BIOL12108 *Agricultural Value Chain Management*
Term 2 - 2017

All details in this unit profile for BIOL12108 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 examines the scientific basis of value adding in food production, processing and distribution. It covers management of inputs, production practices, post production product handling and processing, and wholesale and retail distribution in agricultural supply chains. Chains from different agricultural industries are analysed to identify where product attributes that are valued by the consumer have been incorporated, and on-farm profitability is assessed within these chain case studies to demonstrate the links between valued product attributes and grower returns. The use of value chain analysis tools in assessing the functioning of existing supply chains is demonstrated. The unit provides students with an understanding of sectors of the agricultural industry beyond on-farm production, knowledge of the tools that can be used to analyse supply chains, and awareness of important aspects of supply chain functioning that underlie profitable agricultural businesses.

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

ENVR11012 Application of Environmental Science
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
- Distance
- 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: 25%
2. **Written Assessment**
Weighting: 25%
3. **Examination**
Weighting: 50%

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

Feedback

Some amount of compulsory forum activity (or other interactive learning mode) would possibly be beneficial for students to help consolidate and apply ideas.

Recommendation

Implement Zoom

Feedback from Students

Feedback

A little light in content.

Recommendation

Add more relevant content.

Unit Learning Outcomes

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

1. Explain the scientific basis of food product quality attributes.
2. Explain the concepts of value chain management.
3. Apply the principles of value chain management in the analysis of agricultural supply chains.

Per NPC1156

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 - Written Assessment - 25%	•		
2 - Written Assessment - 25%	•	•	•
3 - Examination - 50%	•	•	•

Alignment of Graduate Attributes to Learning Outcomes

Graduate Attributes	Learning Outcomes		
	1	**2**	**3**

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 - Written Assessment - 25%	•			•						
2 - Written Assessment - 25%	•	•	•	•	•					
3 - Examination - 50%	•	•	•	•						

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)
- Microsoft Power Point
- Microsoft Word

Referencing Style

All submissions for this unit must use the referencing style: [American Psychological Association 6th Edition (APA 6th edition)](#)
For further information, see the Assessment Tasks.

Teaching Contacts

Daniel Cozzolino Unit Coordinator
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Schedule

Week 1 - 10 Jul 2017		
Module/Topic	**Chapter**	**Events and Submissions/Topic**
Introduction to the Unit		

Week 2 - 17 Jul 2017		
Module/Topic	**Chapter**	**Events and Submissions/Topic**
Understanding the Features of Australian Agricultural Industries		

Week 3 - 24 Jul 2017		
Module/Topic	**Chapter**	**Events and Submissions/Topic**
Features of Agricultural Supply Chains		

Week 4 - 31 Jul 2017		
Module/Topic	**Chapter**	**Events and Submissions/Topic**
Identification of the Product Attributes that are Valued by Consumers		

Week 5 - 07 Aug 2017		
Module/Topic	**Chapter**	**Events and Submissions/Topic**
Value Linked to Inputs and Production Practices		

Vacation Week - 14 Aug 2017		
Module/Topic	**Chapter**	**Events and Submissions/Topic**

Week 6 - 21 Aug 2017		
Module/Topic	**Chapter**	**Events and Submissions/Topic**
Value Linked to Post Production Sectors of the Supply Chain		**Agricultural supply chain features** Due: Week 6 Friday (25 Aug 2017) 11:45 pm AEST

Week 7 - 28 Aug 2017		
Module/Topic	**Chapter**	**Events and Submissions/Topic**
Tools in Value Chain Analysis		

Week 8 - 04 Sep 2017		
Module/Topic	**Chapter**	**Events and Submissions/Topic**
Case Studies in Value Chain Analysis	Fresh fruit and vegetables	

Week 9 - 11 Sep 2017

Module/Topic	Chapter	Events and Submissions/Topic
Case Studies in Value Chain Analysis	Processed fruit and vegetable products	

Week 10 - 18 Sep 2017

Module/Topic	Chapter	Events and Submissions/Topic
Case Studies in Value Chain Analysis	Meat products	**Value Chain Analysis case study** Due: Week 10 Friday (22 Sept 2017) 11:45 pm AEST

Week 11 - 25 Sep 2017

Module/Topic	Chapter	Events and Submissions/Topic
Case Studies in Value Chain Analysis	Non food agricultural products	

Week 12 - 02 Oct 2017

Module/Topic	Chapter	Events and Submissions/Topic
Revision		

Review/Exam Week - 09 Oct 2017

Module/Topic	Chapter	Events and Submissions/Topic

Exam Week - 16 Oct 2017

Module/Topic	Chapter	Events and Submissions/Topic

Assessment Tasks

1 Agricultural supply chain features

Assessment Type
Written Assessment

Task Description
An industry sector (e.g. beef cattle) will be selected by you for this assignment, and each student will be required to summarize the key features of that industry sector, identify major supply chains associated with the sector and present an analysis of the most important aspects of those supply chains.

Assessment Due Date
Week 6 Friday (25 Aug 2017) 11:45 pm AEST

Return Date to Students
Week 8 Friday (8 Sept 2017)

Weighting
25%

Minimum mark or grade
Students must obtain a minimum mark of 40% for each internal assessment item to pass the unit.

Assessment Criteria
Students will be assessed based on the following criteria;

1. Knowledge of the industry sector and supply chains analysed in the assignment
2. Analysis and evaluation of the information presented
3. Ability to effectively communicate

Referencing Style

- American Psychological Association 6th Edition (APA 6th edition)

Submission
Online

Learning Outcomes Assessed

- Explain the scientific basis of food product quality attributes.

Graduate Attributes

- Communication
- Information Literacy

2 Value Chain Analysis case study

Assessment Type
Written Assessment

Task Description
A detailed description of an agricultural value chain will be provided to the class. Students will undertake an analysis of this value chain, comparing features to other chains and drawing conclusions on the strengths, weaknesses, opportunities and threats to the value chain.

Assessment Due Date
Week 10 Friday (22 Sept 2017) 11:45 pm AEST

Return Date to Students
Week 12 Friday (6 Oct 2017)

Weighting
25%

Minimum mark or grade
Students must obtain a minimum mark of 40% for each internal assessment item to pass the unit.

Assessment Criteria
The following assessment criteria will be used in this assignment:

1. Knowledge of the general principles of value chain analysis.
2. Analysis and evaluation of information.
3. Communication, including adherence to English conventions (structure, punctuation, spelling, grammar, terminology and referencing conventions).

Referencing Style

- [American Psychological Association 6th Edition (APA 6th edition)](#)

Submission
Online

Learning Outcomes Assessed

- Explain the scientific basis of food product quality attributes.
- Explain the concepts of value chain management.
- Apply the principles of value chain management in the analysis of agricultural supply chains.

Graduate Attributes

- Communication
- Problem Solving
- Critical Thinking
- Information Literacy
- Team Work

Examination

Outline
Complete an invigilated examination.

Date
During the examination period at a CQUniversity examination centre.

Weighting
50%

Length
180 minutes

Minimum mark or grade
40% (20 marks out of 50)

Exam Conditions
Closed Book.

Materials
No calculators permitted
Dictionary - non-electronic, concise, direct translation only (dictionary must not contain any notes or comments).

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