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

TABLE 1	
OVERALL COURSE OBJECTIVE:	1. The Agri Business Management course is structured to develop students' proficiency in managing agricultural enterprises through a blend of theoretical and practical approaches. 2. The course objectives include developing market analysis skills and strategic planning capabilities for agribusiness, executing financial management practices tailored to agricultural contexts, and implementing effective risk management strategies. 3. It also aims to train students in executing sustainable agricultural practices, applying legal and ethical considerations in agribusiness operations, incorporating cutting-edge agricultural technologies, and navigating the intricacies of global agricultural trade. 4. This comprehensive approach ensures that graduates are equipped to perform effectively in the dynamic field of agricultural business management.

LEARNING OUTCOME:	1. Develop market analysis and consumer trend identification in agriculture. 2. Develop and execute strategic business plans for agribusiness. 3. Execute financial management practices, including budgeting and investment in agriculture. 4. Implement effective risk management strategies in agricultural settings. 5. Execute and promote sustainable practices in agricultural business operations. 6. Apply legal and ethical principles in agribusiness management. 7. Incorporate advanced agricultural technologies into business practices. 8. Navigate and engage effectively with the global agricultural trade environment.

TABLE 2: MODULE WISE COURSE CONTENT AND OUTCOME				
SL. NO	**MODULE NAME**	**MODULE CONTENT**	**MODULE LEARNING OUTCOME**	**DURATION (HRS)**
1	Introduction to Agri Business Management	Overview of agribusiness, its scope, and significance in the global economy.	agribusiness management and its global impact.	3
2	Market Analysis in Agriculture	Techniques for analyzing agricultural markets, consumer trends, and demand forecasting.	Develop market analysis and consumer trend identification in agriculture.	5
3	Strategic Planning and Execution in Agribusiness	Principles of strategic planning, business model development, and execution in the agricultural sector.	Develop and execute strategic business plans for agribusiness.	6
4	Financial Management in Agriculture	Agricultural finance, budgeting, investment, and resource allocation strategies.	Execute financial management practices, including budgeting and investment in agriculture.	6
5	Risk Management in Agribusiness	Identifying and mitigating risks, including market, climate, and operational risks.	Implement effective risk management strategies in agricultural settings.	5
6	Sustainable Agricultural Practices	Sustainable farming practices, resource management, and environmental stewardship.	Execute and promote sustainable practices in agricultural business operations.	5
7	Legal and Ethical Aspects in	Agricultural laws, ethical considerations,	Apply legal and ethical principles in	4

	Agribusiness	policy frameworks, and compliance.	agribusiness management.	
8	Agricultural Technology and Innovation	Role of technology in agriculture, modern farming techniques, and innovation trends.	Incorporate advanced agricultural technologies into business practices.	5
9	Global Agricultural Trade	International trade policies, market dynamics, and the impact on local agribusiness.	Navigate and engage effectively with the global agricultural trade environment.	6

TABLE 3: OVERALL COURSE LEARNING OUTCOME ASSESSMENT CRITERIA AND USECASES

LEARNING OUTCOME	ASSESSMENT CRITERIA	USECASES
management and its global impact.	Case Study Analysis 1. Assign a detailed case study focusing on a significant event or trend in global agribusiness. 2. Evaluate students based on their analysis of the case, including their ability to identify key issues, apply theoretical concepts, and articulate the global impact of the case on agribusiness management.	The Impact of the COVID-19 Pandemic on Global Food Supply Chains: 1. Students would explore various aspects such as changes in consumer behavior, challenges faced by farmers and suppliers, logistic hurdles, and the response strategies of agribusiness companies. 2. The analysis should also cover the long-term impacts of the pandemic on global agribusiness, including shifts towards local sourcing, increased focus on supply chain resilience, and the acceleration of digital transformations in agriculture.

