AGRI12006 *Livestock Industry Business Assessment*
Term 1 - 2021

Profile information current as at 20/04/2024 06:07 am

All details in this unit profile for AGRI12006 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 prepares you for an industry placement in the area of livestock enterprise management. You will build on your existing theoretical knowledge of livestock production systems to analyse the physical and financial performance of a livestock industry and prepare a whole-of-business plan.

Details
Career Level: *Undergraduate*
Unit Level: *Level 2*
Credit Points: *6*
Student Contribution Band: *7*
Fraction of Full-Time Student Load: *0.125*

Pre-requisites or Co-requisites
Corequisite AGRI12005 Sustainable Livestock Production Prerequisite AGRI11003 Livestock Production Management AGRI11007 Agricultural Breeding Strategies
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 1 - 2021

- 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. **Written Assessment**
Weighting: 30%
2. **Practical Assessment**
Weighting: 10%
3. **Written Assessment**
Weighting: 60%

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 Self reflection

Feedback

A mechanism to improve on-line engagement with students is required.

Recommendation

Moodle Discussion Forums should be used to improve engagement with students. Questions may be posted in to the forum by the unit coordinator and students invited to contribute or comment.

Feedback from Self reflection

Feedback

Sequencing of assessments

Recommendation

The major assessment Assessment 3, (dataset) be shifted to follow Assessment 1 and due about Week 8. The current Assessment 2 (student-farmer interview) be shifted to Week 11 and conclude the term with the presentations/evaluations.

Feedback from Self reflection

Feedback

Use of exemplars

Recommendation

Discuss the assessment requirements during lectures/tutorials and provide exemplars for students to use.

Unit Learning Outcomes

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

1. Communicate appropriately within the livestock industry.
2. Analyse the physical and financial performance of a livestock industry.
3. Prepare a business plan.

Alignment of Learning Outcomes, Assessment and Graduate Attributes

| — N/A Level | ○ Introductory Level | ● Intermediate Level | ● Graduate Level | ○ Professional Level | ○ Advanced Level |

Alignment of Assessment Tasks to Learning Outcomes

Assessment Tasks	Learning Outcomes		
	1	**2**	**3**
1 - Practical Assessment - 10%	●		
2 - Written Assessment - 30%		●	
3 - Written Assessment - 60%			●

Alignment of Graduate Attributes to Learning Outcomes

Graduate Attributes	Learning Outcomes		
	1	**2**	**3**
1 - Communication	•	•	•
2 - Problem Solving			•
3 - Critical Thinking	•	•	•
4 - Information Literacy		•	•
5 - Team Work			
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 - Practical Assessment - 10%	•		•				•	•		
2 - Written Assessment - 30%	•		•	•		•		•		
3 - Written Assessment - 60%	•	•	•	•		•	•	•		

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)

Referencing Style

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

Teaching Contacts

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Schedule

Week 1: INTRODUCTION - 08 Mar 2021

Module/Topic	Chapter	Events and Submissions/Topic
The first week is an introduction to AGRI12006 and the three assessments.		

Week 2: ASSESSING THE BUSINESS - 15 Mar 2021

Module/Topic	Chapter	Events and Submissions/Topic
General overview of agricultural business assessment.		

Week 3: PHYSICAL AND FINANCIAL PERFORMANCE - 22 Mar 2021

Module/Topic	Chapter	Events and Submissions/Topic
Aspects of assessing physical and financial performance.		

Week 4: EFFECTIVE COMMUNICATION - 29 Mar 2021

Module/Topic	Chapter	Events and Submissions/Topic
Basic presentation skills.		**Assessment 1. Livestock business assessment tool** Due: Week 4 Friday (2 Apr 2021) 12:00 pm AEST

Week 5: MARKETING AND TRADE - 05 Apr 2021

Module/Topic	Chapter	Events and Submissions/Topic
Marketing strategies and international trade.		

Vacation Week - 12 Apr 2021

Module/Topic	Chapter	Events and Submissions/Topic

Week 6: NATURAL RESOURCE MANAGEMENT - 19 Apr 2021

Module/Topic	Chapter	Events and Submissions/Topic
Balancing farm business requirements with natural resource management.		

Week 7: PRACTICE PRESENTATIONS - 26 Apr 2021

Module/Topic	Chapter	Events and Submissions/Topic

Students will deliver a 12-minute PowerPoint presentation based of their farmer interview. The presentation will be evaluated by a primary student evaluator with contributions from staff, guests and fellow students.

A pdf of the presentation is to be submitted for marking (Assessment 2).

Assessment 2: Livestock producer interview Due: Week 7 Friday (30 Apr 2021) 12:00 pm AEST

Week 8 THE ROLE OF REGENERATIVE AGRICULTURE? - 03 May 2021

Module/Topic	Chapter	Events and Submissions/Topic
Long-term considerations when an agricultural business is assessed on economic, environmental and social factors.		

Week 9 INFORMATION STORAGE AND PROCESSING - 10 May 2021

Module/Topic	Chapter	Events and Submissions/Topic
How does information storage and processing enable the farmer to assess the physical and financial performance of their enterprise? How does a farmer deal with the information on increased climate variability?		

Week 10 WHOLE-FARM BUSINESS PLAN - 17 May 2021

Module/Topic	Chapter	Events and Submissions/Topic
Understanding the whole-farm business plans and the current and future labour markets.		

Week 11 INFORMATION TO EFFECT CHANGE - 24 May 2021

Module/Topic	Chapter	Events and Submissions/Topic
Assessment of business strategies and the adoption (or rejection) of new technologies for the livestock sector.		

Week 12 REVIEW (ASSESSMENT 3) AND CAREER - 31 May 2021

Module/Topic	Chapter	Events and Submissions/Topic
Help with assessment 3 and wrap up.		

