

ABOUT THE COURSE:

COURSE NAME:	Agribusiness management
TOTAL DURATION:	45 Hrs
MODE OF DELIVERY	PHYSICAL CLASSROOM TRAINING AT RESPECTIVE COLLEGES
TRAINER TO STUDENT RATIO:	1:50
TOTAL MARKS:	75

Agribusiness Management

TABLE 1	
OVERALL COURSE OBJECTIVE:	Develop applicable skills in Agribusiness Management encompassing key areas such as agricultural economics, marketing, supply chain management, and sustainability, enabling them to make informed strategic decisions in the agricultural sector

LEARNING OUTCOME:	<ul style="list-style-type: none"> • Define agribusiness and its components. • Explain the interplay between agriculture and business in agribusiness models. • Evaluate the economic, social, and environmental impacts of agribusiness operations. • Analyze market trends and factors affecting agricultural markets. • Apply pricing mechanisms, supply, and demand dynamics. • Interpret economic indicators relevant to agribusiness. • Develop strategies for efficient resource allocation in agribusiness. • Formulate business plans and strategies considering market fluctuations and risk management. • Apply strategic management tools in an agribusiness context. • Comprehend supply chain management principles in agriculture. • Evaluate logistical challenges and solutions in agribusiness. • Optimize supply chain processes for efficiency and sustainability. • Implement sustainable agricultural practices. • Implement environmentally friendly methods in agribusiness operations. • Evaluate the impact of agribusiness on the environment and communities.
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TABLE 2: MODULE WISE COURSE CONTENT AND OUTCOME

SL. NO	MODULE NAME	MODULE CONTENT	MODULE LEARNING OUTCOME	DURATION (HRS)
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1	Introduction to Agribusiness	<ul style="list-style-type: none"> • Comprehend Agribusiness Models • Economic, Social, and Environmental Impacts 	<ul style="list-style-type: none"> • Define agribusiness and its components. • Explain the interplay between agriculture and business in agribusiness models. • Evaluate the economic, social, and environmental impacts of agribusiness operations. 	6
2	Agricultural Economics and Markets	<ul style="list-style-type: none"> • Market Trends and Factors • Pricing Mechanisms and Supply-Demand Dynamics 	<ul style="list-style-type: none"> • Analyze market trends and factors affecting agricultural markets. • Apply pricing mechanisms, supply, and demand dynamics. • Interpret economic indicators relevant to agribusiness. 	9
3	Strategic Management in Agribusiness	<ul style="list-style-type: none"> • Resource Allocation and Risk Management • Business Planning and Strategies 	<ul style="list-style-type: none"> • Develop strategies for efficient resource allocation in agribusiness. • Formulate business plans and strategies considering market fluctuations and risk management. • Apply strategic management tools in an agribusiness context. 	10
4	Supply Chain and Logistics	<ul style="list-style-type: none"> • Supply Chain Management Principles • Logistical Challenges and Solutions 	<ul style="list-style-type: none"> • Comprehend supply chain management principles in agriculture. • Evaluate logistical challenges and solutions in agribusiness. • Optimize supply chain processes for efficiency and sustainability. 	10

5	Sustainability in Agribusiness	<ul style="list-style-type: none"> • Sustainable Agricultural Practices • Environmental Impact Assessment 	<ul style="list-style-type: none"> • Implement sustainable agricultural practices. • Implement environmentally friendly methods in agribusiness operations. • Evaluate the impact of agribusiness on the environment and communities. 	10
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TABLE 3: OVERALL COURSE LEARNING OUTCOME ASSESSMENT CRITERIA AND USECASES

LEARNING OUTCOME	ASSESSMENT CRITERIA	USECASES
Comprehend Agribusiness Fundamentals	<ul style="list-style-type: none"> • Comprehensive Knowledge: Evaluate understanding of the structure, components, and dynamics of agribusiness, including farm operations, processing, marketing, and distribution. • Awareness of Agribusiness Models: Assess familiarity with different agribusiness models, including family farms, cooperatives, and corporate farming. 	<ul style="list-style-type: none"> • Written exams or quizzes to test theoretical knowledge of agribusiness fundamentals, covering topics such as supply chains, market structures, and financing. • Case study analysis of various agribusiness models, highlighting their strengths, weaknesses, and impacts on the agricultural industry.
Analyzing Agricultural Markets and Economics	<ul style="list-style-type: none"> • Market Dynamics: Evaluate comprehension of market forces, price determination, demand-supply dynamics, and global trends affecting agricultural markets. • Economic Analysis Skills: Assess the ability to analyze market data, trends, and economic indicators relevant to agriculture. 	<ul style="list-style-type: none"> • Market analysis project requiring students to analyze current agricultural market trends, identify key factors impacting prices, and forecast future market scenarios. • Simulation exercises or case studies focused on

