

CURRICULUM
UNDERGRADUATE PROGRAM
AGRIBUSINESS STUDY PROGRAM
2014-2018



DEPARTMENT OF AGRIBUSINESS
FACULTY OF ECONOMICS AND MANAGEMENT
BOGOR AGRICULTURAL UNIVERSITY
2014

A. MAJOR : AGRIBUSINESS

B. MAJOR LEARNING OUTCOMES :

Aspects of Competency	Learning Outcomes and Sub Learning Outcomes
Ability in work aspect	I.1 Able to think critically and to demonstrate problem-solving skills in tropical agribusiness I.2 Able to effectively and convincingly present the business ideas in concise written statement, project report paper, and oral presentation I.3 Able to identify and to analyze local and global tropical agribusiness environment I.4 Able to establish business plan in tropical agribusiness
Knowledge aspect	II.1 Able to recognize a wide range of perspective within the agribusiness system II.1.1 Able to demonstrate understanding of economics and management theories II.1.2 Able to master concept of agribusiness system II.1.3 Able to master business principles and concepts in tropical agribusiness II.1.4 Able to master entrepreneurial principles and concepts in tropical Agribusiness II.1.5 Able to understand basic knowledge of technology in tropical Agribusiness II.2 Able to master an ethical understanding and perspective to tropical agribusiness Environment II.2.1 Able to master concept of agribusiness environment II.2.2 Able to understand business law and ethics on tropical agribusiness
Managerial skill aspect	III.1 Able to demonstrate entrepreneurship and leadership skill in tropical Agribusiness III.1.1 Able to formulate development strategy of tropical agribusiness III.1.2 Able to manage business organization in tropical agribusiness III.2 Able to work individually and in teamwork III.2.1 Able to work individually and in teamwork III.2.2 Able to motivate agribusiness community in developing tropical Agribusiness

C. 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

D. COURSES

NO	CODE	SUBJECT COURSE	CREDIT UNIT	PREREQUISITE	SEM ²⁾
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 Arts ¹⁾	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

NO	CODE	SUBJECT COURSE	CREDIT UNIT	PREREQUISITE	SEM ²⁾
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

E. 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			

F. COURSES DESCRIPTION

- 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.

Henry K. Daryanto

- 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

- 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

- 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

- 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

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

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

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

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

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

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

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

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

Ratna Winandi

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, transshipment, and assignment), business dynamic models and analytical hierarchy process using computer software.

Nunung Kusnadi

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

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.

Henry K. Daryanto

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

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

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

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

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

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

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

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

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

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

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

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

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 scientific research methods under the supervision of the final project report supervisor.

Team