***CURRICULUM***

**UNDERGRADUATE PROGRAM**

**AGRIBUSINESS STUDY PROGRAM**

**2014-2018**



**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** | **SEM2)** |
| --- | --- | --- | --- | --- | --- |
| **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)** |  | **2** |
| 10 | IPB106 | Indonesia Language | 2(1-2) |  | 2 |
| 11 | IPB112 | Sports and Arts1) | 1(0-3) |  | 2 |
| 12 | MAT103 | Calculus | 3(2-2) |  | 2 |
| 13 | KIM100 | General Chemistry | 2(2-0) |  | 2 |
| 14 | EKO100 | General Economics | 3(2-2) |  | 2 |
|  |  | **Subtotal of credits** | **31** |  |  |
| **B** | **INTERDEPARTEMENTAL COURSES** | |  |  |  |
| 1 | MAN101 | Introduction to Management | 3(3-0) |  | 2 |
| **2** | **MAN221** | **Financial Accounting** | **3(2-3)** |  | **3** |
| 3 | EKO201 | Microeconomic Theory I | 3(2-3) |  | 3 |
| 4 | EKO203 | Macroeconomic Theory I | 3(2-3) |  | 3 |
| 5 | ESL211 | Agricultural Economics | 3(3-0) |  | 3 |
| 6 | STK211 | Statistics Method | 3(2-2) |  | 3 |
| **7** | **FEM401** | **Student Fieldwork/ Internship** | **4(0-20)** |  | **7** |
|  |  | **Subtotal of credits** | **22** |  |  |
| **C** | **MAJOR COURSES** | |  |  |  |
| 1 | AGB111 | Principle of Business | 3(3-0) |  | 2 |
| 2 | AGB221 | Entrepreneurship | 3(2-3) |  | 3 |
| **3** | **AGB233** | **Business Law and Ethics** | **2(2-0)** |  | **3** |
| 4 | AGB203 | Quantitative Method for Business I | 3(2-3) | STK211 | 4 |
| **5** | **AGB204** | **Business Forecasting** | **3(2-3)** | **STK211** | **4** |
| 6 | AGB212 | Business Information System | 2(2-0) |  | 4 |
| **7** | **AGB213** | **Dynamics of Agribusiness Market** | **3(3-0)** | **EKO201** | **4** |
| 8 | AGB223 | Business Leadership | 2(2-0) |  | 4 |
| **9** | **AGB224** | **Business Negotiation and Advocacy** | **2(2-0)** |  | **4** |
| **10** | **AGB225** | **Business Risks** | **2(2-0)** | **AGB111** | **4** |
| 11 | AGB231 | Managerial Economics | 3(2-3) | EKO100, MAN101 | 4 |
| 12 | AGB301 | Quantitative Method for Business II | 3(2-3) |  | 5 |
| 13 | AGB312 | Farm Business | 3(2-3) | EKO100 | 5 |
| **14** | **AGB313** | **International Business** | **3(3-0)** |  | **5** |
| 15 | AGB332 | Business Feasibility Study | 3(2-3) | AGB111 | 5 |
| **16** | **AGB333** | **Agribusiness Financing** | **3(2-3)** | **AGB111**  **MAN221** | **5** |
| **17** | **AGB336** | **Cooperatives and Agribusiness Institution** | **3(3-0)** |  | **5** |
| **18** | **AGB337** | **Marketing of Agribusiness Product** | **2(2-0)** | **EKO100** | **5** |
| 19 | AGB303 | Business Research Methodology | 3(2-3) | AGB203, AGB231, AGB301 | 6 |
| **20** | **AGB304** | **Agribusiness Integrated Practicum** | **4(0-12)** | AGB224, AGB225, AGB233, AGB312, AGB336, AGB337 | **6** |
| 21 | AGB338 | Agribusiness Economics | 3(3-0) | AGB111 | 6 |
| **22** | **AGB339** | **Strategy and Business Policy** | **3(2-3)** | **AGB332, AGB337** | **6** |
| **23** | **AGB33A** | **Agribusiness Development and Politics** | **2(2-0)** |  | **6** |
| **24** | **AGB33B** | **Business Plan** | **3(2-3)** | **AGB111** | **6** |
| **25** | **AGB421** | **Entrepreneurial Experience** | **3(0-9)** | **AGB221, AGB304, AGB333, AGB339, AGB33B** | **7** |
| 26 | AGB498 | Seminar | 1 | AGB303 | 7 |
| 27 | AGB499 | Final Project Report | 6 | AGB303 | 7 |
|  |  | **Subtotal of credits** | **76** |  |  |

***Notes:***

***1) Credit is not counted 2) Semester***

* ***Red : changes in course name or course name and credits***
* ***Blue : changes in semester***
* ***Green : new courses***
* ***Purple : changes in credits and semester***
* ***Orange : changes in credits***

