***CURRICULUM***

**UNDERGRADUATE PROGRAM**

**AGRIBUSINESS STUDY PROGRAM**

**2011-2014**



**DEPARTMENT OF AGRIBUSINESS**

**FACULTY OF ECONOMICS AND MANAGEMENT**

**BOGOR AGRICULTURAL UNIVERSITY**

**2014**

1. **MAJOR : AGRIBUSINESS**
2. **MAJOR LEARNING OUTCOMES :**

|  |  |
| --- | --- |
| Aspects of Competency | Learning Outcomes and  Sub Learning Outcomes |
| Ability in work aspect | 1. Able to think critically and to demonstrate problem-solving skills in tropical agribusiness 2. Able to effectively and convincingly present the business ideas in concise written statement, project report paper, and oral presentation 3. Able to identify and to analyze local and global tropical agribusiness environment 4. Able to establish business plan in tropical agribusiness |
| Knowledge aspect | 1. Able to recognize a wide range of perspective within the agribusiness system 2. Able to demonstrate understanding of economics and management theories 3. Able to master concept of agribusiness system 4. Able to master business principles and concepts in tropical   agribusiness   1. Able to master entrepreneurial principles and concepts in   tropical Agribusiness   1. Able to understand basic knowledge of technology in tropical   Agribusiness   1. Able to master an ethical understanding and perspective to tropical agribusiness Environment 2. Able to master concept of agribusiness environment 3. Able to understand business low and ethics on tropical   agribusiness |
| Managerial skill aspect | 1. Able to demonstrate entrepreneurship and leadership skill in tropical   Agribusiness   1. Able to formulate development strategy of tropical agribusiness 2. Able to manage business organization in tropical agribusiness 3. Able to work individually and in teamwork 4. Able to work individually and in teamwork 5. Able to motivate agribusiness community in developing tropical Agribusiness |

1. **MINOR : AGRIBUSINESS ENTREPRENEURSHIP**

*Minor Learning Outcomes* :

1. Able to think critically and to demonstrate problem-solving skills in tropical agribusiness
2. Able to effectively and convincingly present the business ideas in concise written statement, project report paper, and oral presentation
3. Able to identify and to analyze local and global tropical agribusiness environment
4. Able to establish business plan in tropical agribusiness
5. COURSES

