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: https://career.ufl.edu/

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
- AEB 3122 Financial Planning for Agribusiness
- AEB 3144 Introduction to Agricultural Finance
- AEB 3315 Futures Markets and Risk
- AEB 3341 Selling Strategically
- AEB 4126 Agricultural and Natural Resource Ethics
- AEB 4342 Agricultural and Food Marketing Management

Marketing Skill Set
- AEB 3300 Agricultural and Food Marketing
- AEB 3341 Selling Strategically
- AEB 4126 Agricultural and Natural Resource Ethics
- AEB 4424 Human Resource Management
- AEB 4343 International Agribusiness Marketing

International Economics Skill Set
- AEB 3281 Agricultural Macroeconomics
- AEB 3450 Natural Resource and Environmental Economics
- AEB 3671 Comparative World Agriculture
- AEB 4126 Agricultural and Natural Resource Ethics
- AEB 4242 International Trade Policy in Agriculture
- AEB 4283 International Development Policy
- AEB 4343 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:

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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.