

BUSINESS MANAGEMENT FOR AGRICULTURAL AND LIFE SCIENCES, CERTIFICATE

Basic business literacy can benefit all graduates, no matter what their field or intended career. When entering the professional world, CALS students increasingly encounter situations that require an understanding of basic business and management concepts. The Certificate in Business Management for Agricultural and Life Sciences can provide students with the business skills that employers value.

The certificate offers students in the College of Agricultural and Life Sciences (CALS) the opportunity to gain business knowledge and have it recorded on their transcript. The certificate is designed specifically for students intending to pursue careers in agriculture and life sciences, and enrollment is open only to undergraduates currently enrolled in CALS. This professional credential is offered by the Department of Agricultural and Applied Economics, the Department of Life Sciences Communication, and the Renk Agribusiness Institute, with the collaboration of the School of Business.

HOW TO GET IN

To declare this certificate, students must be admitted to UW–Madison and the College of Agricultural and Life Sciences (CALS). For information about becoming a CALS first-year or transfer student, see *Entering the College* (<http://guide.wisc.edu/undergraduate/agricultural-life-sciences/#enteringthecollegertext>). Contact the advisor listed under the Advising and Careers tab for more information or to declare the certificate.

Students may not earn this certificate in conjunction with a BS in Agricultural Business Management.

REQUIREMENTS

Code	Title	Credits
Completion of the certificate requires a total of six courses.		
<i>The following four courses are required:</i>		
A A E 215	Introduction to Agricultural and Applied Economics	4
LSC 270	Marketing Communication for the Sciences	3
GEN BUS 310	Fundamentals of Accounting and Finance for Non-Business Majors	3
GEN BUS 311	Fundamentals of Management and Marketing for Non-Business Majors	3
<i>Select two courses from the following:</i>		5-6
A A E 319	The International Agricultural Economy	
A A E 320	Farming Systems Management	
A A E 322	Commodity Markets	
A A E 323	Cooperatives and Alternative Forms of Enterprise Ownership	

A A E 335	Introduction to Data Analysis using Spreadsheets
A A E 419	Agricultural Finance
A A E/ECON 421	Economic Decision Analysis
A A E/ECON 526	Quantitative Methods in Agricultural and Applied Economics
A A E/M H R 540	Intellectual Property Rights, Innovation and Technology
DY SCI 233	Dairy Herd Management I
DY SCI 234	Dairy Herd Management II
DY SCI 535	Dairy Farm Management Practicum
LSC 250	Research Methods in the Communication Industry
LSC 251	Science, Media and Society
LSC 432	Social Media for the Life Sciences
LSC 435	Theory and Practice of Integrated Marketing Communication

Total Credits **18-19**

- No substitutions are allowed for the core courses.
- Students may count no more than two courses toward both their major requirements and these certificate requirements.
- Minimum average 2.000 GPA in all certificate courses.
- 12 credits in the certificate must be taken in residence.

CERTIFICATE COMPLETION REQUIREMENT

This undergraduate certificate must be completed concurrently with the student's undergraduate degree. Students cannot delay degree completion to complete the certificate.

LEARNING OUTCOMES

1. Understand general business concepts.
2. Understand business management fundamentals in an agricultural and life sciences context.
3. Understand economics, marketing and communication as they relate to business management in agricultural and life science industries.

ADVISING AND CAREERS

For more information or to declare the Certificate in Business Management for Agricultural and Life Sciences, contact:

Linda Davis
 Department of Agricultural and Applied Economics
 424 Taylor Hall
 608-262-9488
linda.davis@wisc.edu
 Schedule an appointment using Starfish (<https://wisc.starfishsolutions.com/starfish-ops/dl/instructor/serviceCatalog.html?bookmark=connection/10575/schedule>).

CAREERS

Students pursuing the Certificate in Business Management for Agricultural and Life Sciences are often interested in careers such as running a

research lab, managing the books on their family farm, banking, business analysis, marketing, or management and sales, depending on their major. When combined with their major, the certificate can provide a basic background in business management that many employers find valuable.

renk.aae.wisc.edu/) and emphasizes leadership in contemporary agricultural issues and activities linked to agribusiness.

Students can use the services provided by the CALS Career Services Office (<https://cals.wisc.edu/academics/undergraduate-students/career-services/>), which include help with creating a resume or cover letter and mock interviews. CALS students also have access to Handshake (<https://cals.wisc.edu/academics/undergraduate-students/career-services/handshake/>), an online job/internship posting tool that provides students with hundreds of job and internship listings.

PEOPLE

FACULTY

Conroy, Tessa
Du, Sheldon
Foltz, Jeremy (Chair)
Gould, Brian
Mitchell, Paul
Stiegert, Kyle

FACULTY ASSOCIATES

Beach, Jeremy

UNDERGRADUATE ADVISOR

Davis, Linda

WISCONSIN EXPERIENCE

INTERNSHIPSS

Students declared in the Certificate in Business Management for Agricultural and Life Sciences may choose to do an internship to get some experience in their field of interest. They can use the services provided by the CALS Career Services Office (<https://cals.wisc.edu/academics/undergraduate-students/career-services/>) to help find an internship, including Handshake (<https://cals.wisc.edu/academics/undergraduate-students/career-services/handshake/>), an online job/internship posting tool that provides students with hundreds of job and internship listings.

RENK SCHOLARSHIP PROGRAM

Students declared in the Certificate in Business Management for Agricultural and Life Sciences are eligible to apply for the Renk Scholarship Program (<https://renk.aae.wisc.edu/renk-scholarship/>), which can provide scholarships for up to three years. The Renk Scholarship Program is part of the Renk Agribusiness Institute (<https://renk.aae.wisc.edu/>) and emphasizes leadership in contemporary agricultural issues and activities linked to agribusiness.

RESOURCES AND SCHOLARSHIPS

RENK SCHOLARSHIP PROGRAM

Students declared in the Certificate in Business Management for Agricultural and Life Sciences are eligible to apply for the Renk Scholarship Program (<https://renk.aae.wisc.edu/renk-scholarship/>), which can provide scholarships for up to three years. The Renk Scholarship Program is part of the Renk Agribusiness Institute (<https://renk.aae.wisc.edu/>) and emphasizes leadership in contemporary agricultural issues and activities linked to agribusiness.