

## Bachelor of Arts in Business Administration

### Area of Specialization: *Finance, Marketing, and Economics in Agribusiness (FRE)*

#### **Description**

The Department of Food and Resource Economics (FRE) in the College of Agricultural and Life Sciences provides students with an excellent selection of courses in social sciences, management, economics, marketing and finance. Topics in strategic selling techniques, international trade policy, human resource policy, risk management, and legal issues focus in agribusiness, food manufacturing and marketing, and agricultural finance, yet provide students with skills applicable to any business environment. Career opportunities are available in food manufacturing industries, sales, appraisal firms, federal and state agencies, commercial banks and financial investment companies. For career information view:

<http://www.crc.ufl.edu/> and <http://www.warrington.ufl.edu/sb/mywcba/enhance/careerdev.asp>

#### **Requirements**

Students are required to have a minimum of four classes totaling 12 hours from any of the 3000-4000 level courses listed below and maintain a minimum 2.0 Area of Specialization GPA. Be sure to check course prerequisite requirements.

##### **Finance & Commodities Skill Set**

|                          |  |
|--------------------------|--|
| <a href="#">AEB 3122</a> | Financial Planning for Agribusiness        |
| <a href="#">AEB 3144</a> | Introduction to Agricultural Finance       |
| <a href="#">AEB 3315</a> | Futures Markets and Risk                   |
| <a href="#">AEB 3341</a> | Selling Strategically                      |
| <a href="#">AEB 4126</a> | Agricultural and Natural Resource Ethics   |
| <a href="#">AEB 4141</a> | Agricultural Business Financial Management |
| <a href="#">AEB 4342</a> | Agricultural and Food Marketing Management |

##### **Marketing Skill Set**

|                          |   |
|--------------------------|---|
| <a href="#">AEB 3300</a> | Agricultural and Food Marketing           |
| <a href="#">AEB 3341</a> | Selling Strategically                     |
| <a href="#">AEB 4126</a> | Agricultural and Natural Resource Ethics  |
| <a href="#">AEB 4342</a> | Agriculture and Food Marketing Management |
| <a href="#">AEB 4309</a> | Food Wholesaling and Retail Marketing     |
| <a href="#">AEB 4343</a> | International Agribusiness Marketing      |
| <a href="#">AEB 4380</a> | Agricultural Marketing Strategies         |

##### **International Economics Skill Set**

|                          |  |
|--------------------------|--|
| <a href="#">AEB 3281</a> | Agricultural Macroeconomics                  |
| <a href="#">AEB 3450</a> | Natural Resource and Environmental Economics |
| <a href="#">AEB 4126</a> | Agricultural and Natural Resource Ethics     |
| <a href="#">AEB 4242</a> | International Trade Policy in Agriculture    |
| <a href="#">AEB 4283</a> | International Development Policy             |
| <a href="#">AEB 4343</a> | International Agribusiness Marketing         |

#### **Contact Information**

You are always welcome to meet with an Advisor in the School of Business, however, advising specifically related to Finance, Marketing, and Economics in Agribusiness is available through the Food and Resource Economics department in the College of Agricultural & Life Sciences. For registration, scheduling, and area-specific questions, please contact:

Dr. David Barber  
[dbarber@ufl.edu](mailto:dbarber@ufl.edu)

352-392-1848 extension 214  
1197 McCarty A Hall

Department Website: <http://www.fred.ifas.ufl.edu/>

***Minor Option***

There are two different minors related to this Area of Specialization. To complete either minor students must earn 15 credit hours with a minimum 2.0 cumulative GPA. You can find out more about the Management and Sales in Agribusiness minor (related to the Finance & Commodities and Marketing skills sets) at:

<https://catalog.ufl.edu/ugrad/current/agriculture/minors/management-and-sales-in-agribusiness.aspx> and the International Development and Humanitarian Assistance (related to the International Economics skill set) minor offered at: <https://catalog.ufl.edu/ugrad/current/agriculture/minors/international-development-and-humanitarian-assistance.aspx> .