

# Bachelor of Applied Science - Agribusiness Applied Degree



## Description

The Olds College Bachelor of Applied Science - Agribusiness Degree Program builds upon knowledge, experiences and skills previously gained in related academic programs and prior work/life experiences. The BASC program prepares its graduates to apply knowledge and skills gained in strategic business management and self-directed learning to contribute to the global agribusiness industry.

## Program Learning Outcomes

Upon successful completion of this program, students will be able to:

1. Lead and work in a team environment.
2. Communicate effectively.
3. Consider ethical implications of actions.
4. Evaluate usefulness of information to achieve various ends.
5. Apply critical thinking and problem solving skills to support the agribusiness industry.
6. Identify learning goals and take appropriate courses of action to achieve them.
7. Make strategic management decisions.

## Requirements:

### TERM 1

			Course Credits (Total Credits:15)
<b>BAS</b>	<b>3999</b>	<b>Introduction to Self-directed Learning (3-0-0 hrs)</b>	<b>0</b>
This course provides learners with the opportunity to develop and use the skill of reflection to help them prepare a learning plan that will guide their fourth year in Directed Field Study. Learners will produce a portfolio that addresses their past, current and future learning and skill development objectives. All design and presentation activity will be completed using a technology interface that will enable learners to enhance their professional skills in communicating a technology.			
<b>MGT</b>	<b>3100</b>	<b>Financial Management (3-0-0 hrs)</b>	<b>3</b>
This course applies the concepts of financial management relevant to non-financial managers. Building on fundamental business principles, learners will examine the relationship among the fundamental financial management accounting tools. Through case studies and exercises, they will learn about the role of integrated financial statements (balance sheet, income statement and cash flow budgets) in strategic planning and operational decision making in a dynamic organizational environment.			
<b>MGT</b>	<b>3200</b>	<b>Project Management for Agriculture (3-0-0 hrs)</b>	<b>3</b>
Learners will implement project management principles and processes in an agricultural context. Project management software will be used to implement a step-by-step process from defining a problem or opportunity through to project completion. Comprehensive 'Request for Proposals' will be developed as an integral part of the implementation of a successful proposal process. Critical thinking and analytical skills will be developed during the problem-solving process.			
<b>MGT</b>	<b>3400</b>	<b>Strategic Human Resources Management (3-0-0 hrs)</b>	<b>3</b>
The learner focuses on acquiring a holistic perspective on human resource practices. Creating competitive advantage through working with the people in an organization is investigated from the perspective of the management generalist.			
<b>MGT</b>	<b>3600</b>	<b>Economics and Risk Management (3-0-0 hrs)</b>	<b>3</b>
The learner prepares for managerial decision-making by investigating economic models and			

exploring how the Canadian economy functions. Students will study agricultural markets with an emphasis on price risk management in commodity marketing.

**MKG 3000 Strategic Marketing (3-0-0 hrs) 3**

This is an advanced marketing course designed for BASc - Agribusiness students which will present students with an effective approach to analysing, planning and implementing market strategies. Students will analyse the marketing efforts of a "client" organization as well as work in teams to complete a high level marketing simulation game. Additionally, students will explore the concepts of consultative selling, customer data-basing and an account penetration planning process.

**TERM 2**

Course Credits  
(Total Credits:15)

**BAS 3999 Introduction to Self-directed Learning (3-0-0 hrs) 3**

This course provides learners with the opportunity to develop and use the skill of reflection to help them prepare a learning plan that will guide their fourth year in Directed Field Study. Learners will produce a portfolio that addresses their past, current and future learning and skill development objectives. All design and presentation activity will be completed using a technology interface that will enable learners to enhance their professional skills in communicating a technology.

**MGT 3333 Agricultural Innovation and Leadership (3-0-0 hrs) 3**

This course will provide learners with a strategic perspective on the emerging roles of technology and innovation in the agricultural sector. Additionally, students will explore effective leadership methods. Students will analyze historical and current theories in Leadership and practices in preparation for selecting appropriate strategies for dealing with leadership situations. They will also examine contemporary leadership issues in the context of helping organizations achieve their stated goals.

**MGT 3500 Applied Research (3-0-0 hrs) 3**

This course provides foundational knowledge and scaffolding in applied research. Students will be required to use twenty first century skills to complete a research project and communicate the results through delivery of a professional report and presentation.

**MGT 4000 Strategic Business Management (3-0-0 hrs) 3**

The purpose of this course is to enable the student to draw on analytical tools and previous knowledge to analyze complex business problems in order to provide sound recommendations communicated through a professional report and presentation.

Pre-requisite : MGT - 3100 :and

Pre-requisite : MKG - 3000 :and

Pre-requisite : MGT - 3400 :

**MKG 3500 International Marketing (3-0-0 hrs) 3**

This course provides an overview of international marketing in the small business context. Identification and evaluation of opportunities in the international marketplace, foreign exchange and payment mechanisms, import and export documentation and processes, packaging, transportation and communication methods will be covered.

Pre-requisite : MKG - 3000 :

**TERMS 3 and 4**

Course Credits  
(Total Credits:30)

**BAS 4999 Directed Field Study (0-0-0 hrs) 30**

This course in Directed Field Studies (DFS) is the fourth year of study of the Bachelor of Applied Science Degree. Students will develop individualized learning plans for the DFS and complete the DFS based upon their learning goals. Upon completion of the DFS, each student will submit the DFS Report and Career ePortfolio for assessment.

Pre-requisite : 27 Credits from third year of study, BAS 3999 and the approval of the Instructor.

## Graduation Requirements

- Graduation from a recognized Diploma program in a related field of study
- Completion of 120 credits
- Completion of all required courses and credits as per Program of Study
- Cumulative program G.P.A. of 2.50 or better
- Satisfactory completion of 30 credits of Directed Field Studies in an approved employment environment

#### **Changes to this Program**

Every effort has been made to ensure that information in this program is accurate at the time of publication. The College reserves the right to change programs if it becomes necessary so that program content remains relevant. In such cases, Olds College will provide clear and timely notice of the changes.

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