



Ag Biz Planner eLearning Curriculum Outline

Module 1: Megatrends of Agriculture

- Megatrends Facing the Industry
- Catalysts for Change
 - Consumer Demands
 - Environment
 - Government Policy
 - Technology
 - People
 - Globalization of Markets
 - General Economy
 - Farm Structure
 - Rural Community Dynamics

Module 2: Strategic Business Planning

- What is strategic business planning?
- Purpose of strategic business plans
- Business planning for agriculture
- What is a business plan?
- Who should prepare the plan?
- Where can you get information to help in developing a business plan?
- SWOT analysis
- What are the various components of a business plan?
- Summary

Module 3: Preparing for Your Lender

- The borrower-lender relationship
- What to look for in selecting a lender
- How to be a valuable partner in a lending relationship
- Credit scores and credit background
- Financial road hazards in borrower-lender relationships

Module 4: Constructing Financial Statements: The Balance Sheet

- The importance of accurate financial records
- Balance Sheet

Module 5: Constructing Financial Statements: The Income Statement and Cash Flow

- Income Statement
- Cash Flow Statement

Module 6: Understanding Lending Decisions

- The five C's of credit
 - Character
 - Capital
 - Capacity
 - Collateral
 - Conditions

Module 7: Benchmarks and Best Management Practices

- Understanding key financial ratios and benchmarks
- Best management practices for YBSM producers
- Troubleshooting financial and management practices

Module 8: Growth and Transition Management

- Capital budgeting and growth management
- Sensitivity and breakeven analysis
- Expansion metrics
- Economics for successful transfer
- Time management
- Business transition and evolution
- Communications and execution of a transfer plan
- Generational differences and motivations

Module 9: Record Keeping, Budgeting, Personal Finance, and Investing

- Organizing financial and physical records
- Creating a budget
- Family living expense control
- Investing and saving
- Retirement planning
- Insurance for you, your family, and your business
- Business and lifestyle balance

Module 10: Professionalism, Communications, Ethics, and Leadership

- Business plan executive summary and oral presentation
- Communications advocacy for agriculture
- Techniques and strategies in dealing with communications issues
- Ethical considerations and code of ethics
- Peak performance pyramid of leadership