



AGRI11005 Agricultural Business Planning

Term 2 - 2019

Profile information current as at 02/05/2024 11:40 am

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 - 2019

- Bundaberg
- Emerald
- Mixed Mode
- 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 Students and staff

Feedback

Students and staff benefited from the lecturer traveling to the various campuses

Recommendation

If possible, the lead lecturer will travel to the other campuses where the unit is offered at least once during the term in order to provide other students with face-to-face contact time.

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
1 - Portfolio - 60%	•	•
2 - Presentation and Written Assessment - 40%	•	•

Alignment of Graduate Attributes to Learning Outcomes

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

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

AGRI11005

Prescribed

Beef Cattle Production and Trade

(2014)

Authors: David Cottle, Lewis Kahn

CSIRO Publishing

Collingwood , VIC , Australia

ISBN: 9780643109889

Binding: Paperback

Additional Textbook Information

[View textbooks at the CQUniversity Bookshop](#)

IT Resources

You will need access to the following IT resources:

- CQUniversity Student Email
- Internet
- Unit Website (Moodle)
- Access to a spreadsheet program such as Excel
- Internal students are encouraged to bring a laptop to all classes
- Microsoft Office
- PowerPoint
- Computer with microphone and camera
- Laptop/Computer

Referencing Style

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

Teaching Contacts

Jaime Manning Unit Coordinator
j.k.manning@cqu.edu.au

Schedule

Week 1 - 15 Jul 2019

Module/Topic	Chapter	Events and Submissions/Topic
Agribusiness planning: an overview	Chapter 1 (Financial Management for Agribusiness (ebook -accessible through CQUniversity Library). Authors: Obst, W, Graham, R, & Christie, G.; Year 2007. Publisher: Landlinks Press, Collingwood, Victoria, Australia.)	Please access: Financial Management for Agribusiness (ebook -accessible through CQUniversity Library). Authors: Obst, W, Graham, R, & Christie, G.; Year 2007. Publisher: Landlinks Press, Collingwood, Victoria, Australia.

Week 2 - 22 Jul 2019

Module/Topic	Chapter	Events and Submissions/Topic
Agribusiness management information systems	Chapters 2 & 3	Introduction to agricultural financial and production software

Week 3 - 29 Jul 2019

Module/Topic	Chapter	Events and Submissions/Topic
Agribusiness production planning		Assessment 1 Agriculture Business Planning Portfolio: Part A (Business Plan Proposal) DUE: Friday 2 August 11:45 PM AEST

Week 4 - 05 Aug 2019

Module/Topic	Chapter	Events and Submissions/Topic
Agribusiness marketing	Chapter 10	

Week 5 - 12 Aug 2019

Module/Topic	Chapter	Events and Submissions/Topic
Agribusiness resource planning		Assessment 2 Agricultural Business Plan and Presentation: Part A (Group Marketing & Promotional Plan Presentation) DUE: Presented during the lecture and tutorial sessions of Week 5

Vacation Week - 19 Aug 2019

Module/Topic	Chapter	Events and Submissions/Topic
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Week 6 - 26 Aug 2019

Module/Topic	Chapter	Events and Submissions/Topic
Agribusiness financial planning: cash flow management	Chapter 4	Agricultural financial and production software case study activities

Week 7 - 02 Sep 2019

Module/Topic	Chapter	Events and Submissions/Topic
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Agribusiness financial planning: preparation of financial statements	Chapters 5 & 6	Agricultural financial and production software case study activities
Week 8 - 09 Sep 2019		
Module/Topic	Chapter	Events and Submissions/Topic
Agribusiness financial analysis: evaluation of business alternatives	Chapters 9 & 11	Assessment 1 Agriculture Business Planning Portfolio: Part B (Quiz) DUE: Friday 13 September 11:45 PM AEST
Week 9 - 16 Sep 2019		
Module/Topic	Chapter	Events and Submissions/Topic
Agribusiness risk management, finance and taxation planning	Chapters 7 & 12	
Week 10 - 23 Sep 2019		
Module/Topic	Chapter	Events and Submissions/Topic
Agribusiness performance management: an overview		Assessment 1 Agriculture Business Planning Portfolio: Part C (Quiz) DUE: Friday 27 September 11:45 PM AEST
Week 11 - 30 Sep 2019		
Module/Topic	Chapter	Events and Submissions/Topic
Agribusiness performance management: monitoring and evaluation		Assessment 2 Agricultural Business Plan and Presentation: Part B (Individual Agricultural Business Plan) DUE: Friday 4 October 11:45 PM AEST
Week 12 - 07 Oct 2019		
Module/Topic	Chapter	Events and Submissions/Topic
Agribusiness improvement and future drivers of change		
Review/Exam Week - 14 Oct 2019		
Module/Topic	Chapter	Events and Submissions/Topic