| **NO** | **CODE** | **SUBJECT COURSE** | **CREDIT**  **UNIT** | **PREREQUISITE** | **SEM** |
| --- | --- | --- | --- | --- | --- |
| **A.** | **GENERAL BASIC COURSES** | |  |  |  |
| 1 | IPB100 | Religion | 3(2-2) |  | 1 |
| 2 | IPB107 | Introduction to Agricultural Science | 2(2-0) |  | 1 |
| 3 | IPB108 | English | 3(2-2) |  | 1 |
| 4 | IPB111 | Pancasila Education | 2(1-2) |  | 1 |
| 5 | MAT100 | Introduction to Mathematics | 3(2-2) |  | 1 |
| 6 | BIO101 | General Biology | 2(2-0) |  | 1 |
| 7 | FIS103 | General Physics | 2(2-0) |  | 1 |
| 8 | KPM130 | General Sociology | 3(2-2) |  | 1 |
| 9 | AGB100 | Introduction to Entrepreneurship | 1(1-0) |  | 1 |
| 10 | IPB106 | Indonesia Language | 2(1-2) |  | 2 |
| 11 | IPB112 | Sports and Arts\*) | 1(0-3) |  | 2 |
| 12 | MAT103 | Calculus | 3(2-2) |  | 2 |
| 13 | EKO100 | General Economics | 3(2-2) |  | 2 |
| 14 | KIM100 | General Chemistry | 2(2-0) |  | 2 |
|  |  | **Subtotal of credits** | **31** |  |  |
| **B** | **INTERDEPARTEMENTAL COURSES** | |  |  |  |
| 1 | MAN101 | Introduction to Management | 3(3-0) |  | 2 |
| 2 | MAN211 | Introduction to Accounting | 3(2-3) |  | 3 |
| 3 | EKO201 | Microeconomics Theory I | 3(2-3) |  | 3 |
| 4 | EKO203 | Macroeconomics Theory I | 3(2-3) |  | 3 |
| 5 | STK211 | Statistics Method | 3(2-2) |  | 3 |
| 6 | ESL211 | Agricultural Economics | 3(3-0) |  | 3 |
|  |  | **Subtotal of credits** | **18** |  |  |
| **C** | **MAJOR COURSES** | |  |  |  |
| 1 | AGB111 | Principle of Business | 3(3-0) |  | 2 |
| 2 | AGB221 | Entrepreneurship | 3(2-3) |  | 3&4 |
| 3 | AGB203 | Quantitative Method for Business I | 3(2-3) | STK211 | 4 |
| 4 | AGB212 | Business Information System | 2(2-0) |  | 4 |
| 5 | AGB222 | Business Negotiation and Advocacy | 3(2-3) |  | 4 |
| 6 | AGB223 | Business Leadership | 2(2-0) |  | 4 |
| 7 | AGB231 | Managerial Economics | 3(2-3) | EKO211 | 4 |
| 8 | AGB232 | Business Law and Ethics | 3(3-0) |  | 4 |
| 9 | AGB301 | Quantitative Method for Business II | 3(2-3) |  | 5 |
| 10 | AGB302 | Business Forecasting | 3(2-3) | STK211 | 5 |
| 11 | AGB311 | Dynamics of Agribusiness Market | 3(3-0) | EKO211 | 5 |
| 12 | AGB312 | Farm Business | 3(2-3) | AGB231 | 5 |
| 13 | AGB323 | Business Risks | 3(3-0) |  | 5 |
| 14 | AGB331 | Marketing of Agribusiness Product | 3(3-0) | EKO211 | 5 |
| 15 | AGB332 | Business Feasibility Study | 3(2-3) | AGB111 | 5 |
| 16 | AGB303 | Business Research Methodology | 3(2-3) | AGB201, AGB301  AGB231 | 6 |
| 17 | AGB313 | International Business | 3(3-0) |  | 6 |
| 18 | AGB327 | Entrepreneurial Experience | 3(0-9) | AGB221 | 6 |
| 19 | AGB333 | Agribusiness Financing | 3(2-3) | AGB111  MAN211 | 6 |
| 20 | AGB336 | Cooperatives and Agribusiness Institution | 3(2-3) |  | 6 |
| 21 | AGB338 | Agribusiness Economics | 3(3-0) | AGB111 | 6 |
| 22 | AGB339 | Strategy and Business Policy | 3(3-0) |  | 6 |
| 23 | AGB431 | Business Plan | 3(2-3) | AGB111 | 7 |
| 24 | AGB433 | Agribusiness Development and Politics | 3(3-0) |  | 7 |
| 25 | AGB496 | Student Fieldwork/Internship | 4 | Min 105 credits | 7 |
| 26 | AGB498 | Seminar | 1 | Pass all courses | 7&8 |
| 27 | AGB499 | Final Project Report | 6 | Min 105 credits | 7&8 |
|  |  | **Subtotal of credits** | **81** |  |  |

***\*) Credit is not counted***

1. **MINOR COURSES: AGRIBUSINESS ENTREPRENEURSHIP**

| **No** | **Code** | **Courses** | **Credit** | **Prerequisite** | **Semester** | |
| --- | --- | --- | --- | --- | --- | --- |
| **Odd** | **Even** |
| 1 | AGB111 | Principle of Business | 3(3-0) |  |  | **√** |
| 2 | AGB221 | Entrepreneurship | 3(2-3) |  | **√** | **√** |
| 3 | AGB222 | Business Negotiation and Advocacy | 3(2-3) |  |  | **√** |
| 4 | AGB333 | Agribusiness Economics | 3(3-0) | AGB111 |  | **√** |
| 5 | AGB432 | Business Plan | 3(2-3) | AGB111 | **√** |  |
| **Total Credits of Minor Courses** | | | 15 |  |  |  |

1. **COURSES DESCRIPTION**

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| **1.** | **AGB100** | **Introduction to Entrepreneurship** | **1(1-0)** |
|  | **Prerequisite:** | **-** |  |

This course discusses the concept of entrepreneurship and development of entrepreneurship, how to develop personality and entrepreneur motivation and to identify opportunities in business, Entrepreneur’s characteristic, the process in finding and developing entrepreneur’s idea and to design a business.

