will be required to meet the transfer admissions requirements established by the University of Georgia for admission to the Agribusiness major in Athens, except that microeconomic theory and calculus are required before admission in order that students do not experience difficulty in fulfilling their UGA residency requirement. Transfer students will be expected to transfer into the program after having completed 60 semester hours and all other UGA entrance requirements.

3. Program Content

Courses taught by the Agricultural and Applied Economics Department for the Agribusiness major on the Tifton Campus would be selected from the following list of course offerings. A complete listing of program requirements can be seen at: <http://bulletin.uga.edu/MajorsGeneral.aspx?MajorId=4>

- AAEC 3010 Farm Organization and Management
- AAEC(ENVM) 3020 Analysis of Agribusiness and Natural Resource Issues
- AAEC 3040 Agribusiness Marketing
- AAEC 3100 Food and Fiber Marketing
- AAEC 3200 Selling in Agribusiness
- AAEC 3400 Introduction to Agricultural Policy
- AAEC 3580-3580L Intermediate Economic Principles

AAEC 3690 Agribusiness Finance
AAEC(ENVM) 3910 Internships
AAEC 4040-4040L Quantitative Approaches to Agribusiness Management
AAEC 4050/6050 Agribusiness Law
AAEC 4210/6210 Production Economics: Theory with Applications
AAEC(ENVM) 4510/6510 Land Economics and Appraisal
AAEC(ENVM) 4710/6710 Rural Economic Development and Growth *
AAEC(AFST)(ENVM) 4720 Food Security, Economic Development, and the Environment
AAEC 4760 The Economics of Agricultural Processing and Marketing
AAEC(FINA) 4870/6870 Futures and Options Markets
ENVM(AAEC) 4930/6930 Environmental Law and Governmental Regulation
AAEC 4960 International Agricultural Trade Policy
AAEC 4980/6980 Agribusiness Management
AAEC(ENVM) 4990 Special Topics in Agricultural and Applied Economics
**Satisfies cultural diversity.*

4. Student Advising

Each student must have reasonable access to an advisor. There are currently four Ph.D.-holding tenure-track AAE faculty located in Tifton. All of these faculty members have a strong interest in developing, promoting, and teaching in an AGB program in Tifton. Additionally, two of these faculty are already teaching or co-teaching classes in conjunction with the AES and ALEC programs in Tifton.

In addition to the UGA AAE faculty in Tifton, there is also an assistant professor at ABAC with adjunct faculty status in the UGA AAE department. Currently this professor is teaching AAEC 3040 and ENVM 3060 for the AEC and ALEC programs in Tifton. It is expected that this working relationship will continue with the advent of the AGB program in Tifton.

5. Resident Requirements

Candidates for the Agribusiness degree must earn at least 45 of their last 60 semester credit hours in residence at UGA. In addition, 15 of the semester credit hours required for a student's major must be earned in residence.

6. Program Management

The Agribusiness major at Tifton will be managed by the Department of Agricultural and Applied Economics (AAE). Dr. Octavio Ramirez, department head, will be responsible for teaching assignments and for maintaining program quality. Contact persons include the assistant dean and AAE faculty located on the Tifton campus.

The Agribusiness major at Tifton is scheduled to be offered in the fall of 2011, pending faculty and Board of Regents approval. An application process for students applying to the program is currently being developed with the expectation that the Tifton campus will not be subject to the enrollment caps of the Athens campus. Course offerings will be scheduled over a two-year basis to accommodate the student cohorts as they move through the program. Courses are expected to be taught on the Tifton campus and be supplemented through distance education as needed. The major will be subject to the University Program Review and Assessment process and is not thought to duplicate other programs in the immediate area.

7. Library and Laboratory Resources

The CAES Tifton Campus Library, a branch of the University of Georgia Libraries, houses a representative collection of publications on agricultural engineering, agronomy, animal science, entomology, horticulture, plant pathology, and related subjects. There are over 8,000 cataloged monographs with subscriptions to approximately 60 print periodicals. Additionally, there are about 500 theses and dissertations on peanuts and related topics and one room of USDA and experiment station publications from 25 states. The library has access to all of the major electronic resources (Galileo, electronic journals, and the GIL online catalog) available on the main campus in Athens. Document delivery article requests for items found in Athens but not Tifton are typically filled in less than one business day. This library is a GIL Express location allowing patrons to request monographs from any of the cooperating institutions and have the item delivered to this library for pickup. One librarian provides reference assistance while three computers, two printers, and two photocopiers are available for students.

