

## **Bachelor of Arts in Business Administration**

### **Area of Specialization: *Management and Sales in Agribusiness (MSA)***

#### ***Description***

The Department of Food and Resource Economics (FRE) in the College of Agricultural and Life Sciences offers this area of specialization to students interested management, marketing and sales with a focus in food manufacture and distribution. Students explore topics in technical sales, labor management, and methods to improve organizational teamwork, productivity, performance and enterprise success. Courses for the minor emphasize oral presentations, written assignments and group projects. Career opportunities are available in food manufacturing industries, sales, labor management, federal and state agencies. 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.

AEB 3341	Selling Strategically or
AEB 3300	Agricultural and Food Marketing
AEB 3144	Introduction to Agricultural Finance
AEB 3122	Financial Planning in Agribusiness
AEB 3315	Futures Markets and Risk Management
AEB 4138	Advanced Agribusiness Management
AEB 4242	International Trade Policy in Agriculture
AEB 4342	Agricultural and Food Marketing Management
AEB 4343	International Agribusiness Marketing
AEB 4424	Human Resources Management in Agribusiness

#### ***Contact Information***

You are always welcome to meet with an Advisor in the School of Business, however, advising specifically related to Management and Sales 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  
[dshu@ufl.edu](mailto:dshu@ufl.edu)  
352-294-7640  
1170 McCarty Hall A

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

#### ***Minor Option***

A minor is available in this Area of Specialization. To complete the minor students must earn 15 credit hours with a minimum 2.0 cumulative GPA. More information about the Management and Sales in Agribusiness minor is available at: <https://catalog.ufl.edu/ugrad/current/agriculture/minors/management-and-sales-in-agribusiness.aspx>.