



COURSE SPECIFICATION 5th SEMESTER

Course Name	: Agribusiness Management of Food Crops and Horticulture
Code	: KP 454
Credit	: (2-2)

Course Description:

Agribusiness management is the whole activity including manufacturing, distribution of farming needs, farming production processes, storage, processing, and distribution of products or commodities from farming and other types. This course discusses agribusiness and its development aspects, market surveys and technology for food crop and horticultural cultivation, financial aspects of food crops and horticulture and its analysis, production management, and business planning.

References:

- John Willey & Sonc Inc. Gail L. & Douglas D. SCramer, Clarence W. Jensen & Douglas
D Southgate, Jr. Agriculture Economics and Agribusiness. John H. Davis dan Ray A. Goldberg. 1957. A Concept of Agribusiness. Boston. Mass.: Research Devision, Harvard Business School)
- Ronald D. Knutson, J.B. Penn & Barry L. Flinchbaugh. Agriculture and Food Policy. Prentice Hall.
- Ricketts Cliff, Dr & Dr. Omri Rawlins. Introduction to Agribusiness. Thomson Learning
- Gatot Supangkat & Lestari Rahayu. 2007. Manajemen Agribisnis. UMY

Topics:

1. Introduction to food crop agribusiness and horticulture
2. Agribusiness and its development aspects
3. Food crop and horticultural business plans
4. Survey method
5. Market survey and production technology for food crops and horticulture
6. Data analysis and preparation of survey results reports
7. Financial analysis of food crop and horticultural agribusiness management
8. Farm management and records (farm analysis)
9. Cash flow (cash flow) of horticultural farming and food crops
10. Financial analysis (continued)
11. Management of food crop production and horticulture
12. Marketing strategy and plan
13. Food crop and horticultural business planning and finance
14. Preparation of business proposals

15. Presentation and review of business proposals