May 10, 2018

MEMORANDUM

TO: Craig Beyrouty
Dean, College of Agriculture and Natural Resources

FROM: Elizabeth Beise
Associate Provost for Academic Planning and Programs

SUBJECT: Proposal to Modify the Bachelor of Science in Agricultural and Resource Economics - Agribusiness Specialization (PCC Log. No. 17068)

At its meeting on April 6, 2018, the Senate Committee on Programs, Curricula and Courses approved the proposal to modify the Bachelor of Science in Agricultural and Resource Economics - Agribusiness Specialization. A copy of the approved proposal is attached.

The change is effective Fall 2018. Please ensure that the change is fully described in the Undergraduate Catalog and in all relevant descriptive materials, including the undergraduate program’s four-year plan (contact Lisa Kiely at lkiely@umd.edu for more information).

MDC/
Enclosure

cc: Dylan Roby, Chair, Senate PCC Committee
Barbara Gill, Office of Enrollment Management
Reka Montfort, University Senate
Huifang Pan, Division of Information Technology
Pam Phillips, Institutional Research, Planning & Assessment
Jason Speck, University Archives
Linda Yokoi, Office of the Registrar
Cynthia Stevens, Office of Undergraduate Studies
Joe Sullivan, College of Agriculture and Natural Resources
Lars Olson, Department of Agricultural and Resource Economics
University of Maryland PCC
Program/Curriculum/Unit Proposal

Program:
Agricultural and Resource Economics (AREC) - Agribusiness concentration (011IC)

Department/Unit:
AREC

College/School:
AGNR

Proposal Contact Person (with email):
Jill Janofsky, jjanofsk@umd.edu

Type of Action (check one):
☒ Curriculum change (includes modifying minors, concentrations/specializations and creating informal specializations)
☐ Curriculum change is for an LEP Program
☐ Rename a program or formal Area of Concentration
☐ Establish/Discontinue a formal Area of Concentration
☐ Other:

☒ Establish a new academic degree/certificate program
☐ Create an online version of an existing program
☐ Establish a new minor
☐ Suspend/Discontinue a degree/certificate program
☐ Establish a new Master or Certificate of Professional Studies program
☐ New Professional Studies program will be administered by Office of Extended Studies

Approval Signatures - Please print name, sign, and date. For proposals requiring multiple unit approvals, please use additional cover sheet(s).

1. Department Committee Chair
Howard Leathers

2. Department Chair
Lars Olsen, Acting Chair

3. College/School PCC Chair
Janofsky

4. Dean

5. Dean of the Graduate School (if required)

6. Chair, Senate PCC
Dylan Roby

7. University Senate Chair (if required)
Elizabeth J. Beine

8. Senior Vice President and Provost

Instructions:
When approved by the dean of the college or school, please send the proposal and signed form to the Office of the Associate Provost for Academic Planning and Programs, 1119 Main Administration Building, Campus-5031, and email the proposal document as an MSWord attachment to pcc-submissions@umd.edu.

Summary of Proposed Action (use additional sheet if necessary):
Addition of supporting field of Farm Management and Entrepreneurship to AREC's Agribusiness concentration and modification of existing Business Management supporting field.

Unit Code(s) (to be entered by the Office of Academic Planning and Programs):
2017-2018 PCC Program Modification Proposal

In order to complete this form, you will need to copy this template to your own document, then complete, print, and submit this proposal with the PCC Cover Sheet

Program: Agricultural and Resource Economics - Agribusiness concentration (0111C)

Date of Proposal: 10/27/2017

Start Term for New Version of Program: Fall 2018

A program modification can consist of the following actions: (a) modifying current requirements; (b) adding, modifying or discontinuing a concentration or specialization, (c) changing the delivery method (offering the program online, at a new off-campus location, or in a non-standard term), or (d) renaming a program. Enter information in the space provided below each prompt (note that Prompts 1 & 2 will provide essential contextual information for the reviewers). Please feel free to add additional information at the end of this document or in a separate appendix. Also, if the nature of the modification does not seem to fit this template, contact us at pcc-submissions@umd.edu and we can work together to customize the template to fit your needs.

1. Current Catalog Description of Program. Include any special admissions information.

Agricultural and Resource Economics majors complete a set of prerequisite courses, a core of classes offered by the Agricultural and Resource Economics Department, and one or more fields comprised of selected courses from outside the department. The core includes courses in economic reasoning, agribusiness management, environmental and resource policy, agricultural policy, economic development, and analytical methods. The program permits students flexibility in choosing fields to fit their career interests. Majors must complete one and are strongly encouraged to complete two fields. The curriculum balances breadth and depth, and lets students develop academic skills in two or more areas. The program provides a good foundation for careers in economics, resource or environmental policy, agribusiness, and international agriculture.