TABLE 3: OVERALL COURSE LEARNING OUTCOME ASSESSMENT CRITERIA AND USECASES		
LEARNING OUTCOME	**ASSESSMENT CRITERIA**	**USECASES**
Develop market analysis and consumer trend identification in agriculture.	Market Analysis Report: 1. Students are required to prepare a comprehensive market analysis report on a selected agricultural product or sector. 2. The report should include research on market trends, consumer behaviors, price fluctuations, supply chain factors, and competitive landscape. 3. Students will be assessed on the depth and accuracy of their analysis, the relevance and reliability of their sources, and their ability to draw insightful conclusions about market trends and consumer preferences in agriculture.	Analyzing the Quinoa Market Boom: 1. This use case involves analyzing the rapid rise in popularity of quinoa on a global scale. 2. Students would investigate the factors driving consumer interest in quinoa, such as health trends, dietary changes, and global culinary influences. 3. The analysis should also consider the impact on quinoa-producing regions, market pricing, supply chain dynamics, and sustainability issues. 4. Students will need to explore how the quinoa trend has affected consumer choices in different regions and how agribusinesses have adapted to these market changes.

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LEARNING OUTCOME	**ASSESSMENT CRITERIA**	**USECASES**
Develop and Execute strategic business plans for agribusiness.	Strategic Business Plan Development and Presentation: 1. Students are tasked with creating a comprehensive strategic business plan for a hypothetical or real agribusiness. 2. The plan should encompass market analysis, strategic objectives, resource allocation, risk management, and implementation strategies. 3. Assessment focuses on the viability, creativity, and thoroughness of the plan, as well as the students' ability to effectively present and justify their strategies and expected outcomes.	Expansion Strategy for a Local Organic Farm: 1. Develop a strategic business plan for a local organic farm looking to expand its operations. 2. The plan would involve market research to identify potential new markets or products, strategies for scaling production, marketing and branding approaches, and considerations for sustainable practices. 3. Students must consider factors such as local and regional competition, consumer trends towards organic produce, and potential challenges in scaling up organic farming practices. 4. The project allows students to simulate the process of strategic planning and execution in a real-world context, aligning a business's growth objectives with market opportunities and operational capabilities.

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LEARNING OUTCOME	**ASSESSMENT CRITERIA**	**USECASES**
Execute financial management practices, including budgeting and investment in agriculture.	Agricultural Financial Plan Creation and Analysis: 1. Students are required to create a detailed financial plan for an agricultural enterprise. This includes budgeting, forecasting, investment planning, and financial risk assessment. 2. The plan should address specific agricultural financial challenges such as seasonal cash flows, capital investment for farming equipment, and price volatility. 3. Students are assessed on the comprehensiveness and realism of their financial plan, their ability to identify and address financial risks, and the strategic thinking behind their investment choices.	Financial Strategy for a Start-up Agri-tech Company: 1. Develop a financial plan for a start-up agri-tech company that offers innovative solutions to farmers, such as precision agriculture technology or sustainable farming tools. 2. The challenge includes budget allocation for research and development, pricing strategies, funding options (like venture capital, loans, or grants), and revenue projections. 3. Students need to consider factors unique to start-ups in the agricultural sector, such as the timing of market entry, scaling up production, and balancing innovation with cost-effectiveness. 4. The project aims to simulate real-world financial decision-making in the agricultural technology sector, blending innovative thinking with financial prudence.