Review/Exam Week - 07 Jun 2021

Module/Topic	Chapter	Events and Submissions/Topic

Exam Week ASSESSMENT 3 DUE FRIDAY - 14 Jun 2021

Module/Topic	Chapter	Events and Submissions/Topic
		Assessment 3. Livestock business report Due: Exam Week Friday (18 June 2021) 12:00 pm AEST

Assessment Tasks

1 Assessment 1. Livestock business assessment tool

Assessment Type
Written Assessment

Task Description
Develop an outline business assessment tool identifying the key information and outputs that would be required to assess a livestock enterprise. In your assessment tool, you should explicitly identify how you would collate, analyse and present the information as part of a livestock business report. The tool should include details on how to benchmark

current physical and financial performance, how you would identify future direction options and how you would develop a future business plan.

While developing a livestock business assessment tool you should be considering how this might be linked to future innovation options for a livestock business. The assessment item should be a written report and regarded as a business assessment tool that can be used to gather information for a business report. The tool should have clearly defined sections and identify explicit questions and information that will be gathered from a farmer as part of the second assessment. Number of words (800 +/- 10%). The students have an element of freedom to derive a structure for the business assessment tool, nevertheless an exemplar is also provided on Moodle.

The assessment tool will also be used for Assessments 2 and 3 where you will interview (either visual or phone/Zoom) a grazier and have access to a data set from a case-study farming enterprise (profit and loss and balance sheet).

You are to assume the location of the property is in the central Queensland region.

Assessment Due Date
Week 4 Friday (2 Apr 2021) 12:00 pm AEST

Return Date to Students

10 working days after due date

Weighting
30%

Minimum mark or grade
50%

Assessment Criteria
· Demonstrated capability to link information gathering to analyses
· Demonstration that you have researched the practicality and relevance of the information you will seek to gather
· Presentation of the document
Further details and a marking rubric will be available on the Moodle page.

Referencing Style

- Harvard (author-date)

Submission
Online

Learning Outcomes Assessed

- Analyse the physical and financial performance of a livestock industry.

Graduate Attributes

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

2 Assessment 2: Livestock producer interview

Assessment Type
Practical Assessment

Task Description
Using the business assessment tool developed in Assessment 1, you are required to interview your nominated farmer about the key physical and financial influences on their production system. During the interview, you should identify the market for their product so you can ask questions to establish how that links back to their on-farm practices (note: you require details of the strategic decisions they make, not just the livestock productivity targets). You are then required to summarise the key points from your interview in a 12-minute PowerPoint presentation (i.e., about 12 slides) that should be pitched to a non-expert. The presentation will be evaluated by a primary student evaluator with contributions from the lecturer, guests and fellow students. The primary student evaluator will be graded on their contribution to the evaluation session at the practice presentations (Week 7 Monday 26 April). A pdf of the presentation is to be submitted for marking (Assessment 2) by Friday 30 April.

The presentation ought to include:
· an introduction of the enterprise;
· an outline of the key physical and financial influences of the production system gathered from the producer;
· details of strategic priorities;
· your assessment of the farmer's willingness/capacity to engage in new practices and/or technologies;

· an example(s) of an interview question with answer; and
· conclusion.

Assessment Due Date
Week 7 Friday (30 Apr 2021) 12:00 pm AEST

Return Date to Students

10 days after the review date.

Weighting
10%

Assessment Criteria
You will be assessed on: Demonstrate that you can engage with the farmer and are able to communicate and respond to their information. There will be two aspects to the assessment: 1) You give a practice presentation for peer group discussion and evaluation; and 2) you make any changes deemed necessary and convert the PowerPoint presentation into a pdf file for submission by due date 30/04/2021 for marking. The class presentation will also be evaluated by school staff. Please regard this presentation as a draft and use feedback from your talk to improve your Assessment 2 and/or ask further questions of the farmer. Your contribution to the group evaluation will receive a mark in the 'Audience engagement' section of the Assessment 2 marking rubric

Referencing Style

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

Submission
Online

Submission Instructions
A pdf file of the PowerPoint presentation (updated to reflect the evaluation)

Learning Outcomes Assessed

- Communicate appropriately within the livestock industry.

Graduate Attributes

- Communication
- Critical Thinking
- Cross Cultural Competence
- Ethical practice

3 Assessment 3. Livestock business report

Assessment Type
Written Assessment

Task Description
Using the data and information supplied from a case study of a mixed farming (livestock/cropping) enterprise you are required to write a business report on the livestock aspect of the enterprise. This report should present a summary of your assessment of the enterprise and through analyses identify business strengths, weakness, opportunities and threats. Consider a proposal for a new business venture or adoption of an innovation. Hence, identify where there are business opportunities for change and link these to the application of an area of emerging innovation. The report should also identify how the business can use ongoing monitoring to track progress against clearly defined goals.
More detailed information on the task is available on the Moodle page of this unit.

Assessment Due Date
Exam Week Friday (18 June 2021) 12:00 pm AEST

Return Date to Students

10 Working days after due date.

Weighting
60%

Minimum mark or grade
50%

Assessment Criteria
You will be assessed on:

- Content
- Structure
- Writing style
- Grammar/spelling
- Referencing (must include peer reviewed journal citations)
- Number of words (2500 - 3000)

Further details and a marking rubric are available on the Moodle site of this unit.

Referencing Style

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

Submission
Online

Learning Outcomes Assessed

- Prepare a business plan.

Graduate Attributes

- Communication
- Problem Solving
- Critical Thinking
- Information Literacy
- Information Technology Competence
- Cross Cultural Competence
- Ethical practice

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