



ASIAN PRODUCTIVITY ORGANIZATION

## PROJECT IMPLEMENTATION PLAN

19 February 2016

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| <b>1. Project Code</b>               | 16-AG-23-GE-TRC-A-01   |
| <b>2. Project Title</b>              | Self-learning e-Course on Agribusiness Management (Basic)  |
| <b>3. Reference</b>                  | Project Notification 16-AG-23-GE-TRC-A dated 2 February 2016   |
| <b>4. Timing and Duration</b>        | 15 September 2016–14 February 2017 (five months)   |
| <b>5. Implementing Organizations</b> | APO Secretariat and National Productivity Organizations (NPOs)   |
| <b>6. Number of Participants</b>     | Minimum of 400 participants  |
| <b>7. Self-registration</b>          | Self-registration opens from 10:00 AM Japan Standard Time on 15 September 2016 on the APO's e-learning web portal: <a href="http://www.apo-elearning.org/">http://www.apo-elearning.org/</a> |

Note: Participants can register directly from this portal on the APO website. Those who are already registered can access the course by using the assigned username and password. If you have forgotten your username and password, please refer to the FAQs on the home page of the portal.

### 8. Objectives

At the end of the course, participants are expected to:

- a. Know and understand the multifaceted nature of agribusiness and its management orientation in a globally connected business environment;
- b. Identify the strategic and operational agribusiness decisions that managers in Asia make and communicate as well as the ethical, social, and governance challenges managers face; and
- c. Apply the decision-making process in the various functional areas of agribusiness management using problem-based learning assignments.

## **9. Background**

An approximately 70% increase in food production in Asia is required to feed 5.2 billion people on the continent by 2050. Food production and supply in the crop, livestock, and aquamarine sectors, however, are constrained by fragmented supply chains, degraded land, and postharvest losses, among others. Moreover, agriculture is also the source of nonfood products such as fiber, fuel, timber, medicine, and industrial raw materials. Individuals are thus increasingly needed to manage agribusinesses competently and sustainably in food and nonfood value chains serving both domestic and global markets. Agribusinesses include farms and off-farm enterprises that produce and distribute farm inputs and those that assemble, store, process, and distribute fresh and processed farm commodities and products.

As the World Economic Forum steps up its “Grow Asia” initiative, the scale and impact of agribusiness investments provide opportunities for smallholders and SMEs to be linked to global and regional markets. Public–private partnership and multiple-stakeholder approaches to sustainable, inclusive development have been designed to offer market-based solutions to address production and supply constraints as well as poverty, food security, and safety issues. These solutions must be managed by individuals trained in agribusiness management leadership and decision-making skills. By 2020, such partnership arrangements should reach 10 million smallholder farmers, improving farm productivity, profitability, and environmental sustainability by 20%.

This course is being organized to train a critical mass of individuals in APO member countries in acquiring and applying basic knowledge of agribusiness management. It will introduce the process of making and communicating agribusiness decisions, examine sustainability issues in a strategic and operational context, and show how to think critically about approaching and resolving dilemmas in agribusiness decision-making in Asia.

## **10. Scope and Methodology**

### **Scope**

The tentative course structure is as follows:

#### ***Module 1: Overview of agribusiness management***

Concept of agribusiness; global agribusiness system; e-business; management orientation of agribusiness

#### ***Module 2: The agribusiness manager***

Business ownership and management; leadership and decision-making; business communication

*Quiz 1 (for self-assessment based on questions from Modules 1 and 2)*

#### ***Module 3: Agribusiness marketing***

Agribusiness marketing decisions; relationship marketing; managing the marketing mix

#### ***Module 4: Operations management and quality***

Operations management decisions; quality management; supply chain management

*Quiz 2 (for self-assessment based on questions from Modules 3 and 4)*

***Module 5: Human resources management***

Human resources management decisions; labor-management relations; training and education

***Module 6: Financial management***

Financial management decisions; financial markets; risk management

*Quiz 3 (for self-assessment based on questions from Modules 5 and 6)*

***Module 7: Information management***

Information management decisions; ICT; securing information systems

***Module 8: Ethics, social responsibility, and corporate governance of agribusinesses***

Ethics, social responsibility, and corporate governance decisions; stakeholder management; sustainable business concerns and challenges

***Module 9: Final Examination***

***Methodology***

Self-learning e-modules, additional study materials for participants, intermittent quizzes for self-assessment, assignments, and a final examination to qualify for the APO e-certificate.

**11. Qualifications of Candidates**

The target participants include CEOs, managers and officers of agribusiness companies including SMEs, officers of government and NGOs, academics, extension officers, consultants, and other technical personnel engaged in planning, training, extension, and/or promotion of agribusiness and providing consultancy services on agribusiness management.