TABLE 3: OVERALL COURSE LEARNING OUTCOME ASSESSMENT CRITERIA AND USECASES		
LEARNING OUTCOME	**ASSESSMENT CRITERIA**	**USECASES**
Implement effective risk management strategies in agricultural settings.	Risk Management Plan Development and Evaluation: 1. Students are tasked with developing a comprehensive risk management plan for a given agricultural scenario or enterprise. 2. The plan should identify potential risks (such as climate risks, market volatility, pest infestations, or supply chain disruptions) and propose strategies to mitigate or manage these risks. 3. Assessment focuses on the thoroughness of risk identification, the practicality and creativity of mitigation strategies, and the overall feasibility of the plan in a real-world agricultural context.	Managing Climate Risk in a Mid-Sized Vineyard: 1. Create a risk management plan for a mid-sized vineyard facing climate-related challenges, such as unpredictable weather patterns, drought, or frost. 2. The plan would involve assessing the specific climate risks faced by the vineyard, exploring options like crop insurance, diversification of crop varieties, investment in weather-resistant technologies, and strategies for water management. 3. Students need to consider the economic implications of these strategies, their impact on production and quality, and the long-term sustainability of the vineyard. 4. This case study allows students to apply risk management principles to a practical scenario, demonstrating their ability to develop strategies that are both effective and adaptable to changing environmental conditions.

TABLE 3: OVERALL COURSE LEARNING OUTCOME ASSESSMENT CRITERIA AND USECASES		
LEARNING OUTCOME	**ASSESSMENT CRITERIA**	**USECASES**
Execute and promote sustainable practices in agricultural business operations.	Sustainability Project Implementation and Report: 1. Students are required to design and propose a project or initiative that implements sustainable practices in an agricultural setting. 2. This project should address key sustainability challenges such as resource conservation, environmental impact, and social responsibility. 3. The assessment focuses on the practicality and innovativeness of the proposed solutions, the depth of understanding of sustainability issues, and the effectiveness of the strategy to promote these practices within the agricultural business.	Transition to Organic Farming for a Smallholder Farm: 1. Develop a plan for transitioning a smallholder farm to organic farming practices. 2. The plan should cover aspects like changing cultivation practices, sourcing organic inputs, certification processes, and market positioning for organic produce. 3. Students need to address the economic and operational challenges of this transition, such as cost implications, yield variations, and market acceptance. 4. This case study provides an opportunity to apply sustainable agriculture concepts in a real-world scenario, demonstrating how to balance ecological goals with business viability.

TABLE 3: OVERALL COURSE LEARNING OUTCOME ASSESSMENT CRITERIA AND USECASES		
LEARNING OUTCOME	**ASSESSMENT CRITERIA**	**USECASES**
Apply legal and ethical principles in agribusiness management.	Legal and Ethical Case Study Analysis: 1. Students are given a case study that presents a complex legal and ethical dilemma in the context of agribusiness. 2. They are required to analyze the case, identify the legal and ethical issues involved, and propose solutions or recommendations that adhere to legal standards and ethical best practices. 3. The assessment focuses on the students' ability to interpret and apply legal frameworks, their understanding of ethical considerations in agribusiness, and the practicality and fairness of their proposed solutions.	Handling Pesticide Use and Environmental Regulations in a Large Agricultural Company: 1. Explore a scenario where a large agricultural company faces challenges with pesticide use, including regulatory compliance and environmental impact concerns. 2. Navigate issues such as adherence to environmental laws, ethical implications of pesticide use on health, biodiversity, and the company's responsibility to its stakeholders and the community. 3. Students must consider balancing the company's operational needs with legal requirements and ethical considerations, exploring options like adopting alternative pest management strategies or engaging in community dialogue. 4. Apply legal and ethical principles to a real-world situation, emphasizing the importance of lawful conduct and ethical decision-making in agribusiness.

TABLE 3: OVERALL COURSE LEARNING OUTCOME ASSESSMENT CRITERIA AND USECASES		
LEARNING OUTCOME	**ASSESSMENT CRITERIA**	**USECASES**
Incorporate advanced agricultural technologies into business practices.	Technology Integration Project and Presentation: 1. Identify a specific challenge or opportunity in the field of agribusiness and proposing a technological solution to address it. 2. Detail how the chosen technology can be integrated into existing agricultural business practices, including an analysis of costs, benefits, potential challenges, and implementation strategies. 3. Assessed on understanding of the technology, its applicability to agribusiness, the thoroughness of their integration plan, and their ability to effectively communicate their proposal through a presentation.	Implementing Precision Agriculture in a Mid-Sized Crop Farm: 1. Focus on a mid-sized crop farm facing issues like inefficient resource usage and variable crop yields. 2. The project involves proposing a plan to implement precision agriculture technologies, such as satellite imagery, GPS tractor guidance, or soil health sensors, to improve efficiency and yield. 3. Students need to consider aspects such as the initial investment costs, training requirements for farm staff, potential return on investment, and the environmental impact of adopting these technologies. 4. This scenario allows students to apply their knowledge of advanced agricultural technologies in a practical setting, demonstrating how such technologies can be effectively integrated into existing farming operations.