2. Current Requirements for Program. Include all course requirements for program.

Currently, the Agribusiness concentration under the AREC major has one supporting field (Business Management) satisfied by the completion of the following six (6) courses:

BMGT 220: Principles of Accounting I
BMGT 221: Principles of Accounting II
BMGT 340N: Business Finance
BMGT 350N: Marketing Principles
BMGT 364N: Management and Organization
BMGT 380N: Business Law I

3. Description and Rationale for Modifications. Be sure to specify whether modifications apply to the entire program or to a particular specialization, concentration, or offering (e.g., online offering) of the program. Otherwise, different modification types will require different kinds of information:
Two proposal modifications: 1) the addition of a new supporting field of Farm Management and Entrepreneurship; and 2) the modification of the existing Business Management concentration.

1) Addition of new supporting field Farm Management and Entrepreneurship: students will have the option of completing this supporting field by (3) of the following courses with a C- or better:

ENES 140 Discovering New Ventures
ENES 461 Advanced Entrepreneurial Opportunity Analysis in Technology Ventures
ENES 471 Legal Aspects of Entrepreneurship
INAG 103 Agricultural Marketing
INAG 201 Agricultural Human Resources Management
INAG 204 Agricultural Business Management
INAG 205 Analyzing Alternative Enterprises
One of the following can also be selected: BMGT 289E Entrepreneurial Thinking for Non-Business Majors: How Not to Miss Great Opportunities Your Life Throws At You / ENES 210 Entrepreneurial Opportunity Analysis and Decision-Making / INAG 102 Agricultural Entrepreneurship

2) Modification of existing Business Management concentration: reduce the number of required supporting field courses from six (6) to three (3) from the following list: BMGT340N, BMGT350N, BMGT364N, and BMGT 380N. This is to align the Business Management field of study with the required number of courses for other AREC concentrations. Students may still need to take BMGT 220 and BMGT 221 to qualify for 300-level BMGT courses as required prerequisites, however BMGT 220 and BMGT 221 will no longer be stated requirements for the supporting field.
4. New course requirements. For curriculum changes, the clearest way to present curriculum change is to use a two-column table, with the old curriculum in the left column and the new curriculum in the right.

<table>
<thead>
<tr>
<th>Current Business Management supporting field - 6 courses</th>
<th>Proposed Business Management supporting field - 3 courses, choose from the following list*</th>
</tr>
</thead>
<tbody>
<tr>
<td>BMGT 220 (3 credits)</td>
<td>BMGT 220 (3 credits) removed</td>
</tr>
<tr>
<td>BMGT 221 (3 credits)</td>
<td>BMGT 221 (3 credits) removed</td>
</tr>
<tr>
<td>BMGT 340N (3 credits)</td>
<td>BMGT 340N (3 credits)</td>
</tr>
<tr>
<td>BMGT 350N (3 credits)</td>
<td>BMGT 350N (3 credits)</td>
</tr>
<tr>
<td>BMGT 364N (3 credits)</td>
<td>BMGT 364N (3 credits)</td>
</tr>
<tr>
<td>BMGT 380N (3 credits)</td>
<td>BMGT 380N (3 credits)</td>
</tr>
<tr>
<td>Total Credits: 18</td>
<td>Total Credits: 9</td>
</tr>
</tbody>
</table>

* Students will note that BMGT 220 and BMGT 221 are both required prerequisites for many 300-level BMGT courses, and this information will be provided in AREC advising.

5. Use the space below for any additional comments on the courses or other requirements selected for the revised curriculum. Typical comments may be clarifications of why certain courses are being replaced or added.

The proposed Farm Management and Entrepreneurship supporting field takes advantage of the recently approved course offerings from the Institute of Applied Agriculture (course offered with the prefix INAG), and entrepreneurial-related courses in BMGT and ENES. This will be an appealing option to students transferring into UMCP (and AREC) from the IAA, and also for students who have been interested in BMGT but whose interest is more related to small-business and entrepreneurship. Farm management is similar in many respects to management of other small businesses. The existing supporting field in business management consists of BMGT courses which focus primarily on corporate management; therefore the existing field in business management is substantially different from the field proposed here.

6. Sample plan. Provide a term by term sample plan that shows how a hypothetical student would progress through the program to completion. For undergraduate programs, this should be the four-year plan.

See attachment.

7. For new or modified courses, please provide the course catalog information (credits, description, prerequisites, etc.). Suffix "Selected" or "Special" topics courses should be avoided. If suffixed -Selected or Special Topics courses are offered regularly in the new program, you should make the
courses permanent.

Please note: new courses or modifications to courses need to be submitted through the Testudo Curriculum Management system and will need to follow the normal VPAC course proposal review process. You may submit individual course changes to VPAC concurrently with the PCC proposal; however, the course changes may be held depending on the outcome of the PCC proposal.

N/A

8. Supporting documentation. Correspondence from any department(s) or programs whose courses will be required or otherwise impacted. If the change in curriculum introduces a requirement (or recommendation) that majors take a course offered by another department, it is important to establish that such a requirement will not unduly burden faculty and resources elsewhere on campus. Use space below for any comments, otherwise add supporting correspondence as an appendix.

9. Impact on current students. It should be specifically acknowledged that students enrolled in the program prior to the effective date of any curriculum change may complete their program under the old requirements if they wish. The courses required must remain available, or suitable substitutions specifically designated.

