

## MSc Agribusiness Management (Full-time) – A509F

### 1. Objectives

The agribusiness sector is undergoing profound changes and reforms and is moving towards a more market oriented environment with environmental pressures and changing consumer tastes and expectations. This will require managers who are able to undertake complex strategic tasks and decision making in the actual global agribusiness environment. This programme is designed to prepare graduates for careers typically in the following fields: public and private sector companies involved in upstream and downstream agricultural industries; national and international non-governmental organisations who are involved in the development of the agri-food economy; in consultancy organisations in both rural and urban areas for developing countries. The programme is well suited for entrepreneurs who wish to set up their own business. Teaching and Learning will impart knowledge, skills and values to enhance employability and produce lifelong learners who can think and act creatively. Teaching methods will strengthen in-depth, reflective and integrative learning.

A major innovation in this mastersprogramme is the opportunity for learners to experience a 6-month work placement in an agribusiness-related organisation to develop communications, real-life problem solving and team-working skills. Students will thus graduate with a firm foundation for the real world of work.

#### **On completion of this programme, learners will be able to:**

- Develop agribusiness management skills;
- Outline the economic, institutional, legal and social environment influencing the management of an agribusiness;
- Recognise the need for optimisation of scarce resources while adapting to changing agricultural technology;
- Acquire practical skills in the management of agribusinesses through case studies and site visits;
- Review evolving national, regional and international market conditions for those products and services provided by agribusinesses;
- Develop strategies in making an agribusiness an economically viable and profitable enterprise;
- Generate innovative ideas to inspire the development and growth of small and medium agri-businesses;
- Develop an understanding of the entire marketing system for agricultural and foodproducts from household consumption back to production and agricultural inputs;
- Explain the technical principles underpinning agricultural production under different production systems;
- Identify technological problems encountered in current agricultural production systems and suggest potential pathways to reach the solutions;
- Get an insight of the evolving technological- and ecological- based approaches to agricultural production;
- Apply the steps involved in a research process to any research project in the discipline area;
- Develop their ability to integrate knowledge acquired across functional areas and disciplines in Agricultural Management;
- Prepare their continuing professional development plan towards lifelong learning; and
- Apply knowledge and skills to a practical organisational context

## 2. General Entry Requirements

Applicants are expected to have an undergraduate degree with

- at least a Second Class or 50%, whichever is applicable, OR
- a GPA not less than 2.5 out of 4 or equivalent, from a recognised higher education institution, OR
- alternative qualifications acceptable to the University of Mauritius

## 3. Programme Requirements

AHonours Degree in Agricultural Sciences or any related fields.

## 4. General and Programme Requirements – Special Cases

The following may be deemed to have satisfied the General and Programme requirements for admission:

- (i) Applicants who do not satisfy any of the requirements as per Regulations 2 and 3 above but submit satisfactory evidence of having passed examinations which are deemed by the Senate to be equivalent to any of those listed.
- (ii) Applicants who do not satisfy any of the requirements as per Regulations 2 and 3 above but who in the opinion of Senate, submit satisfactory evidence of the capacity and attainments requisite to enable them to pursue the programme proposed.

## 5. Programme Duration

	Normal [Year(s)]	Maximum [Years]
Master's Degree (FT):	1.5	2.5
Postgraduate Diploma (FT):	1	2

## 6. Credits per Year (FT): Minimum 18 credits subject to Regulation 5.

## 7. Minimum Credits Required for the Award of

Master's Degree:	37
Postgraduate Diploma:	25
Postgraduate Certificate:	13

Breakdown as follows:

	Core Taught Modules	Project
Master's Degree:	25 credits	12 credits
Postgraduate Diploma	25 credits	-
Postgraduate Certificate	13 credits	-

## 8. Assessment

Each taught module will carry 100 marks and will be assessed as follows (unless otherwise specified):

Assessment will be based on written examination of 2-hour duration for 3 credits modules and 3-hour duration for all other modules, carrying a weighting of 70%, and continuous assessment carrying 30% of total marks. Continuous assessment will be based on case studies; Problem-Based Learning, visits, student-led seminars, and literature based research and/or assignments.

