AGRI12012 *Agricultural Service Industry Business Assessment*
Term 1 - 2020

Profile information current as at 14/12/2025 03:36 pm

All details in this unit profile for AGRI12012 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 an Agricultural Service Industry (for example rural finance consultancy). You will build on your existing theoretical knowledge from units already completed in the Bachelor of Agriculture course to conduct a business strategy assessment relevant to your host enterprise.

Details
Career Level: *Undergraduate*
Unit Level: *Level 2*
Credit Points: *6*
Student Contribution Band: *10*
Fraction of Full-Time Student Load: *0.125*

Pre-requisites or Co-requisites
Corequisite AGRI12011 Developing Emerging Business Opportunities Prerequisite AGRI11005 Agricultural Business Planning
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 - 2020
- Bundaberg
- Emerald
- Online
- 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. **Practical Assessment**
Weighting: 10%
2. **Written Assessment**
Weighting: 30%
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.

Unit Learning Outcomes

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

1. Communicate appropriately within the agricultural service industry.
2. Analyse workforce planning and performance in an agricultural service industry.
3. Prepare a workforce management 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%	•		•	•		•		•		

Assessment Tasks	Graduate Attributes									
	1	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9**	**10**
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

Tieneke Trotter Unit Coordinator
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Schedule

Week 1 - 09 Mar 2020

Module/Topic	Chapter	Events and Submissions/Topic
Introduction to the unit	Readings will be provided on the Moodle site throughout term.	

Week 2 - 16 Mar 2020

Module/Topic	Chapter	Events and Submissions/Topic
Communications		

Week 3 - 23 Mar 2020

Module/Topic	Chapter	Events and Submissions/Topic
Stakeholder engagement		

Week 4 - 30 Mar 2020

Module/Topic	Chapter	Events and Submissions/Topic
Job role profile and the interview process		

Week 5 - 06 Apr 2020

Module/Topic	Chapter	Events and Submissions/Topic

Module/Topic	Chapter	Events and Submissions/Topic
Ethics and workplace professionalism		**Agricultural service industry interview and business overview** Due: Week 5 Friday (10 Apr 2020) 5:00 pm AEST

Vacation Week - 13 Apr 2020

Module/Topic	Chapter	Events and Submissions/Topic

Week 6 - 20 Apr 2020

Module/Topic	Chapter	Events and Submissions/Topic
Workforce planning and analysis		

Week 7 - 27 Apr 2020

Module/Topic	Chapter	Events and Submissions/Topic
Managing workforce performance		

Week 8 - 04 May 2020

Module/Topic	Chapter	Events and Submissions/Topic
Human resources plan		**Analysis of workforce planning and performance** Due: Week 8 Friday (8 May 2020) 5:00 pm AEST

Week 9 - 11 May 2020

Module/Topic	Chapter	Events and Submissions/Topic
Financial plan		

Week 10 - 18 May 2020

Module/Topic	Chapter	Events and Submissions/Topic
Legal obligations and risk management		

Week 11 - 25 May 2020

Module/Topic	Chapter	Events and Submissions/Topic
Workforce management plan implementation strategies		

Week 12 - 01 Jun 2020

Module/Topic	Chapter	Events and Submissions/Topic
Exit interview		**Workforce management plan** Due: Week 12 Friday (5 June 2020) 5:00 pm AEST

Review/Exam Week - 08 Jun 2020

Module/Topic	Chapter	Events and Submissions/Topic

Exam Week - 15 Jun 2020

Module/Topic	Chapter	Events and Submissions/Topic

Assessment Tasks

1 Agricultural service industry interview and business overview

Assessment Type
Practical Assessment

Task Description
This assessment is an interview of a person working in an agricultural service industry (e.g. a consultant, agronomist, livestock officer, agribusiness analyst).
You will conduct an interview with a person working in an agricultural service industry. The interview needs to be

recorded as a video or audio file. Your interview will be between 3 and 5 minutes in length. Your interview should focus on the following:

- The type of business and the service it provides to the primary producers
- The goals for the business (e.g. increase sales, build client base)
- The workforce requirements for this business (e.g. what sort of workforce does this service need and what is the strategy for hiring new employees)

Assessment Due Date
Week 5 Friday (10 Apr 2020) 5:00 pm AEST

The 3-5 minute video or audio recording should be uploaded to the Moodle site.

Return Date to Students
Week 6 Friday (24 Apr 2020)

Weighting
10%

Minimum mark or grade
40%

Assessment Criteria
You will be assessed on:

- The detail of the information gathered
- Length of the interview (3-5 minutes)
- Presentation

Additional assessment criteria information will be provided on Moodle.

Referencing Style

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

Submission
Online

Learning Outcomes Assessed

- Communicate appropriately within the agricultural service industry.

Graduate Attributes

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

2 Analysis of workforce planning and performance

Assessment Type
Written Assessment

Task Description
In this assessment you will analyse and evaluate workforce planning and performance in an agricultural service industry. You will be provided with a case study of an agricultural service industry, from which you will be required to prepare a report including the following information:

- Data analysis and statistics (e.g. charts, histograms, average, range)
- Critical interpretation of the statistics
- Identification of strengths, weaknesses, threats and opportunities
- Recommendations

The structure of your report should be as follows:

- Title page
- Executive summary
- Introduction
- Body of the report

- Recommendations
- References
- Appendices (if necessary)

This report should be 1500 words in length, excluding tables, figures, references and appendices.

Assessment Due Date
Week 8 Friday (8 May 2020) 5:00 pm AEST

The 1500 word report should be uploaded to the Moodle site.

Return Date to Students
Week 10 Friday (22 May 2020)

Weighting
30%

Minimum mark or grade
40%

Assessment Criteria
You will be assessed on:

- Content
- Structure
- Clarity
- Appropriateness of recommendations
- Grammar/spelling and presentation
- Referencing

Additional assessment criteria information will be provided on Moodle.

Referencing Style

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

Submission
Online

Learning Outcomes Assessed

- Analyse workforce planning and performance in an agricultural service industry.

Graduate Attributes

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

3 Workforce management plan

Assessment Type
Written Assessment

Task Description
You are to provide a workforce management plan based on the information and data provided in the case study, including the following information:

- Aims or objectives of the plan (e.g. new roles, succession plan)
- Expected outcomes of the plan
- Implementation plan (e.g. start and finish dates, time frames of milestones)
- Specific outputs (e.g. what will be the main output or objective of the plan)
- Scope (e.g. is this targeting the whole company, a branch or a team in the business)
- Summary

The structure of your report should be as follows:

- Title page
- Executive summary

- Table of contents
- Introduction
- Body of the report
- Conclusions/Recommendations
- References
- Appendices (if necessary)

This report should be 2500 words in length, excluding tables, figures, references and appendices.

Assessment Due Date
Week 12 Friday (5 June 2020) 5:00 pm AEST

The 2500 word report should be uploaded to the Moodle site.

Return Date to Students
Exam Week Friday (19 June 2020)

Weighting
60%

Minimum mark or grade
40%

Assessment Criteria
You will be assessed on:

- Content
- Structure
- Clarity
- Grammar/spelling and presentation
- Referencing

Additional assessment criteria information will be provided on Moodle.

Referencing Style

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

Submission
Online

Learning Outcomes Assessed

- Prepare a workforce management 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