



# AGRI11005 Agricultural Business Planning

## Term 2 - 2017

Profile information current as at 02/05/2024 04:31 pm

All details in this unit profile for AGRI11005 have been officially approved by CQUniversity and represent a learning partnership between the University and you (our student). The information will not be changed unless absolutely necessary and any change will be clearly indicated by an approved correction included in the profile.

## General Information

### Overview

This unit integrates two VET competency units: 'Monitor and review business performance' and 'Develop and review a business plan' and covers the fundamentals required to run and operate a modern agricultural business. You will study the practical application of business principles, including developing an agricultural business plan and identifying the scope and strategic directions of the enterprise within accepted legal frameworks. You will then be required to prepare an agricultural business plan and make recommendations to improve the business. You will also monitor and review agricultural business performance, including defining the standards to use, and assess indicators that can improve agricultural business performance.

### Details

Career Level: *Undergraduate*

Unit Level: *Level 1*

Credit Points: 6

Student Contribution Band: 10

Fraction of Full-Time Student Load: 0.125

### Pre-requisites or Co-requisites

There are no requisites for this unit.

Important note: Students enrolled in a subsequent unit who failed their pre-requisite unit, should drop the subsequent unit before the census date or within 10 working days of Fail grade notification. Students who do not drop the unit in this timeframe cannot later drop the unit without academic and financial liability. See details in the [Assessment Policy and Procedure \(Higher Education Coursework\)](#).

### Offerings For Term 2 - 2017

- Bundaberg
- Emerald
- Rockhampton

### Attendance Requirements

All on-campus students are expected to attend scheduled classes - in some units, these classes are identified as a mandatory (pass/fail) component and attendance is compulsory. International students, on a student visa, must maintain a full time study load and meet both attendance and academic progress requirements in each study period (satisfactory attendance for International students is defined as maintaining at least an 80% attendance record).

### Website

[This unit has a website, within the Moodle system, which is available two weeks before the start of term. It is important that you visit your Moodle site throughout the term. Please visit Moodle for more information.](#)

## Class and Assessment Overview

### Recommended Student Time Commitment

Each 6-credit Undergraduate unit at CQUniversity requires an overall time commitment of an average of 12.5 hours of study per week, making a total of 150 hours for the unit.

### Class Timetable

#### [Regional Campuses](#)

Bundaberg, Cairns, Emerald, Gladstone, Mackay, Rockhampton, Townsville

#### [Metropolitan Campuses](#)

Adelaide, Brisbane, Melbourne, Perth, Sydney

### Assessment Overview

#### 1. **Portfolio**

Weighting: 60%

#### 2. **Presentation and Written Assessment**

Weighting: 40%

### Assessment Grading

This is a graded unit: your overall grade will be calculated from the marks or grades for each assessment task, based on the relative weightings shown in the table above. You must obtain an overall mark for the unit of at least 50%, or an overall grade of 'pass' in order to pass the unit. If any 'pass/fail' tasks are shown in the table above they must also be completed successfully ('pass' grade). You must also meet any minimum mark requirements specified for a particular assessment task, as detailed in the 'assessment task' section (note that in some instances, the minimum mark for a task may be greater than 50%). Consult the [University's Grades and Results Policy](#) for more details of interim results and final grades.

## CQUniversity Policies

**All University policies are available on the [CQUniversity Policy site](#).**

You may wish to view these policies:

- Grades and Results Policy
- Assessment Policy and Procedure (Higher Education Coursework)
- Review of Grade Procedure
- Student Academic Integrity Policy and Procedure
- Monitoring Academic Progress (MAP) Policy and Procedure – Domestic Students
- Monitoring Academic Progress (MAP) Policy and Procedure – International Students
- Student Refund and Credit Balance Policy and Procedure
- Student Feedback – Compliments and Complaints Policy and Procedure
- Information and Communications Technology Acceptable Use Policy and Procedure

This list is not an exhaustive list of all University policies. The full list of University policies are available on the [CQUniversity Policy site](#).

