

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
AEB3671	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:

Danielle Shu
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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>.