TABLE 3: OVERALL COURSE LEARNING OUTCOME ASSESSMENT CRITERIA AND USECASES		
LEARNING OUTCOME	**ASSESSMENT CRITERIA**	**USECASES**
Navigate and engage effectively with the global agricultural trade environment.	Global Trade Analysis Report and Presentation: 1. Analyse a specific aspect of the global agricultural trade environment, such as a particular commodity market, trade policy, or international trade agreement. 2. The report should cover the analysis of trade flows, market dynamics, policy impacts, and the implications for agribusinesses. 3. Students are assessed on the depth and breadth of their analysis, their ability to understand and interpret global trade data and policies, and the effectiveness of their communication in a presentation format.	Analysis of the Impact of Tariffs on Soybean Trade: 1. In this use case, students analyse how recent tariffs and trade wars have impacted the global soybean market. 2. The focus would be on examining the shifts in trade patterns, price volatility, and the response strategies of soybean producers and exporters in different countries. 3. Students would also explore the broader implications for global agricultural trade, including the impact on related industries and the potential for future market changes. 4. This scenario offers a real-world context for students to apply their knowledge of global agricultural trade, showcasing their ability to analyze complex trade issues and their implications for agribusiness.

TABLE 4: LIST OF FINAL PROJECTS (20 PROJECTS THAT COMPREHENSIVELY COVER ALL THE LEARNING OUTCOME)	
SL.NO	**FINAL PROJECT**
1	Organic Farming Expansion Plan: Develop a business expansion strategy for an organic farm, including market analysis, financial planning, and sustainable practices.
2	Precision Agriculture Implementation: Create a plan to implement precision farming technologies in a traditional farm setting, covering technological, financial, and operational aspects.
3	Agricultural Supply Chain Optimisation: Propose a supply chain optimisation strategy for a regional agricultural product, focusing on efficiency, sustainability, and market demands.
4	Sustainable Aquaculture Project: Design a sustainable aquaculture business model, addressing legal, environmental, and market considerations.
5	Agri-tech Startup Business Plan: Develop a comprehensive business plan for a new agricultural technology startup, including market analysis, financial planning, and risk assessment.
6	Climate-Resilient Farming Practices: Propose a set of climate-resilient farming practices for a specific agricultural region, considering environmental, financial, and technological factors.
7	Urban Farming Initiative: Design an urban farming project, focusing on sustainable practices, market opportunities, and community engagement.
8	Export Strategy for Local Produce: Develop an export strategy for a local agricultural product, analyzing global market trends and trade regulations.
9	Renewable Energy Integration in Agriculture: Propose a project to integrate renewable energy sources (like solar or wind) into agricultural operations.
10	Agricultural Waste Management Solution: Design a waste management and recycling plan for an agricultural operation, focusing on sustainability and legal compliance.
11	Agribusiness Diversification Project: Develop a diversification plan for an existing agribusiness, exploring new markets and products.
12	Farm-to-Table Supply Chain Model: Create a farm-to-table supply chain model for a specific crop or product, emphasising sustainability and market efficiency.