## Previous Student Feedback

### Feedback, Recommendations and Responses

Every unit is reviewed for enhancement each year. At the most recent review, the following staff and student feedback items were identified and recommendations were made.

#### Feedback from Moodle feedback

##### Feedback

Assessment items were too much and were not weighted appropriately.

##### Recommendation

Re-evaluate the relative weightings of the assessment tasks and examine the workload in this unit relative to other units in the Bachelor of Agriculture course.

## Unit Learning Outcomes

### On successful completion of this unit, you will be able to:

1. Monitor and assess agricultural business performance.
2. Develop and review an agricultural business plan.

## Alignment of Learning Outcomes, Assessment and Graduate Attributes



### Alignment of Assessment Tasks to Learning Outcomes

Assessment Tasks	Learning Outcomes	
	1	2
<b>1 - Portfolio - 60%</b>	•	•
<b>2 - Presentation and Written Assessment - 40%</b>	•	•

### Alignment of Graduate Attributes to Learning Outcomes

Graduate Attributes	Learning Outcomes	
	1	2
<b>1 - Communication</b>	•	•
<b>2 - Problem Solving</b>		•
<b>3 - Critical Thinking</b>	•	•
<b>4 - Information Literacy</b>	•	
<b>5 - Team Work</b>		•

Graduate Attributes	Learning Outcomes	
	1	2
6 - Information Technology Competence		
7 - Cross Cultural Competence		
8 - Ethical practice		•
9 - Social Innovation		
10 - Aboriginal and Torres Strait Islander Cultures		

## Alignment of Assessment Tasks to Graduate Attributes

Assessment Tasks	Graduate Attributes									
	1	2	3	4	5	6	7	8	9	10
1 - Portfolio - 60%	•		•	•		•				
2 - Presentation and Written Assessment - 40%	•	•	•	•		•				

## Textbooks and Resources

### Textbooks

**There are no required textbooks.**

### IT Resources

**You will need access to the following IT resources:**

- CQUniversity Student Email
- Internet
- Unit Website (Moodle)
- Financial Management for Agribusiness (ebook -accessible through CQUniversity Library). Authors: Obst, W, Graham, R, & Christie, G.; Year 2007. Publisher: Landlinks Press, Collingwood, Victoria, Australia.

## Referencing Style

All submissions for this unit must use the referencing style: [Harvard \(author-date\)](#)  
For further information, see the Assessment Tasks.