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** | **AGB336** | **Cooperatives and Agribusiness Institution** | **3(3-0)** |  | **√** |  |
| 4 | AGB338 | Agribusiness Economics | 3(3-0) | AGB111 |  | √ |
| **5** | **AGB33B** | **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 provides basic knowledge, skills and ability to the students about the concept of entrepreneurship and development of entrepreneurship, how to develop personality and entrepreneur motivation and to identify opportunities in business, entrepreneurial characteristics, 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 provides basic knowledge, skills and ability about 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 provides knowledge, skills and ability to the students about 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.** | **AGB 233** | **Business Law and Ethics** | **3(3-0)** |
|  | **Prerequisite:** | **-** |  |

This course provides knowledge, skills and ability to the students about the scope and objective of law and business ethics in term of legal and morale (ethical) aspects as a distinct framework for agribusiness stakeholders in order to results in appropriate business decision, fair and equal business transaction which focuses on business operation in Indonesia.

**Suharno**

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| **5.** | **AGB203** | **Quantitative Methods for Business I** | **3(2-3)** |
|  | **Prerequisite:** | **STK211** |  |

This course provides knowledge, skills and ability to the students about the use of various statistical methods including their function, prerequisites and procedures which are generally applied for business. This course covers statistical methods, non-parametric bivariate interdependency; non-parametric bivariate dependency, multivariate dependency; and multivariate interdependency.

**Nunung Kusnadi**

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| **6.** | **AGB204** | **Business Forecasting** | **3(2-3)** |
|  | **Prerequisite:** | **STK211** |  |

This course provides knowledge, skills and ability to the students about the definition and role of forecasting methods, covering various quantitative forecasting methods which are common used for planning and decision making process in agribusiness such as time series ((*naive*, *average*, *trend*, *smoothing exponential*, decomposition, ARIMA, SARIMA, ARCH/GARCH) and causal model and also qualitative forecasting.

**Amzul Rifin**

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| **7. AGB212** | **Business Information System 2(2-0)** |
| **Prerequisite:** | **-** |

This course provides knowledge, skills and ability to the students about 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, ethic implication of business information system.

**Burhanuddin**

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| **8.** | **AGB 213** | **Dynamics of Agribusiness Market** | **3(3-0)** |
|  | **Prerequisite:** | **EKO201** |  |

This course provides knowledge, skills and ability to the students about the scope of demand behavior and market dynamics which includes consumers’ perspectives of process and purchasing decision behavior, environment influence in purchasing decision making, individual difference in decision making, psychological process, demand behavior of global consumer, consumerism and social responsibility and the concepts of supply chain management in response to the global market change.

**Rita Nurmalina**

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| **9.** | **AGB223** | **Business Leadership** | **2(2-0)** |
|  | **Prerequisite:** | **-** |  |

This course provides knowledge, skills and ability to the students about the definition, scope and the theory of leadership, leadership values, behavior and leadership style in business, determinant factors of leadership, motivation in leadership and conflict management in organization and business society.

**Wahyu Budi Priatna**

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| **10.** | **AGB224** | **Business Negotiation and Advocacy** | **2(2-0)** |
|  | **Prerequisite:** | **-** |  |

This course provides knowledge, skills and ability to the students about negotiation and business advocacy as a communication process, the role of business presentation and public relation in negotiation, negotiation concepts, process of effective negotiation, concepts of business advocacy, steps in business advocacy, evaluation to impact of advocacy, cases of business advocacy in Indonesia and roles of mass media in business advocacy.

**Yanti N. Muflikh**

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| **11.** | **AGB225** | **Business Risks** | **2(2-0)** |
|  | **Prerequisite:** | **AGB111** |  |

This course provides knowledge, skills and ability to the students about the definition, concept and basic principle of business risk and uncertainty, types of business risks, decision making process dealing with risks and game theory, risks in business specialization and diversification, various models of business risks, bank risks and risk management strategy.

**Anna Fariyanti**

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| **12.** | **AGB231** | **Managerial Economics** | **3(2-3)** |
|  | **Prerequisite:** | **EKO100 and MAN101** |  |

This course provides application of micro-economicas principles to managerial decision Making, winch consists of demand analysis and fore-casting, production and cost analysis, price determination, market structure, profit maximization, sensitivity analysis, risk and uncertainty and capital budgeting.

**Ratna Winandi**

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| **13.** | **AGB301** | **Quantitative Methods for Business II** | **3(2-3)** |
|  | **Prerequisite:** | **-** |  |

This course provides knowledge, skills and ability to the students about business analysis and decision making using deterministic models, linear programming and its variance (goal, integer, transportation, transhipment, and assignment), business dynamic models and analytical hierarchy process using computer software.

