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# Morrison School of Agribusiness and Resource Management

[www.east.asu.edu/msabr](http://www.east.asu.edu/msabr)

Raymond A. Marquardt, PhD, Dean

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## PURPOSE

Located at East campus, the Morrison School of Agribusiness and Resource Management (MSABR) is committed to guiding students toward developing an integrated view of agribusiness, food systems, and environmental challenges that confront the world in the 21st century. Globalization, population growth, and new technologies require a sophisticated view toward the production, processing, storage, distribution, and marketing of food and fiber products. Prudent management of natural resources, to ensure that humanity's negative impact on the environment is mitigated, is becoming more and more important.

The Morrison School offers cutting-edge programs enabling students to learn effective and responsible methods of agribusiness and environmental resource management. Strong relationships with industry and regulatory bodies afford students numerous opportunities to integrate theory and practice. This applied orientation traditionally makes MSABR students highly marketable upon graduation. MSABR programs are accessible to full- and part-time students, with many courses taught both daytime and evenings. The faculty is committed to excellence in teaching, research and service, and strives to create a well-rounded experience for students. The broad and diverse range of faculty research and teaching enables students to individualize their programs of study to fit their own particular career goals.

## ORGANIZATION

The Morrison School offers the Master of Science degree in Agribusiness. The MS in Agribusiness degree is supported by faculty with backgrounds in agricultural economics, applied business, food science, rural development, international trade, and a variety of experiences in industry and organizations. Many faculty work closely with agribusiness and business-related firms and in international projects, giving real world relevance to their research.

## GRADUATE PROGRAMS

The MS in Agribusiness degree has concentrations in (1) agribusiness management and marketing and (2) food quality assurance. The degree is designed to prepare students from a variety of backgrounds with a set of critical and analytical business skills while recognizing the unique demands of the agribusiness sector. Graduates are well prepared for successful administrative or managerial careers with either government or private-sector organizations. Students are able to select either a research-oriented program, which leads to the completion of an organized thesis, or a program consisting of course work only (nonthesis option).

All students can develop an area of specialization and apply their skills to a real world agribusiness problem through an integrative, capstone course experience. Both the thesis and nonthesis options require the completion of a common set of core courses. For more information, access the Web site at [www.east.asu.edu/msabr](http://www.east.asu.edu/msabr).

## ADMISSION REQUIREMENTS

Application to the graduate program in Agribusiness requires further supporting materials pertaining solely to the degree. See "Agribusiness," page 86.

The Morrison School of Agribusiness and Resource Management awards assistantships to selected candidates. These support ongoing research and teaching activities. The awards are made on the basis of availability and according to the needs of the faculty and interests of the students. Scholarships are also available on a competitive basis for qualified candidates.

## SPECIAL PROGRAMS

**Peace Corps Master's International Program.** The Morrison School has an agreement with the United States Peace Corps that makes combining graduate studies with Peace Corps service very appealing. Participants can receive up to six semester hours of credit for their independent field work while serving in the Peace Corps. Graduate course work precedes departure to foreign countries. Interested individuals must complete separate applications to ASU and the Peace Corps, and prepare plans of study with their faculty committees regarding studies in the field.

## FACILITIES

In addition to the computing resources available to all students at the East campus, the Morrison School has laboratories dedicated to consumer behavior, finance, food safety and science, and marketing research. Laboratories are available to students for specific classes and related graduate thesis research.

## ADVISING

Advising of graduate students is normally handled by graduate faculty members. Once admitted, a student can request a temporary faculty advisor in a potential area of concentration in order to prepare a program of study. Students are encouraged to begin discussions with faculty members early in their studies so that course work can be geared toward supporting their academic progress. All students, whether in a thesis or nonthesis option, must file a program of study.

## Agribusiness

### Master's Program

[www.east.asu.edu/msabr](http://www.east.asu.edu/msabr)

480/727-1585

WANNER 101

**Raymond A. Marquardt, Dean**

**Professors:** Daneke, Edwards, Kagan, Marquardt, Seperich, Shultz, Thor

**Associate Professors:** Patterson, Raccach, Richards, Schmitz

**Assistant Professors:** Eaves, Hughner, Manfredo

**Senior Lecturer:** Lindley

### MASTER OF SCIENCE

The Morrison School of Agribusiness and Resource Management (MSABR), at the East campus, offers the MS degree in Agribusiness with a choice of two concentrations: (1) agribusiness management and marketing and (2) food quality assurance. In general, this degree is designed to prepare students from a variety of backgrounds with a set of critical and analytical business skills while recognizing the unique demands of the agribusiness and resource management sectors. Graduates are well prepared for successful administrative or managerial careers with either government or private-sector organizations in either field. Students are able to select either a research-oriented program, which leads to the completion of a supervised thesis, or a program consisting of course work only (nonthesis option). The nonthesis option allows students to develop an area of specialization and apply these skills to a real-world agribusiness problem through an integrative, capstone course experience. Both the thesis and nonthesis options require the completion of a common set of core courses and successful completion of an MSABR standard comprehensive exam following the first year of course work.