## Teaching Contacts

**Richard Koech** Unit Coordinator  
[r.koech@cqu.edu.au](mailto:r.koech@cqu.edu.au)

## Schedule

<b>Week 1 - 10 Jul 2017</b>		
<b>Module/Topic</b>	<b>Chapter</b>	<b>Events and Submissions/Topic</b>
Agribusiness Planning: an overview	Chapter 1	
<b>Week 2 - 17 Jul 2017</b>		
<b>Module/Topic</b>	<b>Chapter</b>	<b>Events and Submissions/Topic</b>
Agribusiness Management Information Systems	Chapter 2 & 3	Introduction to agricultural financial and production software
<b>Week 3 - 24 Jul 2017</b>		
<b>Module/Topic</b>	<b>Chapter</b>	<b>Events and Submissions/Topic</b>
Agribusiness Production Planning		Business Portfolio Part A: Written Report-Business Plan Proposal Due Monday (24 July 11:00 PM AEST)
<b>Week 4 - 31 Jul 2017</b>		
<b>Module/Topic</b>	<b>Chapter</b>	<b>Events and Submissions/Topic</b>
Agribusiness Marketing	Chapter 10	
<b>Week 5 - 07 Aug 2017</b>		
<b>Module/Topic</b>	<b>Chapter</b>	<b>Events and Submissions/Topic</b>
Agribusiness Resource Planning		
<b>Vacation Week - 14 Aug 2017</b>		
<b>Module/Topic</b>	<b>Chapter</b>	<b>Events and Submissions/Topic</b>
<b>Week 6 - 21 Aug 2017</b>		
<b>Module/Topic</b>	<b>Chapter</b>	<b>Events and Submissions/Topic</b>
Agribusiness Financial Planning: cash flow management.	Chapter 4	Agricultural financial and production software case study activities
<b>Week 7 - 28 Aug 2017</b>		
<b>Module/Topic</b>	<b>Chapter</b>	<b>Events and Submissions/Topic</b>
Agribusiness Financial Planning: preparation of financial statements.	Chapter 5 & 6	Agricultural financial and production software case study activities
<b>Week 8 - 04 Sep 2017</b>		
<b>Module/Topic</b>	<b>Chapter</b>	<b>Events and Submissions/Topic</b>
Agribusiness Financial Analysis: evaluation of business alternatives.	Chapter 9 & 11	Business Portfolio Part B: Quiz: Financial Planning. Due Monday (4 September 11:00 PM AEST)
<b>Week 9 - 11 Sep 2017</b>		
<b>Module/Topic</b>	<b>Chapter</b>	<b>Events and Submissions/Topic</b>
Agribusiness Risk Management, Finance and Taxation Planning	Chapter 7 & 12	
<b>Week 10 - 18 Sep 2017</b>		
<b>Module/Topic</b>	<b>Chapter</b>	<b>Events and Submissions/Topic</b>
Agribusiness Performance Management: an overview.		Agricultural Business Plan: Part A (written) is due on Monday, Sept 18th, 2017 11:00PM AEST Business Portfolio Part C: Quiz: Financial Analysis, Finance & Taxation Planning Due Friday (22 September 11:00 PM AEST)
<b>Week 11 - 25 Sep 2017</b>		
<b>Module/Topic</b>	<b>Chapter</b>	<b>Events and Submissions/Topic</b>

Agribusiness Performance  
Management: monitoring and  
evaluation.

#### **Week 12 - 02 Oct 2017**

<b>Module/Topic</b>	<b>Chapter</b>	<b>Events and Submissions/Topic</b>
Agribusiness Improvement and Future Drivers of Change		

#### **Review/Exam Week - 09 Oct 2017**

<b>Module/Topic</b>	<b>Chapter</b>	<b>Events and Submissions/Topic</b>
		Agricultural Business Plan Presentation video Part B is due on Friday, Oct 13th, 2017 11:00PM AEST.

#### **Exam Week - 16 Oct 2017**

<b>Module/Topic</b>	<b>Chapter</b>	<b>Events and Submissions/Topic</b>
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## Assessment Tasks

### 1 Agriculture Business Planning Portfolio

#### **Assessment Type**

Portfolio

#### **Task Description**

The Agriculture Business Planning Portfolio is worth 60% of your overall unit grade and is composed of 3 parts (and apportioned as follows: Portfolio Part A: 20%, Part B: 20%, Part C: 20%). The assessment tasks assess your comprehension of the lecture, tutorial and practical activities associated with the unit. More specific details associated with each of these tasks and the assessment criteria for all parts will be available on the Moodle site.

**Part A** Business Plan Proposal (20%): (800 - 1000 words, excluding figures, tables, reference list and appendices). In this report you are required to prepare a business plan proposal for a rural business including; a brief description of the proposed business, the purpose of the business plan, a detailed outline of the business plan and identification of a range of resources required to develop a business plan.

**Part B** Financial Planning Quiz (20%): The topics in this quiz relate to the lecture, tutorial and practical activities in weeks 6 & 7 including cash flow management, budgeting and preparation of financial statements. The questions in the Quiz will be a combination of multiple choice, short answer responses and will include financial calculations and preparation and interpretation of financial reports. The quizzes will be open for three days and the time allowed to complete them will be one hour. Each part will be assessed for presentation, content, referencing, and written expression as appropriate.

**Part C** Financial Analysis, Finance & Taxation Planning Quiz (20%): The topics in this quiz relate to the lecture, tutorial and practical activities in weeks 8 & 9 including financial analysis, risk management, finance and tax planning.

#### **Assessment Due Date**

Business Portfolio is due — Part A: Monday 24 July 11:00 PM AEST (Week 3); Part B: Monday 4 September 11:00 PM AEST (Week 8); Part C: Friday 22 September 11:00 PM AEST (Week 10).