13	Smart Farming Technology Adoption: Propose the adoption of smart farming technologies in a conventional farming setup, covering the technological, financial, and market analysis aspects.
14	Agribusiness E-commerce Platform: Develop a business plan for an e-commerce platform specialising in agricultural products, considering market trends and digital technology integration.
15	Agro-Tourism Business Model: Design an agro-tourism business model, combining agriculture, tourism, and community development.
16	Sustainable Livestock Farming Practices: Propose sustainable livestock farming practices, considering ethical, environmental, and financial aspects.
17	International Market Entry Strategy for Organic Products: Develop a strategy for entering an international market with organic agricultural products, analysing trade policies and market dynamics.
18	Agricultural Policy Impact Analysis: Conduct an analysis of a recent agricultural policy's impact on local agribusinesses, including legal, financial, and trade aspects.
19	Innovative Crop Insurance Model: Design an innovative crop insurance model that addresses the risks and challenges specific to a region or crop type.
20	Blockchain Technology in Supply Chain Transparency: Develop a project that implements blockchain technology for enhancing transparency and traceability in agricultural supply chains.

TABLE 5: COURSE ASSESSMENT RUBRICS (TOTAL MARKS: 75)				
ASSESSMENT CRITERIA	**DESCRIBE THE CRITERIA OF THE BELOW CATEGORY PERFORMANCE**			**TOTAL MARKS**
	FAIR	**GOOD**	**EXCELLENT**	
Market Analysis and Strategic Planning: 1. Understanding of market trends and consumer behaviors. 2. Effectiveness of strategic business planning.	Shows basic awareness of market analysis and strategic planning concepts but lacks depth. Minimal application of these concepts to practical scenarios; analysis may be superficial or lack detailed insights. Strategic Planning: Strategies developed are basic and may not fully address the complexities or potential of the market.	Demonstrates a solid understanding of market trends and strategic planning principles. Capable of applying market analysis in a more meaningful way, though may not fully exploit all data or trends. Develops reasonable and feasible strategies that show an understanding of market demands and business objectives, but may lack some creativity or innovation.	Exhibits a comprehensive and in-depth understanding of market analysis and strategic planning. Applies sophisticated analysis techniques, showing the ability to extract and interpret complex market data effectively. Creates innovative and highly effective strategic plans that are well-aligned with market trends and business goals, demonstrating advanced strategic thinking and market insight.	10

TABLE 5: COURSE ASSESSMENT RUBRICS (TOTAL MARKS: 75)				
ASSESSMENT CRITERIA	**DESCRIBE THE CRITERIA OF THE BELOW CATEGORY PERFORMANCE**			**TOTAL MARKS**
	FAIR	**GOOD**	**EXCELLENT**	
Financial Management and Budgeting 1. Accuracy and realism in financial planning and budgeting. 2. Application of financial management principles to agribusiness.	Displays basic knowledge of financial management and budgeting concepts, but lacks depth and complexity. Demonstrates minimal practical application, with financial plans and budgets that are simplistic and may not consider all critical factors. Financial analysis and budgeting may contain inaccuracies or unrealistic assumptions, and lack detailed financial insights.	Shows a solid grasp of financial management principles and budgeting techniques. Capable of creating more realistic and detailed financial plans and budgets, but may lack advanced financial strategies or optimizations. Financial plans are generally accurate and feasible, but there may be room for improvement in terms of precision and forecasting.	Exhibits an advanced and comprehensive understanding of financial management and budgeting. Expertly applies complex financial management techniques, creating detailed, accurate, and strategic financial plans and budgets. Demonstrates high accuracy in financial forecasting and budgeting, with well-supported assumptions and innovative financial solutions, showing exceptional financial acumen.	10

