Seed Technology and Business
(Interdepartmental Graduate Major)

On-Line Graduate Study
The Graduate Program in Seed Technology and Business offers students advanced study in the seed science and technology and business management appropriate for application in the seed sector. The program is offered by nine departments in the Colleges of Business and Agriculture and Life Sciences: Accounting; Agronomy; Finance; Horticulture; Logistics, Operations, and Management Information Systems; Management; Marketing; and Plant Pathology. This multidisciplinary program offers a focused on-line curriculum for a Master of Science in Seed Technology and Business, along with Graduate Certificates in Seed Science and Technology and in Seed Business Management. Courses are available to students in other majors.

The curriculum offers a set of scientific and technical courses that are focused on seed, with a set of basic management courses, similar to those in the core courses of an MBA program. The business courses will use examples drawn from the seed industry. A creative component is required for the Master of Science degree.

Prerequisite for the program is a bachelor’s degree in business, agriculture, other biological discipline, or related degrees. Graduate training in these disciplines will also be considered.

Graduates of the Graduate Program in Seed Technology and Business will be prepared for roles in management and leadership within private and public seed and seed-related organizations.

All of the courses listed below are required for the Master of Science degree, and the students are expected to go through the curriculum in order. The pace of the course sequence is designed to allow the students work and other commitments to participate. Students will complete the creative component under the guidance of their Program of Study Committee. In many cases, the creative component topic will be associated with the student’s work.

Graduates of the Master of Science curriculum will be prepared for roles in management and leadership within seed related organizations, private and public.

The program offers two graduate certificates:

Graduate certificate in Seed Science and Technology

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
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</thead>
<tbody>
<tr>
<td>STB/AGRON 535</td>
<td>Introduction to the Seed Industry</td>
<td>1</td>
</tr>
<tr>
<td>STB/AGRON 536</td>
<td>Quantitative Methods for Seed</td>
<td>1</td>
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<tr>
<td>STB/AGRON 510</td>
<td>Crop Improvement</td>
<td>3</td>
</tr>
<tr>
<td>STB/HORT 543</td>
<td>Seed Physiology</td>
<td>2</td>
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<tr>
<td>STB/PL P 592</td>
<td>Seed Health Management</td>
<td>2</td>
</tr>
<tr>
<td>STB/AGRON 547</td>
<td>Seed Production</td>
<td>2</td>
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<tr>
<td>STB/AGRON 534</td>
<td>Seed and Variety, Testing and Technology</td>
<td>2</td>
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<tr>
<td>STB/AGRON 539</td>
<td>Seed Conditioning and Storage</td>
<td>2</td>
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<tr>
<td>STB/AGRON 595</td>
<td>Seed Quality, Production, and Research Management</td>
<td>3</td>
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Graduate certificate in Seed Business Management

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<tbody>
<tr>
<td>STB/AGRON 535</td>
<td>Introduction to the Seed Industry</td>
<td>1</td>
</tr>
<tr>
<td>STB/BUSAD 501</td>
<td>Strategy and Planning</td>
<td>2</td>
</tr>
<tr>
<td>STB/BUSAD 503</td>
<td>Information Systems</td>
<td>2</td>
</tr>
<tr>
<td>STB/BUSAD 504</td>
<td>Marketing and Logistics</td>
<td>3</td>
</tr>
<tr>
<td>STB/BUSAD 507</td>
<td>Organizational Behavior</td>
<td>2</td>
</tr>
<tr>
<td>STB/BUSAD 508</td>
<td>Accounting and Finance</td>
<td>3</td>
</tr>
<tr>
<td>STB/BUSAD 509</td>
<td>Seed Trade, Policy and Regulation</td>
<td>3</td>
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Graduate certificate courses may be applied to the Master of Science in Seed Technology and Business. Those interested in these graduate certificates should contact the Program for details.

Information on application procedures and specific requirements of the major can be obtained from the following internet addresses: http://www.seedgrad.iastate.edu, or http://www.distance.iastate.edu or by writing to seedgrad@iastate.edu.

Courses primarily for graduate students, open to qualified undergraduates:

(Cross-listed with BUSAD). (2-0) Cr. 2. Prereq: Admission to MS in Seed Technology and Business program or by special arrangement with the instructor
Critical analysis of current practice and case studies in strategic management with an emphasis on integrative decision making. Strategy formulation and implementation will be investigated in the context of complex business environments.

STB 503. Information Systems.
(Cross-listed with BUSAD). (2-0) Cr. 2. Prereq: Admission to MS in Seed Technology and Business program or by special arrangement with the instructor
Introduction to a broad variety of information systems (IS) topics, including current and emerging developments in information technology (IT), IT strategy in the context of corporate strategy, and IS planning and development of enterprise architectures. Cases and discussions highlight the techniques and tactics used by managers to cope with strategic issues within an increasingly technical competitive environment.

STB 504. Marketing and Logistics.
(Cross-listed with BUSAD). (3-0) Cr. 3. Prereq: Admission to MS in Seed Technology and Business program or by special arrangement with the instructor
Integration of the business functions concerned with the marketing and movement of goods along the supply chain with the primary goal of creating value for the ultimate customer. Coordination of marketing, production, and logistics activities within the firm and with outside suppliers and customers in the supply chain.

STB 507. Organizational Behavior.
(Cross-listed with BUSAD). (2-0) Cr. 2. Prereq: Admission to MS in Seed Technology and Business program or by special arrangement with the instructor
Understanding human behavior in organizations, and the nature of organizations from a managerial perspective. Special emphasis on how individual differences, such as perceptions, personality, and motivation, influence individual and group behavior in organizations and on how behavior can be influenced by job design, leadership, groups, and the structure of organizations.