In addition to the UGA Tifton Campus Library, students enrolled in an AGB program at Tifton will have access to the Baldwin Library at ABAC. The following description of the Baldwin Library was obtained from the ABAC on-line student handbook in June 2009: *“The Baldwin Library, located on the second and third floors of the Carlton Center, serves as the central learning center for the College. Its collections include approximately 74,000 volumes, 24,000 pieces of microfilm, an audiovisual collection, the Georgiana Collection, the College archives, and subscriptions to approximately 300 magazines and newspapers. GALILEO, an electronic resource, allows access to over 100 databases, internet, the library catalogs of all University System of Georgia libraries, and other Georgia libraries. GALILEO also provides access to information for*

ABAC students taking courses at off-campus sites. Computers for student use are located throughout the library. Individual or small group study rooms are available on the third floor. The library offers extended hours of operation during final exam week.”

8. Budget Required for the Agribusiness Major at Tifton

Courses for the Agribusiness major at Tifton will be taught by AAE faculty on the Tifton campus and supplemented by distance education as needed. Upper-division general and restricted electives will be taken from courses currently being taught on the Tifton campus. The University of Georgia’s plan for adding majors to the Tifton campus includes the addition of 1.0 EFT Instruction to support the Agribusiness major. The proposed budget for the faculty position is \$85,000 in salary and \$15,000 in start-up and operating expenses once enrollment in the program reaches 30. Courses offered as part of the Agribusiness major may be used by other majors on the Tifton campus, including the BSA for ALEC and AES. Likewise, courses offered by ALEC and AES faculty may serve as electives for students in the Agribusiness major.

Students enrolling in the Agribusiness major at Tifton will be eligible for AAE and CAES scholarships and internship opportunities.

9. Program Costs Assessed to Students

No additional program costs are anticipated for Agribusiness majors on the Tifton campus above those paid by the same majors on the Athens campus.

10. Accreditation

Agribusiness programs at the University of Georgia are not subject to external accreditation.

Table 1
Projected Enrollment for an AGB Degree at UGA Tifton by Year

Year	Projected New Enrollment
2011	10
2012	20
2013	30
2014	40
2015 and thereafter	40

Table 2
Tentative Tifton Teaching Course Schedule and Assignments
(UGA-Tifton refers to faculty in other departments at Tifton)

Fall 2011 and odd years	
Course	Instructor
AAEC 3040 Agribusiness Marketing	Elad (ABAC)
AAEC 3580-3580L Intermediate Economic Principles	Wetzstein (Athens)
AAEC 3690 Agribusiness Finance	Lacy
AAEC(AFST)(ENVM) 4720 Food Security, Economic Development, and the Environment	Fonsah
AAEC(FINA) 4870/6870 Futures and Options Markets	Houston (Athens)
Applied Life Science	UGA-Tifton
Elective	UGA-Tifton
Spring 2012 and even years	
AAEC 3010 Farm Organization and Management	Shurley
AAEC 3400 Introduction to Agricultural Policy	Smith
AAEC(ENVM) 4710/6710 Rural Economic Development and Growth	Kriesel (Athens)
AAEC 4960 International Agricultural Trade Policy	Gunter (Athens)
AAEC 4980/6980 Agribusiness Management	Epperson (Athens)
Elective	UGA-Tifton
Verbal and written communication requirement	Transfer course
Fall 2012 and even years	
AAEC 3040 Agribusiness Marketing	Elad (ABAC)
AAEC 3580-3580L Intermediate Economic Principles	Wetzstein (Athens)
AAEC 3690 Agribusiness Finance	Lacy
AAEC 4210/6210 Production Economics: Theory with Applications	Shurley
AAEC(FINA) 4870/6870 Futures and Options Markets	Houston (Athens)
Applied Life Science	UGA-Tifton
Elective	UGA-Tifton
Spring 2013 and odd years	
AAEC 3010 Farm Organization and Management	Shurley
AAEC 3100 Food and Fiber Marketing	Fonsah
AAEC 3400 Introduction to Agricultural Policy	Smith
AAEC 4040-4040L Quantitative Approaches to Agribusiness Management	Lacy
AAEC 4980/6980 Agribusiness Management	Epperson (Athens)
Elective	UGA-Tifton
Verbal and written communication requirement	Transfer course