Memorandum

Date: November 7, 2005

To: Dan Cox, Associate Dean, College of Agricultural and Life Sciences

From: Alan Ker, Department Head, Agricultural and Resource Economics

Subject: Name Change for Major and Minor

The Department of Agricultural and Resource Economics seeks to rename its major (and accompanying minor) in Agricultural Economics and Management to the more descriptive title of Agribusiness Economics and Management. This change will not affect the resources required by the instructional unit or the curricular requirements of the existing major (or minor). This has been approved by the curriculum committee and faculty at large within our department.

Several forces precipitate this change. First, over the past thirty years, the agricultural economics profession has become increasingly specialized. Two prominent specializations focus on the economics of resource and environmental issues and the economics of agricultural supply and processing businesses. This latter area of scholarship has come to be known as agribusiness management. This specialization has grown in importance nationally as students have sought training for careers in this area. Having an Agribusiness Economics and Management major together with our other major in Environmental and Water Resource Economics keeps our curriculum current with our peer departments.

Curricular changes in the College of Business and Public Administration are the second force precipitating this change. Accreditation requirements, resource availability and enrollment demands in the College of BPA have resulted in restricted admissions to the college and restricted availability of business courses to students not in the college. Restricted BPA course availability affects several curricula in the College of Agriculture and Life Sciences (CALS), most notably the current Agricultural Economics and Management major, the Retailing and Consumer Studies major, and the Racetack Management major. In response, CALS has expanded its marketing and management course offerings. The new courses build on introductory BPA courses and provide management and marketing concepts appropriate for students in an agribusiness management curriculum. As most of the curriculum for the Agribusiness Economics and Management major will be provided by CALS, it is appropriate for CALS to offer this major. We anticipate that the major (and minor) will serve some university-qualified students who were unsuccessful in their application for admission to the College of BPA.

The third force behind this change is that Agribusiness Economics and Management clearly specifies the major's (and minor's) content and career focus. This name will offer greater visibility to students who are unable to be served by the heavily utilized College of Business and Public Administration.

[Signature]

CALS Curriculum Committee

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