Proposal Purpose / Justification

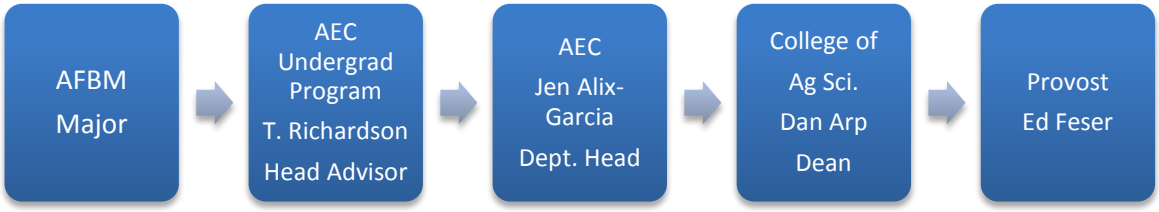
Current name of the major: Agricultural Business Management
Proposed new name for major: Agricultural and Food Business Management

When the Agricultural Business Management major was established over thirty years ago, the major had a focus on production agriculture and the management of farms, ranches, nurseries and businesses that directly served these agricultural enterprises (e.g., seed, feed and chemical input suppliers, agricultural lending and farm credit agencies, rural property appraisers, etc.). The past ten years have seen considerable changes to the nature and dynamics of agricultural and food systems in the US and beyond. Fundamental shifts in the organization, coordination and integration of how food gets produced, processed, marketed and delivered to the point of consumption is broadening the necessary educational scope of the major. Commodity agriculture remains the dominant model, yet new market demands are requiring a more diverse perspective and skill set for everyone involved in the agricultural and food industries. Consumer demands are having profound and lasting effects on the profitability and viability of every firm that contributes to the food system that serves these consumers. The proposed name change and related modifications to this major reflect the AEC Department's desire to enhance the relevance and value of the major for our current and future students. This includes an explicit recognition that agricultural and food systems are becoming more inter-dependent and we should offer students a major that reflects this new market dynamic. Most importantly, the change in the name of the major reflects the already substantial shift in focus of the courses that are contained within it; students learn about food systems, and their degree designation should reflect this.

Additionally, this name change is consistent with a national trend within departments of agricultural and applied economics, as represented in the following innovations in undergraduate programs being made by departments at other land grant universities:

- Washington State University College of Agricultural Human & Natural Resource Sciences – Offers an interdisciplinary, college-wide program with a major in Agricultural and Food Business Economics
- University of Minnesota Department of Applied Economics – Offers a degree in Agricultural and Food Business Management
- Colorado State University Agricultural & Resource Economics Department – Recently added an Interdisciplinary Minor in Food Industry Management
- Michigan State University Department of Agricultural, Food, and Resource Economics - Offers bachelor's degrees in three areas: Environmental Economics & Management, Agribusiness Management, and Food Industry Management.
- Purdue University Agricultural Economics Department – Changed the name and broadened the focus of their capstone course for their agribusiness major to "Agricultural and Food Business Strategy"
- Kansas State University Department of Agricultural Economics – Offers three options with its undergraduate agribusiness major –Agribusiness, International, and Food Industry options

A. Location – Note, no change in organizational structure is associated with this proposal.



B. Objectives, Functions, and Activities

1. The change in the name of our major will reflect programmatic changes that are already being implemented. Objectives, functions and activities associated with our ABM major have already been broadened to include an increasing "ag and food systems" approach in our course titles, course content, course descriptions, and broadening of experiential learning activities. Approved changes that have already been put into place include the following:
    a. Changes in course titles, which have already been approved by OSU Curriculum Committee
        i. AEC 211 – from "Management in Agriculture" to "Agricultural and Food Management"
        ii. AEC 221 – from "Marketing in Agriculture" to "Agricultural and Food Marketing"
        iii. AEC 465 – from "Agricultural Financial Reporting and Analysis" to "Agricultural and Food Financial Management"
    b. Development of new courses, which have already been approved by OSU Curriculum Committee
        i. AEC 251 – Introduction to Agricultural and Food Economics
        ii. AEC 466 – Agricultural and Food Marketing Management
        iii. AEC 475 – Writing Business Plans for New Venture Development in Agriculture and Food
    c. Have suspended our offering of several courses, which were more narrowly targeted to "farm management" topics and had had declining enrollments in recent years
        i. AEC 468 – Crop Enterprise Budgeting
        ii. AEC 469 – Livestock Enterprise Budgeting
        iii. AEC 470 – Farm Budgeting and Planning
        iv. AEC 382 – Farm and Ranch Appraisal
        v. We also dropped one required pre-requisite from AEC 465 (BA 360, Business Finance), which added some flexibility in scheduling for our students while not losing critical content, as some content from BA 360 was selectively adapted and targeted for teaching in two existing AEC courses – AEC 460 and AEC 465
    d. Approved changes with our undergraduate minors
        i. Modified our course requirements for our Agricultural Business Management minor
        ii. Established a new minor – Food Economics and Policy
    e. Incrementally revising and updating the department's "Student Learning Outcomes" to reflect this broader understanding of our major and how it meets the career needs of our students.
2. By recognizing fundamental shifts in the Oregon, US, and global agricultural and food systems, our department has been able to continue to serve its traditional undergraduate student profile (i.e., students with a strong ag/farm background, who at post-matriculation seek management positions in production agriculture and allied industries, often within their own family operations). Changes to course titles, updates in course content, broadened efforts for undergraduate recruitment and placement upon graduation have been done seamlessly, since these changes are consistent with

the evolving needs of these traditional students. The changes have the added benefit of broadening the relevance, appeal and career opportunities for our students who do not meet our traditional student profile (i.e., students with a more suburban/urban background and/or a stronger interest in food systems, food manufacturing, food distribution/retailing and food service). Given the market demands for traceability of agricultural and food products, highly coordinated supply chains and a much greater emphasis on consumer preferences permeating back to agricultural producers and their input suppliers, a name change to our major that would now include both "agricultural" and "food" signals that our academic objectives, functions and activities reflect today's market realities.