**Admission.** Applicants to the program are expected to meet the minimum requirements for admission to the Division of Graduate Studies. In addition, scores from the Graduate Record Examination, Miller Analogies Test, or Graduate Management Admission Test are required. Applications must include a vita and statement of purpose; letters of recommendation are suggested. The statement of purpose must offer evidence of the applicant's basic skills in economics, accounting, statistics, and computer use, as well as some experience or knowledge in an area related to agribusiness. Applicants not meeting this last requirement may be considered for admission with deficiencies. The application deadline for admission in the fall semester is April 15. Applications received after that date and before November

15 are considered for admission in the spring semester. Applicants are strongly encouraged to apply by mid-February to increase their chances for official university funding.

**Thesis Option.** Students interested in pursuing a research-related career, or an in-depth study of a particular agribusiness issue to improve employment prospects, may choose the thesis option. These students are advised to begin discussions with faculty members early in their studies so that course work and potential employment can be geared toward supporting thesis research. Six of the 36 semester hours in the program are dedicated to the research time required to complete a thesis.

**Nonthesis Option.** The nonthesis MS degree in Agribusiness option provides an opportunity for students who wish to pursue a professional career that is not specifically research-oriented to obtain a rigorous and comprehensive graduate degree. The nonthesis option allows for the selection of six semester hours of electives to be taken in a specific area of emphasis. In lieu of a thesis, a nonthesis option student completes a case-oriented capstone course, which allows the student an opportunity to pursue a course-based project that integrates all of the core business skills acquired during the course work sequence.

**Program of Study.** All MS candidates must complete a minimum of 36 hours of approved graduate-level course work, excluding courses taken to address deficiencies. Of these 36 hours, 21 must be taken to satisfy core requirements in basic business, statistics, and computer proficiency. For students selecting the nonthesis option, fulfilling the requirements for an area of emphasis consists of the successful completion of six hours of elective courses from within that area chosen from graduate agribusiness courses. The specific courses are determined by the student and his or her academic advisor. Thesis students are required to complete three semester hours of research and three hours of writing in addition to six hours of general 500-level agribusiness electives.

It is suggested that students take a coherent sequence of courses such as those indicated below, but considerable flexibility is possible based on individual backgrounds and interests.

#### Thesis and Nonthesis MS in Agribusiness

##### Semester I

AGB 511 Advanced Agribusiness Management .....	3
AGB 560 Advanced Agribusiness Management Systems .....	3
AGB 570 Managerial Economics for Agribusiness.....	3
Total.....	9

##### Semester II

AGB 528 Advanced Agribusiness Marketing.....	3
AGB 532 Advanced Agribusiness Finance.....	3
AGB 561 Agribusiness Research Methods .....	3
Total.....	9

##### Semester III

<b>Nonthesis Option</b>	
AGB 589 Agribusiness Capstone .....	3
500-level AGB emphasis electives .....	6
Total.....	9

<b>Thesis Option</b>	
AGB 589 Agribusiness Capstone.....	3
500-level AGB electives.....	6
Total .....	9

**Semester IV**

<b>Nonthesis Option</b>	
500-level AGB emphasis or other electives .....	9
Total .....	9

<b>Thesis Option</b>	
AGB 592 Research.....	6
AGB 599 Thesis.....	3
Total .....	9

Total hours in program.....36

**Foreign Language Requirements.** None.

**Peace Corps’ Master’s International Program.** MSABR has an agreement with the United States Peace Corps that makes combining graduate studies with Peace Corps service even more appealing. Participants can receive up to six hours of credit for their independent field work while in Peace Corps service. Graduate course work precedes departure to foreign countries. Interested individuals make separate application to ASU and the Peace Corps, and prepare plans of study with their faculty committees regarding studies in the field.

