

MASTER OF AGRIBUSINESS AND FOOD INNOVATION MANAGEMENT, PLAN C

The professional Master of Agribusiness and Food Innovation Management (Plan C) is a program of study consisting of 35 credit hours of coursework, including 9 credit hours of practicum, that prepares students to start their own businesses in the agribusiness food system or to join the team of an existing startup in the agricultural value chain. Completion of the degree program implies mastery of what it means to be an entrepreneur, ability to describe the agriculture value chain and potential business opportunities, practical understanding of the role that economics plays in successful business startups, financial and marketing skills needed to put together a business plan, ability to evaluate the viability of a new product or service, ability to work together in a team to put together a business plan, communication skills to sell that plan to others (particularly potential investors), and working knowledge of intellectual property and how to protect it from unauthorized exploitation. The practicum provides experience in the development of a business plan for an actual business.

Requirements Effective Fall 2019

First Year

Fall		Credits
AREC 511	Opportunities in the Agricultural Value Chain	2
AREC 512	Innovation in Agribusinesses	2
AREC 513	Idea Evaluation in Agricultural Value Chains	2
AREC 514	Entrepreneurial Accounting and Finance	2
AREC 515	Assessing Agricultural and Food Markets	2
AREC 516	Business Economics for the Entrepreneur	2
Total Credits		12

Spring

AREC 517	Entrepreneurial Identity and Team Formation	2
AREC 518	Raising Capital in the Agricultural Sector	2
AREC 519A	New Venture Communication: Interpersonal Interactions	1
AREC 586A	New Venture Launch Practicum: Explore and Validate Value Proposition	2
BUS 620	Leadership and Teams	2

BUS 660	Ethical, Legal, and Regulatory Issues	2
Total Credits		11
Summer		
AREC 520	Intellectual Property in Food and Agriculture	2
AREC 521	New Food Product Development	2
AREC 586B	New Venture Launch Practicum: Communicate, Design, and Iterate	2
Total Credits		6
Second Year		
Fall		
AREC 519B	New Venture Communication: Making the Pitch	1
AREC 586C	New Venture Launch Practicum: Final Evaluation, Presentation, and Launch	5
Total Credits		6
Program Total Credits:		35

A minimum of 35 credits are required to complete this program.