USK UNIVERSITAS SYIAH KUALA

FACULTY OF AGRICULTURE

DEPARTMENT OF SOIL SCIENCE

UNDERGRADUATE PROGRAM **MODULE HANDBOOK**

Module designation	Agribusiness Management (SSOL2045)
Semester(s) in which the module is taught	3rd semester
Person responsible for the module	Dr. Ir. Romano, M.P.
Language	Indonesian, English
Relation to curriculum	Compulsory module for Soil Science Department
Teaching methods	Lecture, presentation, focus group discussion
Workload (incl. contact hours, self-study hours)	✔ Lecture and discussion 100 minutes per week per semester ✔ Structured tasks 120 minutes per week per semester ✔ Personal tasks 120 minutes per week per semester
Credit points	2 SKS = 3.2 ECTS
Required and recommended prerequisites for joining the module	-
Module objectives/intended learning outcomes	✔ Students are able to explain and understand the theories and concepts of agribusiness within the scope of agribusiness subsystems (agro-input, agro-production/farming, agro-industry, agro-marketing, and supporting subsystems), as well as the management of agribusiness from upstream to downstream. ✔ Students are able to explain and understand management and planning in agribusiness, particularly within the agro-input, agro-production/farming, agro-industry, agro-marketing, and supporting subsystems. ✔ Students are able to analyze and evaluate management practices in agribusiness enterprises.

Content	The Agribusiness Management course equips students with knowledge and understanding of the agribusiness system, including input, production, processing, and marketing subsystems. It covers the analysis of agribusiness opportunities (market analysis, company and SWOT analysis, competitor analysis, target market), and planning aspects in agribusiness (definition, roles, types, and processes of agribusiness planning, including planning the scope and role of each subsystem). The course also explores agribusiness development strategies (agribusiness strategies and business goals, supply chain systems, small-scale agribusiness strategies, plantation strategies, and strategies for processing and marketing industries). Furthermore, it discusses agribusiness organization and business goal achievement (recruitment and placement processes, organizational structure, and role distribution in agribusiness, along with the criteria for an effective agribusiness organization), as well as aspects of control, evaluation, and program effectiveness in agribusiness.
Exams and assessment formats	Case method, quiz, assignment, exam
Study and examination requirements	✔ Case method: 50% ✔ Quiz: 10% ✔ Assignment: 15% ✔ Exam: 25%
Reading list	1. A Barnard, F. L., Foltz, J., Yeager, E. A., & Brewer, B. (2020). Agribusiness management. Routledge. 2. Van Fleet, D. D., Seperich, G. J., & Van Fleet, E. W. (2014). Agribusiness: Principles of management. Delmar 3. Krishnamurti, B. (2020). Seri Memahami Agribisnis: Pengertian Agribisnis. Departemen Agribisnis IPB. 4. Thakur, S., Ratnam, S., & Singh, A. (2024). Introduction to Agribusiness Management. In Agribusiness Management (pp. 1-20). Routledge. 5. Kalaitzandonakes, N., Carayannis, E. G., Grigoroudis, E., & Rozakis, S. (2018). From agriscience to agribusiness. Springer. https://doi. org/10, 1007, 978-3. 6. Barkley, A., & Barkley, P. W. (2016). Principles of agricultural economics. Routledge. 7. Terry, G. R. (2021). Dasar-Dasar Manajemen Edisi Revisi. Bumi Aksara. 8. Karmini. (2020). Dasar-Dasar Agribisnis. Mulawarman Press.