**Heny K. Daryanto**

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| **2.** | **AGB111** | **Principle of Business** | **3(3-0)** |
|  | **Prerequisite:** | **-** |  |

This course discusses the concept and scope of business, agribusiness system and linkage between its subsystem, exploration of business environment, application of economic principle in business, decision making under risk and uncertainty and application of management principles in business.

**Anna Fariyanti**

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| **3.** | **AGB221** | **Entrepreneurship** | **3(2-3)** |
|  | **Prerequisite:** | **-** |  |

This course discusses the development of entrepreneurship concept and challenges in entrepreneurship, process in understanding character and entrepreneurship in individual perspectives, development in creativity and innovation in entrepreneurship, intra-preneurship and others, women entrepreneurship, home business, introduction to business plan and business development.

**Rachmat Pambudy**

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| **4.** | **AGB203** | **Quantitative Methods for Business I** | **3(2-3)** |
|  | **Prerequisite:** | **STK211** |  |

This course discusses statistical methods, non-parametric *bivariate* interdependency; non-parametric *bivariate* dependency, multivariate dependency; and multivariate interdependency.

**Nunung Kusnadi**

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| **5.** | **AGB 212** | **Business Information System** | **2(2-0)** |
|  | **Prerequisite:** | **-** |  |

This course discusses the problems, development and the role of business information system, the definition of system, information and business information system, the structure of business information system, concept and information technology in business, system life cycle in business information system, evaluation and quality assurance in business information system, and ethical implication of business information system.

**Burhanuddin**

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| **6.** | **AGB222** | **Business Negotiation and Advocacy** | **3(2-3)** |
|  | **Prerequisite:** | **-** |  |

This course discusses negotiation and business advocacy as a communication process; supporting communication in negotiation and advocacy: verbal and non verbal communication, cultural communication, the role of business presentation and public relation in negotiation; Preparation of negotiation: Steps in Negotiation, effective negotiation structure, conflict management, reaching agreement, negotiation through telephone and email, business advocacy preparation, steps in business advocacy, introduction to business problems, problem solving techniques in business advocacy.

**Yanti N. Muflikh**

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| **7.** | **AGB223** | **Business Leadership** | **2(2-0)** |
|  | **Prerequisite:** | **-** |  |

This course discusses the definition, scope and the theory of leadership; value, behavior and leadership style, communication, negotiation, decision making and motivation in leadership and conflict management in organization and business society.

**Wahyu Budi Priatna**

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| **8.** | **AGB231** | **Managerial Economics** | **3(2-3)** |
|  | **Prerequisite:** | **-** |  |

This course applies microeconomics principle in managerial decision making, which consists of demand analysis and forecasting, production and cost analysis, price determination, profit maximization, sensitivity analysis, risk and uncertainty and capital allocation.

**Amzul Rifin**

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| **9.** | **AGB 232** | **Business Law and Ethics** | **3(3-0)** |
|  | **Prerequisite:** | **-** |  |

This course discusses the scope and objective of law and business ethics, firm theory and corporation, system and internal governance structure in business law perspective, system and structure of external governance in business law perspective, law aspects in firm and business operational, business law jurisprudence, the definition and development of thoughts in business ethics and characteristics and implementation of business ethics.