**Nunung Kusnadi**

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| **14.** | **AGB312** | **Farm Business** | **3(2-3)** |
|  | **Prerequisite:** | **EKO100** |  |

This course provides knowledge, skills and ability to the students about the scope of farm business management, development of farm business management characteristics, organization, types and roles 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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| **15.** | **AGB313** | **International Business** | **3(3-0)** |
|  | **Prerequisite:** | **-** |  |

This course provides knowledge, skills and ability to the students about the concept of international business including the factors that influence the development of international business, theory of international business, regional development cooperation (AFTA, APEC etc) and international business organization and their influences to the businesses, external factors of international business which influences business operation and how business managers cope with these influential factors.

**Heny K. Daryanto**

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

This course provides knowledge, skills and ability to the students about 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, credits payment, investment criteria, cash flow and feasibility method and business appraisal, domestic resource costs and policy analysis matrix.

**Rita Nurmalina**

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| **17.** | **AGB333** | **Agribusiness Financing** | **3(2-3)** |
|  | **Prerequisite:** | **AGB111 and MAN221** |  |

This course provides knowledge, skills and ability to the students about the definition and scope of agribusiness financing, planning and controlling of finance, 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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| **18.** | **AGB 336** | **Cooperatives and Agribusiness Institution** | **3(3-0)** |
|  | **Prerequisite:** | **-** |  |

This course provides knowledge, skills and ability to the students about the importance of institution in the development of agribusiness that could increase farmers’ welfare, strengths of cooperative mechanism, how to manage cooperatives as social-economic institution, cooperative development strategy which is relevant to its self profile, and the role of cooperative entrepreneurs in development of strong agribusiness cooperative.

**Lukman M. Baga**

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| **19.** | **AGB337** | **Marketing of Agribusiness Product** | **2(2-0)** |
|  | **Prerequisite:** | **EKO100** |  |

This course provides knowledge, skills and ability to the students about marketing system of agribusiness product which includes the definition, concept, scope, approaches of marketing analysis based on economics and managerial perspectives, marketing policy and marketing system of various agribusiness products and alternative of solutions to increase effectiveness and efficiency of agribusiness product marketing.

**Ratna Winandi**

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| **20.** | **AGB303** | **Business Research Methodology** | **3(2-3)** |
|  | **Prerequisite:** | **AGB203, AGB231, AGB301** |  |

This course provides knowledge, skills and ability to the students about the role of business research including basic principles of scientific research methods, research design, literature review, collecting data, analysis, interpretation reporting and research presentation, and business research ethics.

**Nunung Kusnadi**

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| **21.** | **AGB304** | **Agribusiness Integrated Practicum** | **4(0-12)** |
|  | **Prerequisite:** | **AGB224, AGB225, AGB233, AGB312, AGB336, AGB337** |  |

This course provides skills and ability students about the application of inter-discipline of production, marketing, management, institutional policy and communication and advocacy to the development of agricultural commodity through agribusiness system approaches.

**Dwi Rachmina**

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| **22.** | **AGB338** | **Agribusiness Economics** | **3(3-0)** |
|  | **Prerequisite:** | **AGB111** |  |

This course incorporates basic and applied science which provides methods and tools of analysis that could gives knowledge, skills and ability to the students about agribusiness as business entity and productive activity system which results in value added (business of production input, on-farm, processed product distribution and marketing) of agricultural commodities.

**Suharno**

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| **23.** | **AGB 339** | **Business Strategy and Policy** | **3(2-3)** | |
|  | **Prerequisite:** | **AGB332 and AGB337** |  |

This course provides knowledge, skills and ability to the students about the importance of strategic thinking and action in running business which includes concepts and scope of business strategy and policy, the process of decision strategy and agribusiness policy starting from identification process of strategic issues in external and internal environment, various alternatives of business strategy, formulation of business strategy and evaluation process of alternatives of strategy.

**Lukman M. Baga**

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| **24.** | **AGB33A** | **Agribusiness Development and Politics** | **3(3-0)** |
|  | **Prerequisite:** | **-** |  |

This course provides knowledge, skills and ability to the students about 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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| **25.** | **AGB33B** | **Business Plan** | **3(2-3)** |
|  | **Prerequisite:** | **AGB111** |  |

This course provides knowledge, skills and ability to the students about 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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| **26.** | **AGB421** | **Entrepreneurial Experience** | **3(0-9)** |
|  | **Prerequisite:** | **AGB221, AGB304, AGB333, AGB339, AGB33B** |  |

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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| **27.** | **AGB498** | **Seminar** | **1** |
|  | **Prerequisite: AGB303** | |  |

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: AGB303** | |  |

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**