TABLE 5: COURSE ASSESSMENT RUBRICS (TOTAL MARKS: 75)				
ASSESSMENT CRITERIA	**DESCRIBE THE CRITERIA OF THE BELOW CATEGORY PERFORMANCE**			**TOTAL MARKS**
	FAIR	**GOOD**	**EXCELLENT**	
Risk Management 1. Identification and mitigation of agricultural risks. 2. Practicality of risk management strategies.	Recognises only the most obvious risks in agricultural settings, with limited depth in analysis. Proposes basic risk mitigation strategies that may lack comprehensiveness or effectiveness. Minimal or overly simplistic application of risk management principles, showing limited understanding of the complexities in agricultural risk.	Identifies a broader range of risks, showing a solid understanding of common risk factors in agriculture. Develops more detailed and practical risk mitigation strategies, but they may not cover all possible scenarios or may lack some creativity. Demonstrates a good level of application in risk management with reasonable strategies, though there may be room for more innovative or comprehensive solutions.	Exhibits a comprehensive understanding by identifying a wide range of potential risks, including subtle and complex factors. Proposes advanced, creative, and highly effective risk mitigation strategies that are well-tailored to specific agricultural scenarios. Expertly applies risk management principles, demonstrating strategic thinking, foresight, and the ability to anticipate and address various risk scenarios effectively.	10

TABLE 5: COURSE ASSESSMENT RUBRICS (TOTAL MARKS: 75)				
ASSESSMENT CRITERIA	**DESCRIBE THE CRITERIA OF THE BELOW CATEGORY PERFORMANCE**			**TOTAL MARKS**
	FAIR	**GOOD**	**EXCELLENT**	
Sustainability and Ethical Practices 1. Integration of sustainable and ethical practices in business plans. 2. Awareness and application of environmental and social responsibility principles.	Demonstrates basic awareness of sustainability and ethical issues in agriculture but lacks depth in understanding. Incorporates minimal sustainable and ethical practices in proposals, often overlooking broader impacts or deeper ethical considerations. Strategies for implementing sustainable and ethical practices are simplistic and may not be effective or comprehensive.	Shows a solid understanding of key sustainability and ethical issues relevant to agriculture. Applies sustainable and ethical practices more consistently, considering environmental and social impacts, but may lack innovation or depth in some areas. Develops practical strategies for implementing sustainability and ethics in agribusiness, but there may be room for more robust or holistic approaches.	Exhibits a comprehensive and in-depth understanding of sustainability and ethical issues, including emerging trends and complex challenges in agriculture. Expertly integrates advanced sustainable and ethical practices into agribusiness proposals, demonstrating a strong commitment to environmental stewardship and social responsibility. Creates innovative, effective, and holistic strategies for implementing sustainability and ethics, showing exceptional foresight and strategic thinking.	10

TABLE 5: COURSE ASSESSMENT RUBRICS (TOTAL MARKS: 75)				
ASSESSMENT CRITERIA	**DESCRIBE THE CRITERIA OF THE BELOW CATEGORY PERFORMANCE**			**TOTAL MARKS**
	FAIR	**GOOD**	**EXCELLENT**	
Legal Compliance and Application 1. Understanding and application of relevant legal frameworks. 2. Compliance with agricultural laws and regulations.	Displays basic knowledge of relevant legal principles in agribusiness but lacks depth and detail. Applies legal concepts to agribusiness scenarios in a minimalistic or superficial manner, possibly overlooking important legal nuances or implications. Demonstrates a rudimentary approach to legal compliance, with strategies that may be incomplete or not fully effective.	Shows a solid understanding of legal frameworks and their relevance to agribusiness. Effectively applies legal principles in agricultural scenarios, but the application may lack sophistication or foresight in more complex situations. Develops sound legal compliance strategies that are generally effective, though there may be room for more comprehensive or innovative solutions.	Exhibits comprehensive and in-depth knowledge of legal principles and frameworks governing agribusiness, including emerging legal trends. Expertly applies legal knowledge to complex agricultural scenarios, demonstrating advanced understanding and strategic thinking. Creates innovative and highly effective legal compliance strategies, ensuring thorough adherence to laws while optimising business operations.	