#### **Return Date to Students**

Each Agriculture Business Planning Portfolio Task will be returned within 1 week of its due date.

#### **Weighting**

60%

#### **Minimum mark or grade**

50%

#### **Assessment Criteria**

Each part will be assessed for presentation, content, referencing, and spoken or written expression as appropriate. Detailed marking rubrics for each part will be available on the moodle site two weeks before the start of term.

Students receiving unsatisfactory marks for any part of the portfolio (<50% or unfilled units of competency) will be given the opportunity to re-submit their work.

## Referencing Style

- [Harvard \(author-date\)](#)

## Submission

Online Group

## Submission Instructions

Written components of the Ag Business Planning Portfolio will be submitted on the unit Moodle page. Quizzes will be taken online.

## Learning Outcomes Assessed

- Monitor and assess agricultural business performance.
- Develop and review an agricultural business plan.

## Graduate Attributes

- Communication
- Critical Thinking
- Information Literacy
- Information Technology Competence

# 2 Agricultural Business Plan and Video Presentation

## Assessment Type

Presentation and Written Assessment

## Task Description

### Part A Agricultural Business Plan (30%)

The purpose of this assessment task is to develop and review a business plan for an agricultural business of your choice (1500 - 2000 words, excluding figures, tables, reference list and appendices). Throughout this task you will:

- set strategic goals;
- set targets and directions for the business;
- develop appropriate operational plans;
- determine clear and measurable indicators of operational performance;
- identify and design risk management and mitigation strategies;
- assess the business plan to identify strengths, weaknesses and areas for improvement.
- Monitor and Review of Business Performance: You are required to develop plans to monitor and review business performance.

Ensure all sections of the business plan as posted on the Moodle unit page are completed in detail and that the plan represents all the relevant aspects of your business.

This assessment is expected to be presented in the following format:

- Title Page (Unit, Report /Assessment Title, Student Name and Number, Unit coordinator Name, Date Due)
- Table of Contents
- Executive Summary
- Introduction
- Business Environment
- Strategic Business Goals
- Operational Planning
- Financial Plan & Analysis
- Legal Obligations & Risk Management
- Performance Management
- Implementation Strategies & Review
- Conclusion & Summary
- References
- Appendix

**Note:** You are encouraged to incorporate feed-back from your Business Plan Proposal (Business Portfolio Part A) when completing this Agricultural Business Plan. However, there is no requirement for this assessment to be completed on the same business as the Business Portfolio Part A.

## Part B

In this assessment, you are required to select either Option 1 or Option 2.

### Option 1: Agricultural Business Plan Presentation Video (10%)

For this assessment, you are required to provide a pre-recorded video of an oral presentation in which you effectively

highlight the key elements of your business plan as if you were presenting to a potential investor or financier. Your presentation needs to be between 8-10 minutes in duration. You will need to include the following:

- Introduction – including introducing yourself, your reason for providing the oral presentation, an outline of the content to be presented, and an overview of each section that will be included in your presentation;
- Main body of your report: make sure that you highlight the key elements of your business plan in a convincing manner to effectively promote the strengths of your business plan in each of the key areas;
- Summary – present the key messages of your presentation.

### **Option 2: Group Business Marketing & Promotional Plan (10%)**

In this group task (2 – 4 people/group) you will:

- 1) Develop a business marketing and promotional plan, including promotional materials (500 – 800 words); and
- 2) Prepare an oral presentation covering your marketing and promotional plan and developed promotional materials (8 – 10 minute group oral presentation).

#### **Note:**

- *Option 2 of Part B in the Written and Presentation Assessment item is a group presentation. All other assessment items are to be completed individually.*
- *For this option, students are required to self-select group members and notify the Unit Coordinator two weeks prior to the due date for the assessment. Each member of the group needs to contribute equally to the presentation within the 8-10 minutes total presentation time.*

For Part B assessment task (Option 1 or Option 2), you will be assessed on the content of your presentation, the method of presentation and use of visual aids, your personal presentation, time management and use of reference material.