These program modifications will not impact current students, as we are proposing to remove required courses that current students either already completed or will still need to complete under the new. All students regardless of when they declared the AREC major will have the option of completing their degrees under the new requirements proposed.
## Agricultural and Resource Economics (AREC): 01110/0111C sample for PCC approval

<table>
<thead>
<tr>
<th>Year 1</th>
<th>Fall</th>
<th>Spring</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Required Benchmark Requirements</strong></td>
<td><strong>Credit</strong></td>
<td><strong>Grade</strong></td>
</tr>
<tr>
<td>MATH113 or MATH115 (MA)</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>English 101 (AW)</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>i-Series</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Completed by 2 semesters</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Oral Communication (OC)</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>UNIV100</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>13</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Year 2</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Required Benchmark Requirements</strong></td>
<td><strong>Credit</strong></td>
<td><strong>Grade</strong></td>
</tr>
<tr>
<td>BMGT230 or equivalent</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>STAT 100</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Scholarship in Practice (SP)</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Diversity 1 (DVUP/DVCC)</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>i-Series 2</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>15</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Year 3</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>5 upper level AREC courses required</td>
<td><strong>Credit</strong></td>
<td><strong>Grade</strong></td>
</tr>
<tr>
<td>3 courses in your chosen field of study required</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Elective</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Professional Writing</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Upper level AREC #1</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Scholarship in Practice 2</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>16</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Year 4</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Don't forget to apply for graduation!</td>
<td><strong>Credit</strong></td>
<td><strong>Grade</strong></td>
</tr>
<tr>
<td>Upper level AREC #4</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Elective</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Field of Study #3</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Elective</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Elective</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>15</td>
<td></td>
</tr>
</tbody>
</table>

*ECON 200 and ECON 201 are required early, as they are pre-requisites for AREC 326.

Important reminders:
1. All benchmark requirements must be completed before students can advance to upper-level AREC courses.
2. If MATH 120 or MATH 140 has already been completed via transfer / AP / IB credits, you have satisfied the math benchmark. If you place out of MATH 113, we recommend taking MATH 120 in your first semester.
Fwd: ENES Courses for Your Program

Lars J. Olson <ljolson@umd.edu>
To: Jill Janofsky <jjanofsk@umd.edu>, "Leathers, Howard D." <howardl@umd.edu>

-------- Forwarded message --------
From: James Vaughn Green <jvgreen@umd.edu>
Date: Thu, Nov 30, 2017 at 11:01 AM
Subject: ENES Courses for Your Program
To: "Lars J. Olson" <ljolson@umd.edu>
Cc: "Peter A. Sandborn" <sandborn@umd.edu>

Lars,

Mtech supports your inclusion of these four courses for your new supporting field of Farm Management and Entrepreneurship.

- ENES 140 Discovering New Ventures
- ENES 210 Entrepreneurial Opportunity Analysis and Decision-Making
- ENES 461 Advanced Entrepreneurial Opportunity Analysis in Technology Ventures - This course is typically restricted to Hinman CEOs students. If a Hinman CEOs student is also enrolled in your program, they may take this course.
- ENES 471 Legal Aspects of Entrepreneurship - This course is typically restricted to Minor in Technology Entrepreneurship students and Hinman CEOs students. If a Minor in Technology Entrepreneurship student or Hinman CEOs student is also enrolled in your program, they may take this course. Alternatively, they may take a summer session of this course if available.

Thanks,

James

Dr. James V. Green
Director of Entrepreneurship Education
Maryland Technology Enterprise Institute (Mtech)
A. James Clark School of Engineering
University of Maryland
http://mtech.umd.edu/educate/
Fwd: Request permission to list INAG courses for AREC supporting field

Lars J. Olson <ljolson@umd.edu>
To: Jill Janofsky <jjanofsk@umd.edu>

------- Forwarded message --------
From: Glori D. Hyman <gdyman@umd.edu>
Date: Tue, Nov 14, 2017 at 12:54 PM
Subject: Re: Request permission to list INAG courses for AREC supporting field
To: "Lars J. Olson" <ljolson@umd.edu>

Dear Lars:

Thank you for checking. Yes, you have our approval to include the INAG courses in your list of electives.

Regards,
Glori

Glori Hyman, Director
Institute of Applied Agriculture
2123 Jull Hall
University of Maryland
College Park, MD 20742
301.405.4685

On Tue, Nov 14, 2017 at 10:48 AM, Lars J. Olson <ljolson@umd.edu> wrote:

Dear Glori,

AREC is proposing a new supporting field of Farm Management and Entrepreneurship. Students will have the option to complete this field by earning a C- or better in three electives chosen from a list of 10. As part of the PCC approval process I write to ask your permission to include the following INAG courses among the electives for this field.

INAG 102 Agricultural Entrepreneurship
INAG 103 Agricultural Marketing
INAG 201 Agricultural Human Resources Management
INAG 204 Agricultural Business Management
INAG 205 Analyzing Alternative Enterprises

I will be happy to answer any questions you might have. Thank you in advance for your consideration.

Sincerely yours,
Lars Olsen
Professor and Interim Chair
Dept. of Agricultural and Resource Economics
University of Maryland
College Park, MD 20742
301-405-7180