Term Specific Information

This unit is also taught by Geoff Bahnisch, QATC Senior Instructor (Diploma of Agriculture): E:
Geoffrey.Bahnisch@qatc.edu.au T: 07 4982 8746

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, is composed of 3 parts and assesses your comprehension of lecture, tutorial and practical activities.

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.

Due date: Week 3 (Friday 2 August 11:45 PM AEST)

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.

Due date: Week 8 (Friday 13 September 11:45 PM AEST)

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.

Due date: Week 10 (Friday 27 September 11:45 PM AEST)

The questions in Part B and C quizzes will be a combination of multiple choice questions, short answer responses and will include financial calculations and preparation and interpretation of financial reports. Quizzes are open for three days, with one attempt allowed and an hour to complete.

Assessment Due Date

Part A due Week 3 (Friday 2 August 11:45 PM AEST); Part B due Week 8 (Friday 13 September 11:45 PM AEST); Part C due Week 10 (Friday 27 September 11:45 PM AEST)

Return Date to Students

Grades will be returned within 10 working days of submission.

Weighting

60%

Minimum mark or grade

50%

Assessment Criteria

Marks will be awarded for **PART A** for:

- Introduction to the topic (10%)
- Knowledge, content and structure (50%)
- Conclusion (10%)
- Clarity of English expression, spelling and grammar (10%)
- Use of references and accuracy of referencing (10%)
- Communication and presentation skills (10%)

Detailed marking rubrics will also be available on Moodle.

PART B and C will be marked based on correct responses to quiz questions.

Referencing Style

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

Submission

Online

Submission Instructions

All parts of this assessment are due on Moodle

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 Presentation

Assessment Type

Presentation and Written Assessment

Task Description

PART A - Group Business Marketing & Promotional Plan Presentation (10%): In this group task (2 - 4 people/group) you will prepare an oral presentation covering your marketing and promotional plan for an agricultural business of your choice and developed promotional materials (e.g., sign, advertisement, brochure etc.). This 8 - 10 minute group oral presentation will be presented in class during Week 5. 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 total presentation time.

Due date: Week 5 (during the lecture and tutorial sessions)

Your presentation should include the following:

- Introduction - including introducing all group members, 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 marketing and promotional plan in a convincing manner;
- Summary - present the key messages of your presentation.

Detailed marking rubrics will also be available on Moodle.

PART B - Individual Agricultural Business Plan (30%):

Due date: Week 11 (Friday 4 October 11:45 PM AEST)

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 (Agricultural Business Planning 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.

Detailed marking rubrics will also be available on Moodle.

Assessment Due Date

Part A due Week 5 (during the lecture and tutorial sessions); Part B due Week 11 (Friday 4 October 11:45 PM AEST)

Return Date to Students

Review/Exam Week Monday (14 Oct 2019)

Grades will be returned within 10 working days of submission.

Weighting

40%

Minimum mark or grade

50%

Assessment Criteria

Marks are awarded for:

- Communication and presentation skills
- Introduction and addressing the topic
- Knowledge, content and structure
- Addressing all aspects of the task
- Monitoring and reviewing of the business performance
- The clarity of English expression, spelling and grammar
- Use of references and accuracy of referencing
- Appropriate time frame (Part A) and length (Part B)

Detailed marking rubrics will also be available on Moodle.

Referencing Style

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

Submission

Online

Submission Instructions

All parts of this assessment are due on Moodle and should be submitted as a MS Word (.doc or docx) file

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