

Module designation	<i>Agribusiness Management (AGB106)</i>
Semester(s) in which the module is taught	<i>2<sup>nd</sup> semester</i>
Person responsible for the module	<i>Musthafa</i>
Language	<i>English</i>
Relation to curriculum	<i>Compulsory module</i>
Teaching methods	<i>lecture, lesson, case, seminar.</i>
Workload	<ul style="list-style-type: none"> <li>▪ <i>100 minutes of lecture and discussion per week</i></li> <li>▪ <i>120 minutes of structured tasks per week</i></li> <li>▪ <i>190 minutes of independent activity per week</i></li> <li>▪ <i>100 minutes of laboratory work</i></li> </ul>
Credit points	<i>3 (lesson 2 and lab works 1) = 4.8 ECTS</i>
Required and recommended prerequisites for joining the module	
Module objectives/intended learning outcomes	<ol style="list-style-type: none"> <li><i>1. Able to explain and understand the theory, understanding of Agribusiness within the scope of Agribusiness subsystems (Agro-input, Agro-production (farming), Agro-industry, Agro-trade and its supporting subsystems).</i></li> <li><i>2. Able to explain and understand Agribusiness Management from upstream to downstream</i></li> <li><i>3. Able to explain and understand the Application of Management Aspects within the scope of Agribusiness subsystems</i></li> <li><i>4. Able to explain and understand Agribusiness Opportunities, in the subsystems of Agro-input, Agro-production (farming), Agro-industry, Agro-commerce and its supporting subsystems</i></li> <li><i>5. Able to explain and understand Planning in Agribusiness, in the subsystems of Agro-input, Agro-production (farming), Agro-industry, Agro-commerce and its supporting subsystems</i></li> <li><i>6. Able to explain and understand Evaluation in Agribusiness, in the subsystems of Agro-input, Agro-production (farming), Agro-industry, Agro-commerce and its supporting subsystems</i></li> </ol>
Content	<i>This course aims to provide students with a conceptual and application understanding of the Agribusiness system (Input, production, processing and trading subsystems); Analyzing Agribusiness Opportunities (Market Analysis, Company Analysis and SWOT, Competitor Analysis, Target Markets, Planning Aspects in Agribusiness, Definition and role of Agribusiness Planning, Various Agribusiness Planning, and Agribusiness Planning Processes), Planning Scope and Role (Input, production, processing and trading subsystems); Agribusiness Development Strategy (Agribusiness Strategy and Corporate Goals, Supply Network System in Agribusiness, Small Business Scale Agribusiness Strategy, Large Plantation Strategy, Processing and Commerce Industry Strategy); Agribusiness Organization and Achievement of Business Goals. (HR Recruitment and Placement Process, Organizational Structure and Division of Roles in Agribusiness. Requirements of a good Agribusiness Organization); Control and Evaluation Aspects of Agribusiness and Program Effectiveness.</i>
Exams and assessment formats	<i>Essay, case study, oral presentation</i>
Study and examination requirements	<i>50% course work and study cases analysis</i> <i>10% examination</i> <i>5% quizzes</i> <i>15% midterm examination</i> <i>15% final examination</i>

Reading list	<ol style="list-style-type: none"><li>1. Romano, dan Akhmad Baihaqi, SP., MMA. Manajemen Agribisnis, Prodi Agribisnis, FP Unsyiah, Darussalam Banda Aceh.</li><li>2. Downey, W dan Steven P. Erickson, 19887, Agribusiness Management, second edition, Mc.Graw-Hill Inc., New York</li><li>3. Gumilar, 2006. Manajemen Agribisnis, Teori dan Penerapannya, Erlangga Bandung.</li><li>4. Johansen, H.G., 1990, Agriculture Financial, Mac Grow Hill, Book Company, New York.</li><li>5. Kotler, 2003. Marketing Management; Analysis, Planning, Implementation, and Control, Prentice Hall-International edition, New Jersey.</li><li>6. Su'ud H. dan Fiti Hasan, 2007, Manajemen Agribisnis, Dalam Perspektif Pendekatan Sistem, YCMC., Jakarta/</li><li>7. Weston, j. Freed &amp; Brigham, Eugene F., 1988, Managerial Finance, 7th Edition. Illinois: The Dryden Press</li></ol>
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