ABM1203 INTRODUCTION TO AGRIBUSINESS MANAGEMENT

2. INSTRUCTOR(s): Mr. P.N. Walekhwa (B.A. MUK, Uganda; MABM, MUK.) (Assistant Lecturer).

**3. COURSE TYPE AND LOCATION**: **Core for BAGM I, BARI I, BSc. HOT II, BSc. Agric IV: Faculty of Agriculture, Department of Agricultural Economics & Agribusiness**

**4. COURSE STRUCTURE**

3 Credit units: 30 lecture hours (2 contact hours per week for 15 study weeks) and 30 tutorial hours (2 contact hours per week for 15 study weeks)

**5. COURSE DESCRIPTION:**

Students undertaking this course will be introduced to concepts and applications in Agribusiness management. Areas to be covered include: Introduction: Definition and scope of Agribusiness, Role and Objectives of Agribusiness the agribusiness sector, Components of the agribusiness sector, Relationship between agribusiness with economics and other disciplines, Challenges facing the agribusiness sector, Agribusiness Decision making process, Input –output decisions, Revenue and Cost decisions, Break –even Analysis decisions, Agribusiness Financial Management, Need for financial records, Financial analysis and reporting -Balance sheet, Profit and Loss Account, Ratio Analysis, Agribusiness Strategic Management, Agribusiness budgeting and Budgetary Control, Agribusiness Administration

**6. COURSE OBJECTIVES:**

**General objective**

* To equip students with theoretical and technical aspects of agribusiness management

**Specific objectives**

To equip students with knowledge and skills to:

1. Initiate, organize and manage agribusiness projects efficiently
2. Effectively communicate and administer agribusiness units.

**7. RECOMMENDED REFERENCES FOR READING**

* Johnson D.T, 1990, The business of Farming, 2nd Edition,, London.
* Aaker D.A , Michael Porter, Strategic Management,
* Wisniewski M., 1997, Quantitative methods for Decision makers, Second Edition, Pitman Publishing, London.
* Pandey, J. M, 1998, Financial Management, Prentice- Hall International
* Castle E. N, Becker M. H, Nelson E.G., 1987, Farm Business Management, Macmillan

 Publishing Co.

* Beierlein J.G, Schneeberger K.C., Osburn D.D., 1995, Principles of Agribusiness Mangement, Second Edition, Waveland, Press Inc, USA.

**8. COURSE CONTENT, METHODS OF INSTRUCTION AND TOOLS REQUIRED**

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| **TOPIC** | **CONTENT** | **METHOD OF INSTRUCTION / Time allocated** | **TOOLS/ NEEDED** |
| 1.Introduction | * Definition and scope of Agribusiness sector
* Role and Objectives of Agribusiness sector
* Components of the agribusiness sector

Role and Objectives of Agribusiness sector | Interactive lecture (2 hrs)Tutorial (2 hrs) | LCD Projector,BB/Chalk,HandoutsMarkers |
|  | * Relationship with economics and other disciplines
* Challenges faced in the sector

Challenges faced in the sector | Interactive lecture (2 hrs)Tutorial (2 hrs) | LCD Projector,BB/Chalk,HandoutsMarkers |
| 2.Agribusiness Decision-making process | * Steps in Decision making process
* Input –output decisions

Steps in Decision making process | Interactive lecture (2 hrs)Tutorial (2 hrs) | LCD Projector,BB/Chalk,HandoutsMarkers |
|  | * Revenue and Cost decisions
* Break –even Analysis decisions

Break –even Analysis | Interactive lecture (2 hrs)Tutorial (2 hrs) | LCD Projector,BB/Chalk,HandoutsMarkers |
| 3.Agribusiness Financial ManagementAgribusiness Financial Management | * Need for agribusiness financial records
* Importance of agribusiness financial records
* Types of agribusiness financial records

Importance of agribusiness financial records | Interactive lecture (2 hrs)Tutorial (2 hrs) | LCD Projector,BB/Chalk,HandoutsMarkers |
|  | * Balance sheet
* Profit and Loss Account

Balance sheet | Interactive lecture (2 hrs)Tutorial (2 hrs) | LCD Projector,BB/Chalk,Handouts Markers |
|  | * Financial Analysis
* Ratio Analysis

Importance of financial Management | Interactive lecture (2 hrs)Tutorial (2 hrs) | LCD Projector,BB/Chalk,HandoutsMarkers |
| 4.Agribusiness Strategic Management | * Business Strategy development
* Environmental Analysis

Developing a Business Strategy  | Interactive lecture (2 hrs)Tutorial (2 hrs) | LCD Projector,BB/Chalk,HandoutsMarkers |
|  | * Customer Analysis

Critical issues in customer analysis | Interactive lecture (2 hrs)Tutorial (2 hrs) | LCD Projector,BB/Chalk,HandoutsMarkers |
|  | * Competitor Analysis

Critical issues in competitor analysis | Interactive lecture (2 hrs)Tutorial (2 hrs) | LCD Projector,BB/Chalk,HandoutsMarkers |
|  | * Market Analysis

Critical issues in market analysis | Interactive lecture (2 hrs)Tutorial (2 hrs) | LCD Projector,BB/Chalk,Handouts Markers  |
| 5.Budgeting and Budgetary Control | * Importance of Budgeting and Budgetary Control
* Types of Budgets-Total Budgets, Partial Budgets and Cash flow Budgets

Drawing a partial budget | Interactive lecture (2 hrs)Tutorial (2 hrs) | LCD Projector,BB/Chalk,Handouts,Markers |
|  | * Steps in budget preparation
* Characteristics of a good budget
* Problems faced when budgeting

Characteristics of a good budget | Interactive lecture (2 hrs)Tutorial (2 hrs) | LCD Projector,BB/Chalk,Handouts,Markers |
| 6.Agribusiness Administration | * The role of Agribusiness manager
* Characteristics of a good agribusiness manager
* Functions of agribusiness

Characteristics of a good agribusiness manager | Interactive lecture (2 hrs)Tutorial (2 hrs) | LCD Projector,BB/Chalk,HandoutsMarkers |
|  | Management theories/stylesMajor management theories | Interactive lecture (2 hrs)Tutorial (2 hrs) | LCD Projector,BB/Chalk,Handouts Markers |
| 16-17  | * Revision Time
* Final Examination
 | Written Examination | BB/ChalkAnswer bookletsMarkers |

**9. SUMMARY OF TIME NEEDED**

Lectures 30 hrs

Tutorials (and assignments) 30 hrs

**10. COURSE ASSESSMENT:**

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| Continuous assessment (Quizzes): | There will be 3 Quizzes arising from tutorials and assignments during week 5, 10 and 15 of the semester | 10% |
| Continuous assessment (Assignments and tests): | Students will sit and submit at least 2 assignments and at least 2 tests  | 30% |
| University Examination: | Final examination during week 16-17 of the semester | 60% |