**Suharno**

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| **10.** | **AGB301** | **Quantitative Methods for Business II** | **3(2-3)** |
|  | **Prerequisite:** | **-** |  |

This course discusses business analysis and decision making using deterministic models, linear programming and its variance (goal, integer, transportation, transhipment, assignment) and analytical hierarchy process using computer software.

**Nunung Kusnadi**

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| **11.** | **AGB302** | **Business Forecasting** | **3(2-3)** |
|  | **Prerequisite:** | **STK211** |  |

This course discusses the definition and role of forecasting method, covering quantitative forecasting method such as time series and causal model and also qualitative forecasting which is common used in business decision process.

**Amzul Rifin**

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| **12.** | **AGB 311** | **Dynamics of Agribusiness Market** | **3(3-0)** |
|  | **Prerequisite:** | **EKO211** |  |

This course discusses the scope of demand behavior and market dynamics, process and purchasing decision behavior, environment influence in purchasing decision making, individual difference in decision making, psychological process, and demand behavior of global consumer, consumerism and social responsibility.

**Rita Nurmalina**

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| **13.** | **AGB312** | **Farm Business** | **3(2-3)** |
|  | **Prerequisite:** | **AGB 231** |  |

This course discusses the scope of farm business management, development of farm business management characteristics, organization, type, role of farm business management in agribusiness system, economic principle in farm business management, Production factors in farm business management, farm business performance analysis and farm planning.

**Nunung Kusnadi**

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| **14.** | **AGB321** | **Business Risks** | **3(3-0)** |
|  | **Prerequisite:** | **-** |  |

This course discusses the Definition, Concept and Basic Principle of Business Risk and Risk Management, Characteristic of Business Risk, Risk Management Approach, Risk Analysis, Risk Management Techniques, Tools and Strategy.

**Anna Fariyanti**

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| **15.** | **AGB331** | **Marketing of Agribusiness Product** | **3(3-0)** |
|  | **Prerequisite:** | **EKO211** |  |

This course discusses the definition, concept, scope and marketing management, marketing analysis using various approaches, market in marketing system, consumption and demand, production and supply, price and price structure, market over space and market over time, marketing margin and market integration, grading, standardization and market information, market structure, marketing institutional, marketing policy and marketing system of various agribusiness products.

**Ratna Winandi**

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| **16.** | **AGB332** | **Business Feasibility Study** | **3(2-3)** |
|  | **Prerequisite:** | **AGB111** |  |

This course discusses the definition, scope and the importance of business feasibility study, business or project cycle, aspects in business feasibility study, concept in cost and benefit, time value of money, investment criteria, cash flow and feasibility method and business appraisal.

**Rita Nurmalina**

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| **17.** | **AGB303** | **Business Research Method** | **3(2-3)** |
|  | **Prerequisite:** | **AGB201, AGB301, AGB231** |  |

This course discusses the role of business research for decision maker, the expectation of businessman towards research result, to discuss and to give arguments scientifically regarding the choice of procedures and tools for doing research in business which consist of research planning, collecting data, analysis, interpretation and reporting and research presentation.

**Nunung Kusnadi**

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| **18.** | **AGB313** | **International Business** | **3(3-0)** |
|  | **Prerequisite:** | **-** |  |

This course discusses the factors that influence the development of international business, theory of international business, regional development cooperation (AFTA, APEC etc) and international business, WTO and international business, money market, investment and international business, identification of international business prospects, export and import, the application of international business and functional management practice in international business.

**Heny K. Daryanto**

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| **19.** | **AGB 327** | **Entrepreneurial Experience** | **3(3-0)** |
|  | **Prerequisite:** | **AGB221** |  |

This course is designed to increase the capability and giving experience in business for students by increasing skills and students entrepreneurial behavior through idea invention and presentation, entrepreneurial creativity and innovation, entrepreneurial idea development, entrepreneurial planning and organizing, entrepreneurial actuating and controlling and monitoring and follow-up in doing business.

