



UNIVERSITI TEKNOLOGI MARA

AGR423: AGRIBUSINESS MANAGEMENT

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| Course Name (English) | AGRIBUSINESS MANAGEMENT APPROVED |
| Course Code | AGR423 |
| MQF Credit | 3 |
| Course Description | This course explores management functions and economics of agricultural organizations and operations, including input-output analysis, efficient allocation of resources, enterprise combinations, and budget analysis. A significant portion of the course will be devoted to human relationships in management. The course is designed to give the student selected perspectives in applying and integrating basic management skills and principles in agribusiness problem-solving and decision-making. A workable approach to management, built around the management functions of planning, organizing, controlling, and directing is the focus. The application of basic skills in economic analysis, marketing, communication, finance, facility operations, and personnel in the management process is illustrated and examined. The specific objective is to help students effectively apply and integrate learned skills and principles into the management process. |
| Transferable Skills | Communication skills Knowledge Leadership Team work Lifelong learning |
| Teaching Methodologies | Lectures, Blended Learning, Case Study, Discussion |
| CLO | CLO1 Verify, assess and employ the agribusiness management theory and its practical application such as business plan, marketing management, understanding consumer behavior, teams, quantitative method, forecasting and budgeting. CLO2 Communicate to peer verbally and to the facilitator in writing, through critical and systematic thinking, use the agribusiness knowledge, to suggest and solve and suggest simple agribusiness issues. CLO3 Collaborate, motivate and truthful with team members the knowledge acquired in agribusiness management, systematically and comprehensively. |
| Pre-Requisite Courses | No course recommendations |
| Topics | |
| 1. Introduction - global Agri-Food system and agribusiness manager 1.1) n/a | |
| 2. The Planning Function - business plan elements and marketing 2.1) n/a | |
| 3. The Planning Function - understanding consumer: demand and behavior 3.1) n/a | |
| 4. The Planning Function - workplace teams and staying competitive 4.1) n/a | |
| 5. The Planning Function - introduction to quantitative methods: forecasting 5.1) N/A | |
| 6. The Organizing Function - organizing for success and choosing a legal structure 6.1) n/a | |
| 7. The Organizing Function - agricultural cooperatives 7.1) n/a | |

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| 8. The Controlling Function - product and inventory management 8.1) n/a |
| 9. The Controlling Function - introduction to Six-Sigma 9.1) n/a |
| 10. The Directing Function - human resource leadership and human resource management 10.1) n/a |

| Assessment Breakdown | % |
|-----------------------|--------|
| Continuous Assessment | 60.00% |
| Final Assessment | 40.00% |

| Details of Continuous Assessment | Assessment Type | Assessment Description | % of Total Mark | CLO |
|----------------------------------|-----------------|------------------------|-----------------|------|
| | Assignment | Assignment | 20% | CLO2 |
| | Case Study | Case Study | 10% | CLO3 |
| | Test | Online Test | 30% | CLO1 |

| Reading List | Recommended Text | <ul style="list-style-type: none"> • Beierlein, James G., Schneeberger, Kenneth C., Osburn, Donald D. 2008, <i>Principles of Agribusiness Management</i> |
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| | Reference Book Resources | <ul style="list-style-type: none"> • Gamble, John; Thompson, Jr., Arthur, <i>Essentials of Strategic Management, The Quest for Competitive Advantage, 2nd Edition, 2010.</i> • Besanko, D., Dranove, D., Shanley, M., & Schaefer, S. 2008, <i>Economics of Strategy (4th ed.)</i> • Norman M. Scarborough 2010, <i>Essentials of Entrepreneurship and Small Business Management.</i> • Erickson, Steven P., Jay T. Akridge, Freddie L. Barnard and W. David Downey 2002, <i>Agribusiness Management, 3rd Ed., McGraw Hill. Boston, MA. (EABD)</i> • Alain Verbeke 2009, <i>International Business Strategy: Rethinking the Foundations of Global Corporate Success</i> |
| Article/Paper List | This Course does not have any article/paper resources | |
| Other References | This Course does not have any other resources | |