



SANTA ROSA
JUNIOR COLLEGE

Agribusiness

Fall 2018 Course Offerings

AGBUS 2 - Agricultural Computer Applications

Computer use in the workplace with emphasis on agribusiness situations. Use of software applications, presentation manager and Google applications in agribusiness. Also included in this course will be the use of online tools for marketing and sales in agribusiness.

[Section 2675](#): Online course, 8/20-12/14, Instructor: George Sellu

[Section 2398](#): Online course, 8/20-12/14, Instructor: George Sellu

AGBUS 56 - Introduction to Agriculture Business and Management

This course provides an overview of the business and economic aspects of the agriculture industry. Introduction to the economic aspects of agriculture and the implications for consumers and other sectors of the food system. Principles of management and decision-making in agribusiness.

[Section 1204](#): Hybrid Class; Online and in-class meeting: Thursday 2:00pm-6:00pm; 8/30, 10/11, 11/01, 11/29, 12/13;

Lark 2060; Instructor: George Sellu

AGBUS 62 - Agricultural Sales and Communication

This course involves the study of principles and practices of the selling process: selling strategies and approaches, why and how people buy, prospecting, territory management, and customer service. Self management, communication, and interpersonal skills necessary in developing managerial abilities, leadership qualities, and facilitating teamwork within the agribusiness sector will be explored. The course content is organized to give students an in depth understanding of the factors that influence selling in the agribusiness industry.

[Section 2414](#): Hybrid Class; Online and in-class meeting: Thursday 6:00pm-9:00pm; 8/23, 8/30, 10/11, 11/29 & 12/13;

Lark 2060; Instructor: George Sellu

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