STB 508. Accounting and Finance.
(Cross-listed with BUSAD). (3-0) Cr. 3. Prereq: Admission to MS in Seed Technology and Business program or by special arrangement with the instructor
Survey of fundamental topics in accounting and finance. Financial statement reporting and analysis for agriculture firms, corporate governance issues related to financial reporting, (e.g., Sarbanes-Oxley). Basic tools and techniques used in financial management, including stock and bond valuation. How to assess and use capital budgeting methods to evaluate proposed firm investments.

STB 509. Seed Trade, Policy and Regulation.
(Cross-listed with BUSAD). (3-0) Cr. 3. Prereq: Admission to MS in Seed Technology and Business program or by special arrangement with the instructor
Survey of fundamental topics in accounting and finance. Financial statement reporting and analysis for agriculture firms, corporate governance issues related to financial reporting, (e.g., Sarbanes-Oxley). Basic tools and techniques used in financial management, including stock and bond valuation. How to assess and use capital budgeting methods to evaluate proposed firm investments.

STB 510. Crop Improvement.
(Cross-listed with AGRON). (3-0) Cr. 3. Prereq: Admission to the Seed Technology and Business Master’s Degree Program or approval of the instructor

STB 534. Seed and Variety, Testing and Technology.
(Cross-listed with AGRON). (2-0) Cr. 2. Prereq: Admission to the Seed Technology and Business Master’s Degree Program or approval of the instructor
The components of seed quality and how they are assessed in the laboratory, including traits derived from modern biotechnology. The impact of new technologies on seed quality testing. Variety maintenance procedures and breeder seed. Variety identification: phenotype and grow-out trials, isozyme testing, and DNA marker testing. Procedures for evaluating varieties. The variance tests appropriate for fixed effects analysis of variance. Statistical inference and stratification for yield trials. Use of strip plot testing.
STB 535. Introduction to the Seed Industry.
(Cross-listed with AGRON). Cr. 1. Prereq: Admission to MS in Seed Technology and Business program or by special arrangement with the instructor
An analysis of the defining characteristics of the seed industry and introduction to the Master in Seed Technology and Business curriculum. The tasks of crop improvement and seed production will be analytically related to basic management functions and classifications of management activities that are used in the study of business administration. Management tasks and roles will be analyzed in relation to the public policy issues that shape the seed industry, including ethical and economical approaches to biotechnology, intellectual property, and corporate responsibility.

STB 536. Quantitative Methods for Seed.
(Cross-listed with AGRON). (1-0) Cr. 1. F. Prereq: Admission to the Seed Technology and Business Master’s Degree Program or approval of the instructor
Quantitative Methods for analyzing and interpreting agronomic and business information for the seed industry. Principles of experimental design and hypothesis testing, regression, correlation and graphical representation of data. Use of spreadsheets for manipulating, analyzing and presenting data.

STB 539. Seed Conditioning and Storage.
(Cross-listed with AGRON). (2-0) Cr. 2. Prereq: Admission to the Seed Technology and Business Master’s Degree Program or approval of the instructor
The technical operations which may be carried out on a seed lot from harvest until it is ready for marketing and use. The opportunities for quality improvement and the risks of deterioration which are present during that time. Analysis of the costs of and benefits of operations. Evaluation of equipment based on benefits to the customer and producer. Interpretation of the role of the conditioning plant and store as a focal points within the overall operations of a seed company.

STB 543. Seed Physiology.
(Cross-listed with HORT). (2-0) Cr. 2. Alt. F., offered 2012. Prereq: Admission to the Graduate Seed Technology and Business Program or approval of the instructor
Brief introduction to plant physiology. Physiological aspects of seed development, maturation, longevity, dormancy and germination. Links between physiology and seed quality.

STB 547. Seed Production.
(Cross-listed with AGRON). (2-0) Cr. 2. Prereq: Admission to the Seed Technology and Business Master’s Degree Program or approval of the instructor
Survey of crop production; including management of soil fertility, planting dates, populations, weed control, and insect control. Analysis of the principles of seed multiplication and the key practices which are used to ensure high quality in the products. Field inspection procedures and production aspects that differ from other crop production. Foundation seed production. Analysis of the typical organization of field production tasks. Resources and capabilities required. Survey of differences in seed production strategies between crops and impact of differences on management of seed production.

STB 592. Seed Health Management.
(Cross-listed with PL P). (2-0) Cr. 2. Alt. S., offered 2014. Prereq: Admission to the Graduate Program in Seed Technology and Business/Consent of instructor Munkvold. Occurrence and management of diseases during seed production, harvest, conditioning, storage, and planting. Emphasis on epidemiology, disease management in the field, seed treatment, effects of conditioning on seed health, and seed health testing. Credit may not be obtained for both PL P/STB 592 and PL P 594.

STB 595. Seed Quality, Production, and Research Management.
(Cross-listed with AGRON). (3-0) Cr. 3. Prereq: Admission to the Seed Technology and Business Master’s Degree Program or approval of the instructor
Advanced survey of the organization, staff capabilities and management characteristics typical in seed production and crop improvement in seed enterprises. Analysis of the use of quality information in the management of seed operations and sales. Process management applications for seed. Production planning for existing capacity. Analysis of the manager’s tasks in the annual cycle and how the tasks of these managers relate to the general categories of business management roles. Difference in management strategies used with different situations and groups of employees.

STB 599. Creative Component.
Cr. 3-4. Prereq: Admission to the Master’s in Seed Technology and Business degree program and permission of the instructor
A written report based on research, library readings, or topics related to the student’s area of specialization and approved by the student’s advisory committee.