There will be at least one compulsory class test for each taught module.

An overall total of 40% for combined Continuous Assessment and Written Examination would be required to pass a module, without minimum thresholds within the individual Continuous Assessment and Written Examination.

Assessment of work placement will be by continuous assessment solely and will be based on employer's assessment report, submission of work placement portfolio and a presentation thereon. A minimum of 50% should be attained to pass this module.

All modules will be taught on a semester-basis and examinations taken at the end of the corresponding semester.

Each module will carry credits in the range of 3 to 6. The Project will start by the end of semester 2 of Year and carry 12 credits.

### Submission Deadlines for Dissertation:

- Synopsis: By last week day of **March** of the second semester of Year 1
- First Draft: By last week day of **October** in the Final Semester.
- Final Copy: Three copies of the dissertation (**two** spiral-bound and **one** soft copy in a single pdf text file on an electronic storage media) should be submitted to the Faculty registry not later than the last week day of **November** in the final semester by **4.00 p.m at latest**.

## 9. Important Note

The rules as stipulated in this Programme Structure and Outline Syllabus will replace all other rules and regulations.

## 10. List of Modules

### CORE MODULES

Code	Module Name	Hrs/Yr L+P	Credits
AGRI 6027(1)	Economics for Agribusiness	60+0	4
AGRI 6059(1)	Management for Agribusiness	60+0	4
AGRI 6029(1)	Qualitative and Quantitative Research Methods	45+30	4
AGRI 6050(1)	Project Appraisal and Risk Management for Agribusiness	30+30	3
AGRI 6031(1)	Agricultural and Food Marketing	60+60	6
AGRI 6051(1)	Agricultural Enterprises	45+45	4
AGRI 6000(1)	Project	-	12
AGRI 6100 (1)	Work Placement	24 weeks	-
<b>Total Number of Credits = 37</b>			

## 11. Programme Plan - MSc Agribusiness Management

### Full-Time:

.

<u>YEAR 1 (semester 1)</u>			
Code	Module Name	Hrs/Yr L+P	Credits
<b>CORE</b>			
AGRI 6027(1)	Economics for Agribusiness	60+0	4
AGRI 6059(1)	Management for Agribusiness	60+0	4
AGRI 6051(1)	Agricultural Enterprises	45+45	4
AGRI 6029(1)	Qualitative and Quantitative Research Methods	45+30	4

<u>YEAR 1 (semester 2)</u>			
Code	Module Name	Hrs/Yr L+P	Credits
AGRI 6100 (1)	Work Placement	24 weeks	-
AGRI 6000(1)	Project	-	12

<u>YEAR 2 (semester 1)</u>			
Code	Module Name	Hrs/Yr L+P	Credits
AGRI 6050(1)	Project Appraisal and Risk Management for Agribusiness	30+30	3
AGRI 6031(1)	Agricultural and Food Marketing	60+60	6
AGRI 6000(1)	Project	-	12

**Total Number of Credits = 37**

## **12. Outline Syllabus**

### **AGRI 6027 (1) - ECONOMICS FOR AGRIBUSINESS**

Why should managers study economics? Fundamentals of micro-economics. Introduction to production functions and productivity analysis. Models of Production economics principles. The role of managerial economics in the decision making process. The concept of opportunity cost. Analysis of different types of market competition.

### **AGRI 6059 (1) –MANAGEMENT FOR AGRIBUSINESS**

A review of farm management concepts and principles. The manager's environment (legal, social, political, economic, environmental). The nature of farmers' goals and objectives. The concept and principles of planning. Budgeting techniques: profit and loss budget, partial budget, cash flow budget, balance sheet. Optimisation techniques in management: Linear Programming. Use of Solver (Microsoft Excel). Systems approach to Decision Making: The nature of agricultural decision-making. The decision-making process. Agricultural enterprise control: Principles and Practices. Evaluation of agribusiness performance: comparative agribusiness analysis, balance sheet analysis. The farm business survey. Budgetary control. Human Resource Management. Class exercises, case studies and seminars.