**RESEARCH ACTIVITY**

Faculty are engaged in a number of research projects of global, national, regional, or state importance. Scholarship in service to community is the hallmark of a state-supported university and is evident in the Morrison School of Agribusiness and Resource Management. A few examples of this scholarship are “The National Food and Agriculture Policy Project”; a project involved with “Retail Contracting and Growers’ Prices in Fresh Fruit”; investigations in “Emerging Markets of the Balkans and Black Sea Region”; as well as “Curriculum for a Bachelor of Science Degree in Food Management.”

**AGRIBUSINESS (AGB)**

- AGB 410 Agribusiness Management II. (3)**  
*spring*  
Principles of human resource management in agribusiness firms. Prerequisite: AGB 310.
- AGB 411 Agricultural Cooperatives. (3)**  
*spring*  
Organization, operation, and management of agricultural cooperatives.
- AGB 414 Agribusiness Analysis. (3)**  
*fall and spring*  
Analysis of agribusiness firm decisions in the ecological, economic, social, and political environments. Special emphasis on ethical issues surrounding food production and consumption.
- AGB 420 Food Marketing. (3)**  
*spring*  
Food processing, packaging, distribution, market research, new food research and development, and social implications. Prerequisite: AGB 320.
- AGB 422 Consumer Behavior. (3)**  
*fall*  
Applies behavioral concepts in analyzing consumer food purchases and their implications for marketing strategies. Fee. Prerequisite: completion of Agribusiness core (or its equivalent).

- AGB 424 Sales and Merchandising in Agribusiness. (3)**  
*summer*  
Principles and techniques of selling and merchandising in the agricultural and food industries.
- AGB 425 Agricultural Marketing Channels. (3)**  
*fall*  
Operational stages of agricultural commodities in normal distribution systems and implementation of marketing strategies. Prerequisite: AGB 320.
- AGB 429 Marketing Research. (3)**  
*fall*  
Examines the marketing research process and its role in facilitating agribusiness decisions. Emphasizes problem identification, survey design, and data analysis. Fee. Prerequisite: completion of Agribusiness core (or its equivalent).
- AGB 431 Intermediate Agribusiness Financial Management. (3)**  
*spring*  
Comprehensive treatment of topics in financial management of agribusiness: capital structure, dividend policy, asset valuation, mergers and acquisitions, risk management. Prerequisites: AGB 332, 333.
- AGB 433 Intermediate Agribusiness Financial Markets. (3)**  
*spring*  
Role and function of agribusiness in U.S. financial system. Topics include rural banking, farm credit system, monetary policy, and federal reserve. Prerequisite: completion of Agribusiness core (or its equivalent).
- AGB 434 Agricultural Risk Management and Insurance. (3)**  
*fall*  
Strategies to manage agricultural price and business risk: derivatives, insurance, self-insurance, and public policy. Prerequisite: completion of Agribusiness core (or its equivalent).
- AGB 435 Agricultural Commodities. (3)**  
*fall and spring*  
Trading on futures markets. Emphasis on the hedging practices with grains and meats. Fee. Prerequisite: AGB 320.
- AGB 436 Entrepreneurship and Financial Management of E-commerce. (3)**  
*fall*  
Uses lectures, case studies, and business plans to highlight challenges of starting and running a small business. Lecture, seminar, case studies, computer labs.
- AGB 440 Food Safety. (3)**  
*spring*  
Control, prevention, and prediction of microbial and chemical food-borne diseases. Prerequisite: AGB 442 or instructor approval.
- AGB 441 Food Chemistry. (3)**  
*spring*  
Biochemical and chemical interactions that occur in raw and processed foods. Prerequisites: CHM 115, 231.
- AGB 442 Food and Industrial Microbiology. (4)**  
*selected semesters*  
Food- and industrial-related microorganisms; deterioration and preservation of industrial commodities. Lecture, lab. Prerequisite: a course in microbiology with lecture and lab.
- AGB 443 Food and Industrial Fermentations. (3)**  
*spring*  
Management, manipulation, and metabolic activities of industrial microbial cultures and their processes. Prerequisite: AGB 442 or instructor approval.
- AGB 445 Food Retailing. (3)**  
*fall*  
Food retail management. Discusses trends, problems, and functions of food retail managers within various retail institutions. Lecture, case studies.
- AGB 450 International Agricultural Development. (3)**  
*fall*  
Transition of developing countries from subsistence to modern agriculture. Emphasis placed on implications for U.S. agribusiness working abroad.
- AGB 451 Management Science. (3)**  
*fall*  
Focus on the construction, solution, and interpretation of quantitative models used for management decision making in agribusiness firms. Prerequisites: AGB 320, 360; ECN 112; MAT 117.

