

# MASTER OF AGRIBUSINESS AND FOOD INNOVATION MANAGEMENT, PLAN C

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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.