Please take note of the following:

- Your ability to pronounce all of your words is important and your ability to persuade the audience that you know their meaning and have a full understanding of the content that you're presenting. To the audience it is quite obvious if you are not familiar with the meaning and pronunciation of your words. If you do not understand words, use a dictionary and/or replace with words with which you are familiar;
- You will need to speak clearly and confidently, and be loud enough to enable your presentation to be heard clearly;
- You will need to maintain eye contact with the camera;
- The language you use must be appropriate to the task (i.e. no swearing).

Your personal presentation is important. For this oral presentation please dress appropriately, assuming that you are presenting to a panel of supervisors, a financier or a board of directors. When presenting your oral presentation, you also need to use visual aid/s to enhance your key messages. Technical materials (e.g. camera, tripod, etc.) will be made available to students at each course campus. Students may record their presentations using their own technical materials if they wish to do so.

#### **Assessment Due Date**

Part A is due on Monday, Sept 18th, 2017 11:00PM AEST; Part B is due on Friday, Oct 13th, 2017 11:00PM AEST.

#### **Return Date to Students**

Marked assignments, and feedback/grades will be provided to students on Moodle one week after their due date.

#### **Weighting**

40%

#### **Minimum mark or grade**

50%

#### **Assessment Criteria**

Students receiving unsatisfactory marks for any part of this assessment (<50% or unfilled units of competency) will be given the opportunity to re-submit their work.

#### **Referencing Style**

- [Harvard \(author-date\)](#)

#### **Submission**

Online

#### **Submission Instructions**

Part A should be submitted as a MS Word (.doc or docx) file on the Moodle unit page. Part B Videos must be uploaded to the unit Moodle site as .mpg .mov .avi .mp4 or .wmv file types (maximum file size <100Mb)



## Learning Outcomes Assessed

- Monitor and assess agricultural business performance.
- Develop and review an agricultural business plan.

## Graduate Attributes

- Communication
- Problem Solving
- Critical Thinking
- Information Literacy
- Information Technology Competence

## Academic Integrity Statement

As a CQUniversity student you are expected to act honestly in all aspects of your academic work.

Any assessable work undertaken or submitted for review or assessment must be your own work. Assessable work is any type of work you do to meet the assessment requirements in the unit, including draft work submitted for review and feedback and final work to be assessed.

When you use the ideas, words or data of others in your assessment, you must thoroughly and clearly acknowledge the source of this information by using the correct referencing style for your unit. Using others' work without proper acknowledgement may be considered a form of intellectual dishonesty.

Participating honestly, respectfully, responsibly, and fairly in your university study ensures the CQUniversity qualification you earn will be valued as a true indication of your individual academic achievement and will continue to receive the respect and recognition it deserves.

As a student, you are responsible for reading and following CQUniversity's policies, including the [Student Academic Integrity Policy and Procedure](#). This policy sets out CQUniversity's expectations of you to act with integrity, examples of academic integrity breaches to avoid, the processes used to address alleged breaches of academic integrity, and potential penalties.

### What is a breach of academic integrity?

A breach of academic integrity includes but is not limited to plagiarism, self-plagiarism, collusion, cheating, contract cheating, and academic misconduct. The Student Academic Integrity Policy and Procedure defines what these terms mean and gives examples.

### Why is academic integrity important?

A breach of academic integrity may result in one or more penalties, including suspension or even expulsion from the University. It can also have negative implications for student visas and future enrolment at CQUniversity or elsewhere. Students who engage in contract cheating also risk being blackmailed by contract cheating services.

### Where can I get assistance?

For academic advice and guidance, the [Academic Learning Centre \(ALC\)](#) can support you in becoming confident in completing assessments with integrity and of high standard.

### What can you do to act with integrity?



**Be Honest**

If your assessment task is done by someone else, it would be dishonest of you to claim it as your own



**Seek Help**

If you are not sure about how to cite or reference in essays, reports etc, then seek help from your lecturer, the library or the Academic Learning Centre (ALC)



**Produce Original Work**

Originality comes from your ability to read widely, think critically, and apply your gained knowledge to address a question or problem