## MORRISON SCHOOL OF AGRIBUSINESS AND RESOURCE MANAGEMENT

### **AGB 452 International Agricultural Policy. (3)**

*fall*

Use of international trade theory to analyze the effects of government policies, trade agreements, and exchange rates on agribusiness. Prerequisite: ECN 112.

### **AGB 454 International Trade. (3)**

*spring*

International practices in trading of agribusiness, technology, and resource products and services.

### **AGB 455 Resource Management. (3)**

*spring*

Explores differences between societal and individual valuations of natural resources and considers public policy versus market-based solutions to environmental concerns. Prerequisite: ECN 112.

### **AGB 457 Resource Policy and Sustainability. (3)**

*fall*

Considers the evolution of policy design, focusing on how resource and environmental concerns have affected agricultural development and trade policies. Prerequisite: ECN 112.

### **AGB 460 Agribusiness Management Systems. (3)**

*spring*

Development and use of decision support systems for agribusiness management and marketing.

### **AGB 463 Electronic Commerce Applications. (3)**

*fall*

Overview of electronic commerce technology with introduction to basics of design, control, operation, organization, and emerging issues. Pre- or corequisite: AGB 460 (or its equivalent).

### **AGB 465 Organic Farming Technologies. (3)**

*fall and spring*

Organic farming methods, including certification, soil fertility, planting, integrated pest management, irrigation, cover crops, rotations, and marketing farm products.

### **AGB 470 Comparative Nutrition. (3)**

*selected semesters*

Effects of nutrition on animal systems and metabolic functions. Prerequisite: CHM 231.

### **AGB 471 Diseases of Domestic Animals. (3)**

*spring*

Discusses animal welfare, mechanisms of disease development, causes and classification of diseases, disease resistance, and common zoonoses. Prerequisite: BIO 188.

### **AGB 473 Animal Physiology I. (3)**

*selected semesters*

Control and function of the nervous, muscular, cardiovascular, respiratory, and renal systems of domestic animals. Prerequisites: BIO 188; CHM 113.

### **AGB 479 Veterinary Practices. (3)**

*fall and spring*

Observation of and participation in veterinary medicine and surgery supervised by local veterinarians. Prerequisite: advanced preveterinary student.

### **AGB 480 Agribusiness Policy and Government Regulations. (3)**

*spring*

Development and implementation of government food, drug, pesticide, and farm policies and regulations that affect the management of agribusiness.

### **AGB 481 Applied Microeconomics. (3)**

*fall and spring*

Emphasizes application of the theory of the firm, theory of exchange, and consumer theory.

### **AGB 484 Internship. (1–12)**

*fall and spring*

### **AGB 500 Research Methods. (1–12)**

*selected semesters*

### **AGB 501 Master's Thesis Preparation. (1)**

*fall and spring*

Step-by-step guidelines to major elements of a master's thesis along with practical guidelines for conducting research.

### **AGB 511 Advanced Agribusiness Management. (3)**

*spring*

Analyzes organization behavior, change, and resource requirements within agribusiness systems.

### **AGB 512 Food Industry Management. (3)**

*spring*

Operations and management of food-processing factories, food distribution centers, and retail food-handling firms.

### **AGB 513 Advanced Cooperatives. (3)**

*fall*

Advanced study of cooperatives and other nongovernmental organizations (NGO) focusing on management and proposal preparation for international agencies.

### **AGB 514 Advanced Agribusiness Analysis I. (3)**

*spring*

Vertical integration and differentiation in food and agricultural industries. Prerequisite: AGB 528.

### **AGB 515 Agribusiness Coordination. (3)**

*spring*

Organizational alternatives for agribusiness with emphasis on cooperatives and trading companies. Prerequisite: AGB 528.

### **AGB 528 Advanced Agribusiness Marketing. (3)**

*fall*

Theory and analysis of marketing farm commodities, risks, and the effect of future trading on cash prices.

### **AGB 529 Advanced Agribusiness Marketing Channels. (3)**

*spring*

Analyzes agribusiness market channel systems. Formulation of marketing strategies.

### **AGB 532 Advanced Agribusiness Finance. (3)**

*fall*

Financial management of agribusiness firms; agribusiness financial analysis, investment analysis, agricultural risk management, and introduction to agricultural financial intermediaries. Prerequisites: both computer literacy and a course in finance or only instructor approval.