**Burhanuddin**

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| **20.** | **AGB333** | **Agribusiness Financing** | **3(2-3)** |
|  | **Prerequisite:** | **AGB111, MAN211** |  |

This course discusses the definition and scope of agribusiness financing, the development and characteristic of firm and agribusiness financing policy, agribusiness financing: concept, need assessment, sources and the decision in choosing financing source and indirect agribusiness financing policy.

**Dwi Rachmina**

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| **21.** | **AGB 336** | **Cooperatives and Agribusiness Institution** | **3(2-3)** |
|  | **Prerequisite:** | **-** |  |

This course discusses the importance of institution in the development of agribusiness in Indonesia, the role of cooperatives in the development of agribusiness and various form of cooperation pattern between cooperatives with other institution in agribusiness development effectively and efficiently, the history of international and national cooperatives and various government policies concerning the development of cooperatives in Indonesia and other countries.

**Lukman M. Baga**

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| **22.** | **AGB338** | **Agribusiness Economics** | **3(2-3)** |
|  | **Prerequisite:** | **AGB111** |  |

This course discusses three main topics, theory which consists of economic theory, system theory and value chain theory; method and analysis tools needed in solving agribusiness development problems and basic characteristics and tropical agribusiness actual condition especially in Indonesia. This discussion is divided into two main parts, theoretical and empirical section regarding the character and contemporary condition of tropical agribusiness especially in Indonesia.

**Suharno**

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| **23.** | **AGB 339** | **Business Strategy and Policy** | **3(3-0)** |
|  | **Prerequisite:** | **-** |  |

This course discusses the scope, strategy and business policy, the process of decision strategy and agribusiness policy, strategy and generic business policy, strategy and business policy: production and marketing strategy and distribution policy, purchasing and supply strategy and value chain policy, financial strategy and policy, human resource strategy and policy, business collaboration strategy and policy, business ethics strategy and policy.

**Lukman M. Baga**

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| **24.** | **AGB 431** | **Business Plan** | **3(2-3)** |
|  | **Prerequisite:** | **AGB111** |  |

This course discusses the definition and scope of business plan, the choice of idea in new business plan and business development/expansion idea, goods/services product planning, operation/production planning, goods/service marketing plan, human resource planning, business organization planning, business collaboration planning, financial planning and financial estimation and business risk estimation.

**Rita Nurmalina**

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| **25.** | **AGB433** | **Agribusiness Development and Politics** | **3(3-0)** |
|  | **Prerequisite:** | **-** |  |

This course discusses the scope and development problems and agribusiness politics, structure and the role of agribusiness, sources of growth, role and constraints of technology and agribusiness institutional, market and resource allocation, market and government failure, Policy analysis structure, surplus theory and elasticity, market policy, credit policy, marketing policy and technological policy.

**Suharno**

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| **26.** | **AGB496** | **Students Fieldwork/ Internship** | **4(0-20)** |
|  | **Prerequisite: -** | |  |

This course occupy the students skills of fieldwork to identify and analyse system of agribusiness of main tropical commodities. Specifically, the students are encouraged to identify problems, potency, and prospect and reccommend alternatives of strategic decision to develop agribusiness of commodities comprehensively based on empirical study. The students are devided into groups of 4-5 students. The students are also encouraged to build communication skills to express their ideas, discuss problems and solution with the tropical agribusiness community and motivate them. The students are provided with brief preparation lectures and outbond before they conduct fieldworks to ensure that they are ready ehough to go-field. Each group has a supervisor.

**Team**

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| **27.** | **AGB498** | **Seminar** | **1** |
|  | **Prerequisite: Pass all courses** | |  |

This course is designed to provide students to present parts or whole research result as part of final project (thesis) in the seminar class which moderated by the supervisor (s) in order to derive feedback from the audience of the seminar.

**Team**

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| **28.** | **AGB499** | **Final Project Report** | **6** |
|  | **Prerequisite: Minimum of 105 credits** | |  |

This course is a scientific report of the students as a final project report based on comprehensive analysis using primary data though conducting research and or using secondary data according to scientofic research methods under the supervision of the final project report supervisor.

**Team**