AGRIPRENEURSHIP ACADEMY

FOUNDATION CERTIFICATE IN AGRIBUSINESS VALUE CHAINS

Course Curriculum and Outcomes



1	2	3	4	5	6	7	8	9	10	11	12	13	14

14 COURSES | REFLECTION ASSIGNMENT

Contact: training@agripreneurship.academy

Programme Outcomes

Foundation Certificate in Agribusiness Value Chains

14 courses and a reflection assignment accessible is designed to deliver the following learning outcomes:

1	Provides a good understanding of the key actors in the Agribusiness value chains and the decisions they make
2	Introduces the product, process and technology innovations and their value propositions for the farm operations, processing set-up, wholesaling/distribution operations, food service business and retail operations
3	Exposes the learners to the design principles of four components business model and equips them to design & assess the competitiveness of the business models
4	Equips the learners with financing, accounting and product concepts to help learners understand/facilitate/fund the financing needs of different actors in the agribusiness value chains
5	Provides the opportunity to reflect on the learning and apply them to resolve the questions/dilemmas in a specific job role/s.

Course pathway

01–04	05–08	09–12	13–14

Course Curriculum | 01–04

Course 1: Agriculture Production Decisions

- Provides an overview of the critical decisions made at the farm and with farm output (crop choice, production inputs, water management, nutrition management, crop health management, Harvesting, post-harvest management, and Marketing & Sales)
- Teaches key principles to approaching critical decisions made at the farm and with farm output

Course 2: The Business of Agritech

- Provides an overview of the technology innovations on the farm, in post-harvest management, aggregation, processing, distribution, and retail
- Teaches key principles to technology choices to improve productivity and/or profitability across the agribusiness value chain



Course 3: Marketing and Distribution in Agribusiness Value Chains

- Emphasizes the key actors involved in the marketing & distribution of agricultural produce and processed food products namely the Farmers, Producer Organizations (FPOs), Private Traders/Aggregators, Wholesalers/Distributors, Food Service and Retail
- Teaches key principles used by different decision makers in marketing & distribution of agricultural produce and processed food products and how to develop a marketing and distribution strategy

Course 4: Sorting, grading, packaging, labeling, and Transportation of Food Products

- Emphasizes the value of different post-harvest processes & innovations adopted to increase the profitability of agricultural produce and processed food products. The specific emphasis is on sorting, grading, packaging, labeling, and transportation of food products
- Teaches key principles used to decide on the right post-harvest process and innovation choices to suit the product and market demands

Course Curriculum | 05–08

Course 5: Path to Profitability in Agribusiness

- Uses the specific context of the farming business and takes through the decision options, decision choices and profitability outcomes for each different choices
- Uses an approach of building up decision situations using an multiple choice approach resembling the real-life situations

Course 6: Food and Agribusiness Trends and Developments

- Introduces to the Agribusiness trends and developments in increasing the productivity, profitability and sustainability at the farm, factories, storage units, transportation and retail operations
- Provides specific business contexts in which the trends and developments are being used to strengthen value propositions, distribution, partnerships, sustainability and most importantly the profitability

Course 7: Food and Agriculture Business Models (Frameworks and Cases)

- Introduces the four-component business model framework and how to use them (differentiated value proposition, distribution strategy, complementary chain partnerships and sustainability elements) to increase the competitiveness and profitability in business
- Applies the four-component framework to a production, aggregation and distribution businesses operating in different parts of the world

Course 8: Business Model design Exercise: The case of Snack and Ingredient Manufacturer

- Uses the specific context of the food processing business and takes through the design decision options of each of the four business model components namely: 1) Value proposition
- 2) distribution strategy 3) complementary chain partnerships and 4) sustainability elements
- Provides the opportunity to apply all the principles learn and carrying out the business model design
- Strengthens the ability to apply to assess the competitive of a business by applying the business model design principles



Course Curriculum | 09–12

Course 9: Digital Agriculture for Smallholder Farmers

- Provides an overview of the technology innovations on the farm to the specific context of the smallholder farmer agriculture
- Teaches key principles to technology choices to improve the productivity and/or profitability of smallholder farmer agriculture

Course 10: The Business of Organic and Regenerative Agriculture

- Provides an overview of the process and technology innovations for sustainable agriculture production methods such as organic and regenerative agriculture
- Teaches key principles of organic and regenerative agriculture and assesses their suitability for different businesses and business models

Course 11: The Business of Urban Agriculture

- Provides an overview of the indoor/protection agriculture process and technology innovations for sustainable agriculture production
- Teaches key principles of indoor/protected agriculture and assesses its suitability for different environments and value chains

Course 12: The business of Alternative foods

- Provides an overview of the product, process, and technology innovations in the field of novel/alternative food products. A specific emphasis is provided on the consumer side developments
- Teaches key principles of novel food products and assesses their suitability for different consumption cultures, regulatory environments, and value chains



Course Curriculum | 13–14

Course 13: Basics of Accounting and Finance

- Provides an insight into the basic concepts of accounting and finance and tries to make them more relevant by presenting concepts in the context of Food & Agribusiness
- Prepares the learners to pick up the concepts and application elements of Agribusiness value chain financing

Course 14: Value Chain Financing in Agribusiness

- Provides an overview of the financial product, process, and technology innovations for a financing model that is more efficient for the value chain actors and less risky to the financing providers
- Teaches key principles to building a value chain financing product in agribusiness

Take the Next Step

Foundation Certificate in Agribusiness Value Chains

Enroll now *

Contact:

training@agripreneurship.academy

**An Agripreneurship program facilitator will contact you within 24 hours with next steps*