### **AGB 535 Commodity Analysis. (3)**

*fall*

Analysis of commodity markets.

### **AGB 536 Small Business Finance, Entrepreneurship, and E-commerce. (3)**

*fall*

Uses lectures, case studies, and business plans to highlight challenges of starting and running a small business. Lecture, seminar, case studies, computer labs.

### **AGB 540 Advanced Food Science. (3)**

*selected semesters*

Chemical and physical nature of processed foods. Emphasizes food product development.

### **AGB 550 International Agricultural Development. (3)**

*fall*

Transition of developing countries from subsistence to modern agriculture. Emphasis placed on implications for U.S. agribusiness working abroad.

### **AGB 551 Agribusiness in Developing Countries. (3)**

*spring*

Factors influencing successful development of agribusiness enterprises in developing countries, including poverty, access to capital and technology, and trade opportunities.

### **AGB 552 International Agricultural Policy. (3)**

*fall*

Uses international trade theory to analyze the effects of government policies, trade agreements, and exchange rates on agribusiness.

### **AGB 554 Advanced International Trade. (3)**

*fall*

Advanced international practices in trading of agribusiness, technology, and resource products and services.

### **AGB 557 Resource Policy and Sustainability. (3)**

*fall*

Considers the evolution of policy design, focusing on how resource and environmental concerns have affected agricultural development and trade policies.

### **AGB 558 Advanced Bioremediation. (3)**

*spring*

Management and policy issues related to bioremediation of mineral and animal waste and replacement of chemical control with biological methods. Lecture, case studies.

**AGB 560 Advanced Agribusiness Management Systems. (3)**  
*selected semesters*  
 Development and use of decision support systems for agribusiness management decision making.

**AGB 561 Agribusiness Research Methods. (3)**  
*fall*  
 Uses model building, hypothesis testing, and empirical analysis in solving agribusiness problems.

**AGB 570 Managerial Economics for Agribusiness. (3)**  
*fall*  
 Concepts in micro- and macroeconomics applied to agribusiness management environments: price formation, market structure, information economics, fiscal and monetary policy. Prerequisites: introductory micro- and macroeconomics.

**AGB 580 Practicum. (1-12)**  
*selected semesters*

**AGB 581 Advanced Agribusiness Policy. (3)**  
*fall*  
 Policy-making history, structure, and process.

**AGB 583 Field Work. (1-12)**  
*selected semesters*

**AGB 584 Internship. (1-12)**  
*selected semesters*

**AGB 587 Resource Policy and Sustainability. (3)**  
*fall*  
 Considers the evolution of policy design, focusing on how resource and environmental concerns have affected agricultural development and trade policies.

**AGB 589 Agribusiness Capstone. (3)**  
*fall and spring*  
 Strategic management of organizations focusing on developing value-creating strategies in dynamic environments. Pre- or corequisites: AGB 511, 528, 532, 560, 561, 570.

**AGB 590 Reading and Conference. (1-12)**  
*selected semesters*

**AGB 591 Seminar. (1-12)**  
*selected semesters*

**AGB 592 Research. (1-12)**  
*selected semesters*

**AGB 593 Applied Project. (1-12)**  
*selected semesters*

**AGB 594 Conference and Workshop. (1-12)**  
*selected semesters*

**AGB 595 Continuing Registration. (1)**  
*selected semesters*

**AGB 598 Special Topics. (1-4)**  
*selected semesters*

**AGB 599 Thesis. (1-12)**  
*selected semesters*

**AGB 600 Research Methods. (1-12)**  
*selected semesters*

**AGB 690 Reading and Conference. (1-12)**  
*selected semesters*

**Omnibus Courses.** For an explanation of courses offered but not specifically listed in this catalog, see "Omnibus Courses," page 56.

**PROFESSIONAL GOLF MANAGEMENT (PGM)**

**PGM 463 Golf and Sports Turf Management. (3)**  
*fall*

Selection, establishment, and maintenance of turf grasses bred specifically for golf and sports facilities. Cross-listed as ABS 463. Credit is allowed for only ABS 463 or PGM 463. Integrated lecture/lab.

**Omnibus Courses.** For an explanation of courses offered but not specifically listed in this catalog, see "Omnibus Courses," page 56.



Maintenance of fairways and greens is taught in the classroom and on the course.

Tim Trumble photo