3. Outcomes will be assessed in three ways – Updating and then tracking our SLOs as we have been doing already, tracking placement data on companies and starting salaries of our graduating seniors, and anecdotally soliciting industry feedback, particularly from alumni and from companies hiring our students to see if our programmatic changes are providing the desired effects.
4. This proposed change in name of our major was vetted by and subsequenty approved unanimously by the members of our department's Undergraduate Program Committee, and have the support of our faculty as a whole, our Department Head and the CAS Assistant Dean for Academic Programs. Given that the name change for the major is the last remaining step in our programmatic shift to an "agricultural and food systems" approach, there is proven support and acceptance of these changes within the department.

C. Resources

1. Staffing and Resource Needs – A priority staffing need position for a tenure-track assistant professor in agribusiness was hired in 2016. This person is now teaching AEC221. Of the other changes already approved, the current course load of the department's Faculty does not support the teaching of AEC 466. The Department's hope is that we can successfully lobby our Dean for an additional priority staffing hire in support of our overall agribusiness program (which includes not only undergraduate instruction, but also research, outreach and graduate courses). Otherwise, all other changes are being implemented with currently available departmental resources.
2. Not applicable.
3. Not applicable.

D. Mission – How this change in the name of our major supports OSU's mission

1. This proposal strongly supports the mission of OSU, touching on that mission's three Signature Areas of "Advancing the Science of Sustainable Earth Ecosystems, Improving Human Health and Wellness, and Promoting Economic Growth and Social Progress." A shift from "agriculture (i.e., farm) business management" to "agricultural and food business management" supports an integrated program of study of the economics and business of sustaninable food systems, food systems that create both private benefits (e.g., profits) and public benefits (e.g., health and wellness), and food systems that contribute significantly to Oregon's economy. Further, this name change is consistent with emerging trends within our discipline and peer institutions throughout the US and beyond, thus reinforcing the University's vision to be a top-10 land grant university. And finally, the name change supports OSU's overall goals of providing an "excellent teaching and learning environment" to achieve student "success through graduation and beyond", as this new name for the major signals to employers, alumni and industry leaders that our program is actively engaged in preparing our students not only for the agricultural and food system of today but of tomorrow as well.
2. We anticipate no direct negative impacts from this name change, other than some initial confusion among alumni and academic advisors across campus and at community colleges around the state, but that confusion will be overcome relatively easily and quickly as people learn about the change. We believe that the impact will be positive, as our graduating seniors will have an easier time

"marketing" their major to potential employers, especially those who have not hired our graduates in the past. Another potential positive impact will be that our department's reputation with industry leaders will be enriched.

Other departments across campus that may be impacted include the Food Science & Technology Department, several majors within the College of Business, and possibly the College of Public Health and Human Sciences' bachelor program in Nutrition, Nutrition and Food Service Systems option. All of these other academic programs differ substantively from the AEC major in terms of course requirements, academic disciplines of teaching faculty and placement of graduating seniors. Hence, the impacts of having the "shared" use of the word "food" is readily mitigated and is superficial rather than substantive. Evidence of that is already clearly proven in the plus-30-year long precedent of the "shared" use of the words "agricultural", "business" and "management" that comprise the existing name of the major, which was established in the early 1980s.

E. Strategic Plan, the effects thereon…

The Applied Economics Department will continue its long-term plans and commitments to its undergraduate program and the majors within that program. As noted previously, the name change proposed in this document is consistent with an already existing shift in our agribusiness undergraduate curriculum and teaching focus. Hence, the name change is congruent with our long-term plans to offer an undergraduate degree program that is relevant and reflective of globally inter-connected and inter-dependent agricultural and food systems. The name change supports the OSU's Phase III strategic plan by demonstrating our efforts within the AEC Department to reflect the university's stated plan to offer "transformative educational experiences" (i.e., by helping students enrolled in our major understand the broader, systemic nature of agricultural and food systems).

F. External Impacts

1. Relationships with other higher education institutions in Oregon: The proposed name change will have neglible impacts on other higher education institutions in Oregon. Some of Oregon's Community Colleges (e.g., Linn-Benton, Umqua, Chemeketa) and Eastern Oregon University have some "agribusiness" curriculum programs. The AEC Department will continue to informally partner with these other institutions, particularly in terms of helping students transfer credits, dual-enroll or otherwise coordinate between course offerings and plans of study at these schools. The proposed name change will in no way dimension these practices, but may actually encourage more students to consider pursuing a degree in agribusiness and food business management, particularly for students who may not have a strong agricultural or on-farm background.
2. The effect of the proposed name change on other constituencies outside of OSU: As noted previously, the name change will signal to alumni, potential employers who may hire our graduating seniors and to industry leaders in general, that the deparment is focusing its undergraduate teaching program on a "systems" view of today's agricultural and food markets. This is a perspective widely held by these outside constituencies.

G. Accreditation

No accreditation body or professional society exists for this degree program.