**12. Eligibility for e-Certificate**

A minimum score of 70% on the final examination is required to qualify for the APO e-certificate.

Note: Participants from nonmember countries are welcome to take the course for self-development, although APO e-certificates will not be provided.



Mari Amano  
Secretary-General



ASIAN PRODUCTIVITY ORGANIZATION

## PROJECT NOTIFICATION

2 February 2016

1. **Project Code** 16-AG-23-GE-TRC-A
2. **Project Title** Self-learning e-Course for the Agriculture Sector
3. **Timing** Throughout 2016
4. **Implementing Organizations** APO Secretariat and National Productivity Organizations (NPOs)
5. **Number of Participants** Minimum 400 participants per course
6. **Registration** APO e-learning web portal:  
<http://www.apo-elearning.org/moodle19/>  
(Participants can register directly from this portal on the APO website.)

### 7. Objective

To provide basic training to numerous participants in productivity tools and techniques in selected subject areas of broad significance related to the agriculture and food sectors in a cost-effective manner and create a mass of productivity professionals.

### 8. Background

Depending upon the needs of APO members and relevance of subject areas, the APO develops self-learning e-courses and offers them on its e-learning portal. These courses are developed based on the APO's experience and knowledge accumulated over years of organizing capacity-building projects in its focus areas. Based on the huge success of the self-learning e-courses over the past few years, the APO plans to organize similar or upgraded self-learning e-courses relating to the food and agriculture sectors in 2016. The courses will focus on the subjects of Good Agricultural Practices (GAP), agribusiness management, agritourism business development, and food safety management.

For each course a separate project implementation plan (PIP) containing specific information on the course and subject will be issued. NPOs are requested to start promoting the course after receiving the PIP.

### 9. Scope and Methodology

#### Scope

The scope of each course will be decided based on the subject and will be detailed in the PIP

issued later for each course.

### **Methodology**

Each course will consist of self-learning e-modules, additional study material for participants, intermittent quizzes for self-assessment, and a final examination to qualify for the APO certificate. All learning modules, carefully prepared by internationally recognized experts, will be uploaded to the course site on the e-learning portal.

### **10. Modality of Implementation**

Courses will be offered through the APO's dedicated e-learning portal: <http://www.apo-elearning.org/moodle19/>. Participants can register on this portal and create their own accounts.

Registered participants are required to complete all learning modules and self-assessment quizzes before taking the final examination. Based on the results of the final examination, successful participants from member countries will be awarded APO e-certificates.

### **11. Special Features**

- a. Participants can register on the APO e-learning portal and create accounts by themselves.
- b. Registered participants' progress will be tracked and monitored by the APO Secretariat throughout the course.
- c. Participants can complete the course at their own pace within the prescribed official duration of the course.
- d. Completion of all modules and quizzes is compulsory before taking the final examination.
- e. A minimum score of 70% on the final examination is required to qualify for the APO e-certificate. The e-certificates will be sent to participants' registered e-mail addresses one day after completion of the final examination.
- f. Successful participants may be given preference based on merit for selection to attend future APO multicountry face-to-face projects on the same subject in consultation with NPOs.

### **12. Qualifications of Candidates**

The target groups are productivity practitioners, consultants, managers, academics, extension service providers, representatives of cooperatives and industry associations, producers, and all professionals working in the subject area from agriculture, agribusinesses, food industries, NPOs, government agencies, universities, and consultancy firms who wish to acquire a working knowledge of the subject.

### **13. Financial Arrangements**

#### **To be borne by NPOs**

- a. Coordination, communication, and promotion support for the course.
- b. Any other local costs.



**To be borne by the APO**

- a. All costs related to development of the self-study modules, additional study material(s) pertaining to the course, self-assessment quizzes, and examination.
- b. Cost of hosting the course on the APO's e-learning portal and operating it from the APO Secretariat.

**14. Actions by member countries/NPOs**

Member countries/NPOs are requested to:

- a. Promote and market the course by sending the project notification and PIP to as many relevant organizations as possible and encouraging all interested individuals to participate.
- b. Upload the course announcement on the NPO's website and/or provide a link to the APO's e-learning portal.
- c. Interact with registered participants and provide them with necessary inputs and guidance, if necessary.
- d. Provide all necessary support and cooperation proactively to the APO Secretariat for successful implementation of the course.

**15. Participation of Individuals from Nonmember Countries**

Participants from nonmember countries are welcome to take the course for self-development, although APO certificates will not be provided.



Mari Amano  
Secretary-General