		agricultural market shifts, such as changes in consumer preferences or international trade policies, prompting students to assess their economic implications.
Strategic Agribusiness Management	<ul style="list-style-type: none"> ● Strategic Planning Proficiency: Evaluate the ability to develop and implement strategic plans for agribusiness operations, considering market conditions and organizational goals. ● Decision-making Skills: Assess capability in making strategic decisions for resource allocation, diversification, or expansion in agribusiness. 	<ul style="list-style-type: none"> ● Business plan development where students create a strategic plan for an agribusiness venture, outlining objectives, strategies, and action plans. ● Role-play scenarios or simulations involving strategic decision-making in agribusiness, such as investment choices, market entry strategies, or risk management.
Supply Chain and Logistics in Agriculture	<ul style="list-style-type: none"> ● Supply Chain Dynamics: Evaluate comprehension of supply chain management, logistics, and distribution strategies in agriculture. ● Logistics Planning Skills: Assess capability in optimizing logistics operations for efficiency and cost-effectiveness in agribusiness. 	<ul style="list-style-type: none"> ● Case study analysis of a real-world agricultural supply chain, highlighting challenges and proposing solutions for improving efficiency and reducing costs. ● Group projects or presentations focusing on designing an effective supply chain strategy for a specific agricultural product, considering transportation, storage, and distribution.
Sustainable Agriculture and Environmental Practices	<ul style="list-style-type: none"> ● Sustainability Skills: Evaluate understanding of sustainable agriculture principles, environmental impacts, conservation practices, and 	<ul style="list-style-type: none"> ● Research projects or presentations on sustainable farming techniques, emphasizing their environmental

	<p>resource management in agribusiness.</p> <ul style="list-style-type: none"> ● Application of Sustainable Methods: Assess capability in implementing sustainable practices within agribusiness operations. 	<p>benefits, such as crop rotation, organic farming, or water conservation methods.</p> <ul style="list-style-type: none"> ● Case studies showcasing successful implementation of sustainable practices in agribusiness, analyzing their impact on productivity, profitability, and environmental stewardship.
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TABLE 4: LIST OF FINAL PROJECTS

SL.NO	FINAL PROJECT
1	Exploring Diverse Agribusiness Models
2	Market Trend Analysis of Specific Agricultural Products
3	Developing a Strategic Plan for a Farming Cooperative
4	Optimizing Supply Chain for Organic Produce Distribution:
5	Sustainable Farming Showcase
6	Impact of Agricultural Subsidies on Market Dynamics
7	Strategic Decision-Making Simulation
8	Developing a Crop Rotation Plan for Soil Health Improvement
9	Mapping Out Environmental Impact of Agribusiness Activities
10	Logistics Optimization for Agricultural Export
11	Promoting Sustainable Practices through Educational Campaigns
12	Financial Analysis of Agribusiness Investment Opportunities:

TABLE 5: COURSE ASSESSMENT RUBRICS (TOTAL MARKS: 75)

ASSESSMENT CRITERIA	DESCRIBE THE CRITERIA OF THE BELOW CATEGORY PERFORMANCE			TOTAL MARKS
	FAIR	GOOD	EXCELLENT	
Strategic Business Plan Development	<i>Fair (0-5 marks):</i> Develops a basic business plan with limited strategic considerations.	<i>Good (6-11 marks):</i> Creates a comprehensive business plan with clear short-term and long-term goals and strategies.	<i>Excellent (12-15 marks):</i> Develops an advanced business plan, showcasing innovative and effective strategic planning.	15
SWOT Analysis Implementation	<i>Fair (0-5 marks):</i> Demonstrates a limited understanding of SWOT analysis.	<i>Good (6-11 marks):</i> Conducts a solid SWOT analysis, identifying internal and external factors affecting the agribusiness.	<i>Excellent (12-15 marks):</i> Performs an advanced SWOT analysis, incorporating strategic insights for the agribusiness.	15
Risk Management Plan	<i>Fair (0-5 marks):</i> Identifies basic risks without clear mitigation strategies.	<i>Good (6-11 marks):</i> Develops a solid risk management plan with effective mitigation strategies.	<i>Excellent (12-15 marks):</i> Creates an outstanding risk management plan, considering a wide range of risks and implementing innovative mitigation approaches	15
Quality Control and Assurance	<i>Fair (0-5 marks):</i> Implements basic quality control measures.	<i>Good (6-8 marks):</i> Establishes solid quality control protocols, ensuring consistent product quality.	<i>Excellent (9-10marks):</i> Implements advanced quality control and assurance measures, exceeding industry standards.	10
Sustainability and Innovation in Agribusiness	<i>Fair (0-7 marks):</i> Demonstrates limited application of sustainable practices.	<i>Good (8-13 marks):</i> Implements sustainable practices effectively, considering environmental and social impact	<i>Excellent (14-20 marks):</i> Establishes a comprehensive sustainability program, incorporating innovation for long-term resilience.	20