

**Directions:**

Evaluate the student by checking the appropriate number or letter to indicate the degree of competency. The rating for each task should reflect **employability readiness** rather than the grades given in class.

**Rating Scale:**

- 3 Mastered** – can work independently with no supervision
- 2 Requires Supervision** – can perform job completely with limited supervision
- 1 Not Mastered** – requires instruction and close supervision
- N No Exposure** – no experience or knowledge in this area

<b>3</b>	<b>2</b>	<b>1</b>	<b>N</b>	
				The student has mastered the related competencies of Agricultural Science I and II.

<b>3</b>	<b>2</b>	<b>1</b>	<b>N</b>	<b>A. Agriculture as an Industry</b>	<b>Notes:</b>
				1. Explain the role of agriculture in today’s economy	
				2. Identify opportunities for employment in agribusiness sales, marketing, and management	
				Unit: Explore agribusiness career opportunities by researching positions at a specific company and submitting their findings in a written report.	
				Other:	

<b>3</b>	<b>2</b>	<b>1</b>	<b>N</b>	<b>B. Economic Principles in Agribusiness</b>	<b>Notes:</b>
				1. Describe how supply and demand interact to determine the price of agricultural commodities	
				2. Determine the point of maximum net returns (profit) given a sample list of inputs and outputs and the prices of each	
				3. Determine the per-unit fixed and variable costs of producing a given output	
				4. Determine the most profitable amount of substitution for inputs and/or outputs in an agribusiness	
				5. Identify the opportunity cost of choosing one economic alternative over another	
				6. Identify the major markets for price discovery in the United States	
				7. Explain how the government is involved in the economics of agriculture	
				Unit: Demonstrate their understanding of basic economic principles by producing and presenting a short lesson on a principle and identifying examples that illustrate that principle	
				Other:	

<b>3</b>	<b>2</b>	<b>1</b>	<b>N</b>	<b>C. Financial Management</b>	<b>Notes:</b>
				1. Explain how to manage financial resources	
				2. Develop a budget	
				3. Describe the sources of credit and credit guidelines	
				4. Develop a savings and investment plan as part of a complete financial plan	

				Unit: Demonstrate an understanding of financial management principles by establishing a budget for their supervised agricultural experience (SAE).	
				Other:	

3	2	1	N	<b>D. Personal Development</b>	<b>Notes:</b>
				1. Describe how to develop a positive work attitude	
				2. Describe how to develop positive workplace relationships	
				3. Describe how to receive and give criticism	
				4. Describe what is considered to be ethical behavior in the workplace	
				5. Use goals to plan projects and solve problems	
				6. Develop stress management techniques	
				7. Develop a plan for finding a job	
				8. Develop a resume and complete a job application	
				9. Explain how to apply and interview for a job	
				Unit: Demonstrate skills related to career development by creating a written plan for securing a position in some aspect of agricultural sales.	
				Other:	

3	2	1	N	<b>E. Communication Skills</b>	<b>Notes:</b>
				1. Utilize verbal and nonverbal communication skills, as well as effective listening	
				2. Use written communication skills in the sales process	
				3. Describe the proper use of communications technology	
				Unit: Recognize and identify examples of verbal and nonverbal communication by analyzing a videotape of a presentation between a sales representative and a customer.	
				Other:	

3	2	1	N	<b>F. Preparing for a Sale</b>	<b>Notes:</b>
				1. Differentiate between selling environments and the salesperson's role in each of these environments	
				2. Identify different communication styles and use this information to improve the sales presentation technique	
				3. Describe the factors that motivate a person to make purchases and how to identify these factors in an individual	
				4. Describe how to obtain product, company, and industry knowledge and use it in a sales presentation	
				5. Identify potential customers and the best method for approaching them	
				Unit: Demonstrate knowledge of a product by writing a report in which the student analyzes the sale and use of a specific agriculture-related product.	
				Other:	

3	2	1	N	<b>G. Making a Sale</b>	<b>Notes:</b>
				1. Demonstrate techniques for building rapport with customers	
				2. Identify customer needs	
				3. Recognize the steps and tools involved in constructing an effective sales presentation	
				4. Demonstrate techniques for closing a sale	
				5. Identify the activities the salesperson must do after the sales presentation to maintain a long-term relationship with the customer	
				Unit: Demonstrate appropriate techniques of salesmanship by performing a sales presentation.	
				Other:	

3	2	1	N	<b>H. Promotional Tools</b>	<b>Notes:</b>
				1. Describe the components and purpose of a promotional campaign	
				2. Develop a print advertisement	
				3. Develop a public relations campaign	
				Unit: Demonstrate an understanding of promotional techniques by creating a radio or television commercial as part of an advertising campaign for an agriculture-related product.	
				Other:	

3	2	1	N	<b>I. Entrepreneurship</b>	<b>Notes:</b>
				1. Describe the basic concepts of a free market system	
				2. Identify the forms and characteristics of business ownership	
				3. Identify and evaluate business opportunities	
				4. Prepare an income statement	
				5. Prepare a balance sheet	
				6. Summarize cash flow and project a statement of cash flows	
				7. Describe how to obtain financing for a business	
				8. Explain the importance of making business decisions	
				Unit: Demonstrate their understanding of standard business principles by applying those principles to the planning and operation of an actual business enterprise.	
				Other:	

3	2	1	N	<b>J. Leadership and Personal Development for Advanced Students</b>	<b>Notes:</b>
				1. Develop a resume and complete a job application	
				2. Develop a plan for finding a job	
				3. Describe how to apply and interview for a job	

				4. Describe the characteristics needed to develop desirable personal and social skills	
				5. Describe the importance and process of developing better human relationships	
				Unit: Explore a career area by investigating entry-level job opportunities at a local agricultural business and writing a résumé and letter of application for a position.	
				Other:	

<b>3</b>	<b>2</b>	<b>1</b>	<b>N</b>	<b>D. Using the <i>Missouri Agricultural Record Book for Secondary Students</i></b>	<b>Notes:</b>
				1. Complete forms needed to open the Missouri Agricultural Record Book for Secondary Students	
				2. Complete a budget for the SAE program	
				3. Complete inventory and financial statement forms for the Missouri Agricultural Record Book for Secondary Students	
				4. Complete receipt and expenditure forms in the Missouri Agricultural Record Book for Secondary Students	
				5. Complete additional forms in the Missouri Agricultural Record Book for Secondary Students	
				Unit: Demonstrate the ability to use selected forms in the <i>Missouri Agricultural Record Book for Secondary Students</i> by using a list of sample entries to complete the applicable forms in the book.	
				Other:	