



Subject Module
 Department of Agribusiness
 Faculty of Agriculture
 University of Islam Malang

MODULE HANDBOOK

Module Title	Applied Agribusiness Management
Module Level, if available	Undergraduate Study Program of Agribusiness
Course Code	MKW60723
Headings, if available	-
Course (MK)	Applied Agribusiness Management
Semester	7
Course Coordinator	Dr. I r. BAMBANG SISWADI, MP.
Teaching Team	
Language of instruction	Indonesian language/English
Linkages with the Curriculum	Study Program: Agribusiness Specialization: Agribusiness Type: Compulsory / Elective
Learning Methods and Duration	1. Lecture: 100 minutes / meeting (14 meetings) 2. Practicum: 170 minutes / meeting (8 meetings) 3. Structured assignments / individual and group assignments
Student Study Load	1. Lecture: 100 minutes / meeting (14 meetings) 2. Practicum: 170 minutes / meeting (8 meetings) 3. Structured assignments / quizzes / group presentations 4. Attendance: 75% of total attendance
Credit Weight	3 SKS atau 5,1 ECTS
Requirements for Passing the Course	<ul style="list-style-type: none"> • Attendance \geq 75% • Final score of all learning evaluation components \geq50 Final score components: <ul style="list-style-type: none"> • 20% Mid-Semester Exam • 20% Final Examination • 30% Practicum • 20% Structured Tasks (individual and group) • 10% Attendance
Prerequisite Courses	-
Learning Outcomes	<p>The expected learning outcomes are:</p> <ol style="list-style-type: none"> 1. Able to respond to problems regarding entrepreneurship, agribusiness, and green food. (ILO 1) 2. Able to analyze project management methods of business practices, risks, and changes in an increasingly competitive environment. (ILO 4) 3. Able to implement agribusiness entrepreneurs that meets the principles of food health and safety. (ILO 7) 4. Behave in accordance with the code of ethics and responsibilities of the agribusiness entrepreneur

	profession including marketing management, acquisition project management, human resource management, and control. (ILO 10)
Learning Content	<p>After completing this course students are able to:</p> <ol style="list-style-type: none"> 1. Capable of organizing business operations in agribusiness 2. Capable of utilizing cutting-edge quantitative tools in the analysis of agriculture challenges, opportunities, and prospects 3. Capable of utilizing cutting-edge qualitative approaches in studying agribusiness's challenges, potentials, and possibilities 4. Possess the capacity to lead commercial groups in the agricultural sector 5. Possess the ability to express ideas, issues, and solutions related to agriculture. 6. Capable of motivating the broader community to support the development of agriculture <p>The topics include:</p> <ol style="list-style-type: none"> 1. Industrial tree based on commodities that can be grown into an agribusiness concept 2. A summary of agribusiness and industrial trees used in the production of commodities 3. The anatomy of business design outlines the agriculture business design process. 4. Techniques for Developing Business Concepts 5. Establish an understanding of the company environment (both internal and external). 6. Conduct a SWOT analysis on the draft group agricultural business plan developed during practicum I and II. 7. How to develop a world-class business's quality concept, strategy and management, operations, marketing, and selling abilities 8. Writing guidelines for student activity proposals 9. An agribusiness case study on how to develop a world-class agribusiness. Development of product description plans, as well as manufacturing and operation methodologies 11. Strategic Planning: 12. Incorporating organizational planning considerations into the agricultural plan 13. Analysis of the Market and Marketing Strategy 14. The feasibility analysis of a business (also known as a feasibility study) and its application
Test Terms and Forms	<p>Examination requirements: A minimum of 75 % attendance to attend the final exam</p> <p>Forms of examination: Essay</p>
Learning Media	Projector and screen, Zoom app, Google Classroom, e-book, WA Group, Online RPS, Youtube

References**Main References :**

1. Dirjen Nonformal dan Informal Kementrian Pendidikan Nasional, 2010, Modul Perencanaan Usaha (Direktorat Pembinaan Kursus dan Kelembagaan
2. Departemen Pendidikan Nasional 2006, Modul Pengembangan Rencana Bisnis
3. Downey, W.D. dan S.P. Ericson. 1989. Management Agribisnis. Penerbit Erlangga, Jakarta

Supporting References :

1. Kartasapoetra, G., A.G. Kartasapoetra dan R.G. Kartasapoetra. 1985. Management Pertanian (Agribisnis). Bina Aksara, Jakarta
2. Firdaus, M. 2007. Manajemen Agribisnis. Jember: Bumi Aksara.