### **AGRI 6029 (1) - QUALITATIVE AND QUANTITATIVE RESEARCH METHODS**

The research process. Knowledge generation: inductive versus deductive approaches to research. Qualitative research methods: Participative inquiry, in-depth interviews, focus groups, case studies. Farming Systems Research tools. Grounded theory. Elements of scientific and technical writing.

Review of basic statistical methods. Quantitative approaches to data collection: Sample designs. Questionnaire development, design and administration. Reliability analysis. Explanatory factor analysis and Principal components analysis. Regression analysis. Data coding, entry and analysis using SPSS.

### **AGRI 6050 (1) - PROJECT APPRAISAL AND RISK MANAGEMENT FOR AGRIBUSINESS**

Project cycle. Impact Assessment. Capital: review of uses and sources. Investment Appraisal Techniques: discounting, Internal Rate of Return. Benefit-cost analysis. Risk management in agribusinesses: Business risk and financial risk. Decision Tree Analysis for decision-making under uncertainty. Disaster management. Concept of simulation and simulation modelling. Class exercises and case studies on decision-making techniques.

### **AGRI 6051 (1) - AGRICULTURAL ENTERPRISES**

Productivity and yield assessment in crop enterprises (examples derived from orchard-, greenhouse-, plant nursery- and landscape management- based enterprises). Cool chain management and packinghouse facilities. Resource management. Consumer issues and consumption patterns in the fresh produce industry. Landscape installation, maintenance and management. Case Studies and Field trips. Problem-solving techniques in crop production management. Emerging crop technologies.

Production cycle and operational systems of the main livestock species (poultry, pig, dairy, beef) including production, breeding flocks, growth and finishing and preparation for the market. Indices for assessment of efficiency of production. Application to relevant examples and case studies. Food safety management. Quality assurance schemes in the food industry. Food chain management from primary production to consumer use with emphasis on food safety. Current issues related to production and consumption of animal products.

Characteristics and qualities of agri-business entrepreneurs. An entrepreneurial approach to management of an agribusiness/SMEs. Strategic planning in the context of the entrepreneurial firm.

### **AGRI 6031 (1) - AGRICULTURAL AND FOOD MARKETING**

The marketing concept and marketing systems applied to agriculture. Links between agriculture and food industry. Marketing functions in the agricultural and food sector. Marketing channels and Marketing costs for agricultural and food products. Marketing Research and Information Systems: concepts and methods in marketing research, importance of market research in introducing and maintaining successful products in competitive markets; models of consumer and organisational buyer behaviour using examples of marketing research performed in agrifood markets. Commodity marketing. International trade in agricultural and food products: Focus on environmental analysis, competitive analysis in international markets, strategic options for entering foreign markets, and marketing mix decisions such as pricing and distribution. Framework for the compilation of a strategic international marketing plan. Strategic and operational aspects of supply chain management.

### **AGRI 6000 (1) - PROJECT**

The project provides an opportunity for the students to undertake and contribute to a piece of original research work in an area related to agricultural management, and may include the feasibility of setting-up of a new agribusiness. The students are required to design an investigation (survey or other means) to test a hypothesis or proposition, to plan and execute the research work, to evaluate the outcomes and draw valid conclusions. Students are encouraged to work in close collaboration (participatory approach) with the problem-owner such as farmers and agro-processor, to conceptualise the problem and validate the results obtained at the end of the research work.

The research work is carried out individually, under guided supervision. To support the project work, the Faculty has prepared a document on: *Dissertation Guidelines for MSc Degree*. The number of words in the final year project/dissertation shall be between 10,000 to 14,000.

### **AGRI 6100(1) – WORK PLACEMENT**

Students will be placed in an industrial or other relevant work environment for 6 months after the second year. They will be expected to make a significant contribution to a relevant project under the supervision of an industrial and an academic mentor. Students will be expected to actively participate in the Work Placement Programme and to attend scheduled interviews. Students are required to prepare a final report on their placement, and make a presentation on their work.