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ASSESSMENT CRITERIA	**DESCRIBE THE CRITERIA OF THE BELOW CATEGORY PERFORMANCE**			**TOTAL MARKS**
	FAIR	**GOOD**	**EXCELLENT**	
Technology Integration 1. Effective use of technology in agricultural practices. 2. Innovation and practicality of technological solutions.	Shows basic awareness of agricultural technologies but lacks depth in understanding their potential and application. Integrates technology into agribusiness scenarios in a minimalistic or rudimentary manner, with limited innovation or effectiveness. Demonstrates a basic approach to using technology, which may not fully leverage its potential or may overlook critical aspects of integration.	Displays a solid grasp of various agricultural technologies and their relevance to modern agribusiness. Effectively applies technology in agricultural settings, but the application might lack advanced features or optimization. Develops sound strategies for technology integration, showing practicality and functionality, though there may be room for more advanced or creative solutions.	Exhibits comprehensive and in-depth knowledge of cutting-edge agricultural technologies and their transformative potential in agribusiness. Expertly integrates advanced technologies into agribusiness operations, demonstrating innovation, efficiency, and strategic foresight. Crafts innovative and highly effective strategies for technology integration, showcasing a high level of expertise and forward-thinking in leveraging technology for agribusiness advancement.	10

TABLE 5: COURSE ASSESSMENT RUBRICS (TOTAL MARKS: 75)				
ASSESSMENT CRITERIA	**DESCRIBE THE CRITERIA OF THE BELOW CATEGORY PERFORMANCE**			**TOTAL MARKS**
	FAIR	**GOOD**	**EXCELLENT**	
Global Trade Understanding 1. Insight into global agricultural trade dynamics. 2. Application of knowledge to international market strategies.	Demonstrates basic awareness of global agricultural trade dynamics but lacks depth and breadth in understanding. Applies global trade knowledge in agribusiness scenarios in a limited or superficial manner, possibly overlooking complex trade interactions or implications. Shows minimal strategic insight into how global trade impacts agribusiness, with strategies that may be overly simplistic or not fully informed.	Exhibits a solid understanding of the key aspects of global agricultural trade and its impact on agribusiness. Effectively applies knowledge of global trade in agricultural scenarios, but may lack depth in handling more complex or nuanced trade issues. Develops reasonable strategies for navigating global trade in agribusiness, demonstrating practical understanding, though there may be room for more innovative or comprehensive approaches.	Demonstrates comprehensive and in-depth understanding of global agricultural trade dynamics, including sophisticated aspects and emerging trends. Expertly applies an advanced understanding of global trade to complex agribusiness scenarios, showcasing strategic acumen and foresight. Creates innovative and highly effective strategies for navigating and leveraging global trade in agribusiness, reflecting a high level of expertise and global market insight.	10

TABLE 5: COURSE ASSESSMENT RUBRICS (TOTAL MARKS: 75)				
ASSESSMENT CRITERIA	**DESCRIBE THE CRITERIA OF THE BELOW CATEGORY PERFORMANCE**			**TOTAL MARKS**
	FAIR	**GOOD**	**EXCELLENT**	
Presentation and Communication Skills 1. Clarity, coherence, and effectiveness of communication. 2. Quality of visual and written presentation materials.	Demonstrates basic clarity in communication, but the presentation may lack organization and coherence, making it difficult to follow. Communicates information, but with limited effectiveness. May struggle to engage the audience or convey key points clearly. Presentation materials (such as slides or handouts) are rudimentary and may lack professionalism or visual appeal.	Presents information in a clear and organized manner, but there might be occasional lapses in coherence or fluidity. Communicates effectively for the most part, maintaining audience engagement and conveying most key points well. Presentation materials are well-prepared, clear, and aid in effectively delivering the message, though there may be room for more creativity or polish.	Exhibits exceptional clarity and coherence in presentation, with a well-structured flow that is easy to follow. Communicates with high effectiveness, engaging the audience thoroughly and conveying all key points with precision and impact. Uses high-quality presentation materials that are professionally crafted, visually appealing, and significantly enhance the communication of the content.	5