**0**

MODULE **0**: **Farmer’s Agribusiness Training** **Course** **Orientation**

LESSON 1: **Welcome**

TIME: **10 minutes**

AUTHOR: **Andrew Moore**



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This lesson was made possible with the assistance of the following organisations:

**MODULE 0**

**Orientation**

**1**



This Framers’ Agribusiness training course has been developed to help both farmers and farmer organisations. Its intention is to provide access to additional skills and knowledge that will allow farmers to move from a 'farm' to a 'firm'. To this end academics at the United States International University (USIU) in Nairobi, Kenya, have pooled their expertise in different fields and crafted a course designed to provide farmers with insight into these essential areas:

* Agricultural sector awareness and agricultural policies.
* Sustainable agriculture practices
* Entrepreneurship
* ICT skills for agriculture
* Agribusiness management skills

By completion of this lesson you will be able to:

* Best utilise the materials and resources in this Agribusiness course to suit your learning needs.

**LESSON**

**WELCOME**

**Andrew Moore**

## AUTHOR:

## TIME:

## 5 minutes

## OUTCOMES:

## :

## INTRODUCTION:

## :

Below is a list of the twenty five lessons that make up the USIU Agshare Farmers’ Agribusiness Training Course. They have been clustered into modules each containing 5 lessons. Each lesson should take approximately 1 hour 30 minutes long. They are:

**MODULE 1: Structure of Agricultural Sector and Policies**

1. Introduction to Agriculture
2. Management of Agricultural Resources
3. Agricultural Policies in Kenya
4. Application and Impact of Policy
5. Benefits from and Influencing Policy

**MODULE 2: Sustainable Agriculture**

1. Definition of Sustainable Agriculture
2. Management of Agricultural Resources
3. Benefits of Sustainable Agriculture
4. Constraining Factors
5. Sustainable Production Techniques

**MODULE 3: Entrepreneurship**

1. Introduction to Entrepreneurship
2. Organisation of Agricultural Enterprises
3. Enterprise Business Plan & Marketing
4. Record Keeping
5. Credit Management

**MODULE 4: ICT in Support of Agriculture**

1. Introduction to Computers
2. Record Keeping I (with Excel)
3. Record keeping II
4. Seeking and Retrieval of Information
5. E-Business

**MODULE 5: Agribusiness Management for Farmer Organisations**

1. Introduction to the Economics of the Firm
2. Basic Principles of Economics
3. Decision Making within the Firm: Explicit and Implicit Costs
4. Decision Making based on Loss Minimization & Present Value
5. Closing the Loop

**MODULE & LESSON OVERVIEW**

**MODULAR APPROACH TO YOUR STUDY**

These modules can be studied in any particular order although the lessons within each module should be accessed in their correct order. The lessons are most effective if course participants access the materials working in small groups of four or five.

The intention is to allow various farmer groups and organisations the flexibility to deploy the course in a number of permutations. Groups are able to organise the course sessions in such a way to support their community’s needs and availability. Below are some suggested ways of running the course:

### Full Week: Option 1

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Monday** | **Tuesday** | **Wednesday** | **Thursday** | **Friday** |
| Module 1:  Lessons 1-5  Venue:  Large room | Module 2:  Lessons 1-5  Venue:  Large room | Module 3:  Lessons 1-5  Venue:  Large room | Module 4:  Lessons 1-5  **Venue: Computer Laboratory** | Module 5:  Lessons 1-5  Venue:  Large room |

Option 1will work best if a facility such as a computer lab is available for only one day

### Full Week: Option 2

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Monday** | **Tuesday** | **Wednesday** | **Thursday** | **Friday** |
| Module1 Lesson 1 | Module 1 Lesson 2 | Module 1 Lesson 3 | Module 1 Lesson 4 | Module 1 Lesson 5 |
| Module 2 Lesson 1 | Module 2 Lesson 2 | Module 2 Lesson 3 | Module 2 Lesson 4 | Module 2 Lesson 5 |
| Module 3 Lesson 1 | Module 3 Lesson 2 | Module 3 Lesson 3 | Module 3 Lesson 4 | Module 3 Lesson 5 |
| Module 4 Lesson1 | Module 4 Lesson 2 | Module 4 Lesson 3 | Module 4 Lesson 4 | Module 4 Lesson 5 |
| Module 5 Lesson 1 | Module 5 Lesson 2 | Module 5 Lesson 3 | Module 5 Lesson 4 | Module 5 Lesson 5 |

Option 2 allows skills learnt in earlier lessons to be exploited in subsequent lessons e.g. spread sheet skills taught in Module 4 Lessons 2 & 3 can be used in subsequent lessons in different modules. It also counters participant’s ability to select which aspects they think they prefer and therefore skip a day if they are not interested. It is important to eliminate absenteeism as the modules dovetail with each other and build on knowledge and skills identified in earlier lessons.

## 

### Evening Classes (3 hour sessions) Week 1

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Monday** | **Tuesday** | **Wednesday** | **Thursday** | **Friday** |
| M1 L1 | M3 L1 | M5 L1 | M2 L2 | M4 L2 |
| M2 L1 | M4 L1 | M1 L2 | M3 L2 | M5 L2 |

### Week 2

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Monday** | **Tuesday** | **Wednesday** | **Thursday** | **Friday** |
| M1 L3 | M3 L3 | M5 L3 | M2 L4 | M4 L4 |
| M2 L3 | M4 L3 | M1 L4 | M3 L4 | M5 L4 |

### Week 3

|  |  |  |
| --- | --- | --- |
| **Monday** | **Tuesday** | **Wednesday** |
| M1 L5 | M3 L5 | M5 L5 |
| M2 L5 | M4 L5 |  |

The evening option will work if participants are only available in the evenings after work.

### Weekend Classes (3 weekends)

### Week 1

|  |  |  |
| --- | --- | --- |
| **Friday PM** | **Saturday** | **Sunday PM** |
| M1 L1 | Module 4: Lessons 1-5  Venue: Computer Lab | M3 L1 |
| M2 L1 | M5 L1 |
|  |  |

### Week 2

|  |  |  |
| --- | --- | --- |
| **Friday PM** | **Saturday** | **Sunday PM** |
| M1 L2 | M3 L2 | M3 L3 |
| M2 L2 | M5 L2 | M5 L3 |
|  | M1 L3 |  |
| M2 L3 |

### Week 3

|  |  |  |
| --- | --- | --- |
| **Friday PM** | **Saturday** | **Sunday PM** |
| M1 L4 | M3 L4 | M3 L5 |
| M2 L4 | M5 L4 | M5 L5 |
|  | M1 L5 |  |
| M2 L5 |

In this permutation the farmer organisation accesses a computer facility for a single weekend day and then uses a large room for subsequent lessons. The farmers meet over 3 subsequent weekends. Sundays mornings are kept free for church and other social responsibilities.

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It is also important to realise that these paper based resources are accompanied by interactive materials available on the course CD ROM and/or the OER Africa/Agshare website. Course participants will have access to video case studies around which the lessons are based, interactive tutorials necessary for the Record Keeping lessons in module 4 and also access to a repository of electronic versions of the various policy documents and reference papers referred to in modules 1 & 2.

If you have not been sent a course CD ROM or have downloaded these materials as Open Education Resources then access the interactive materials from: <http://www.oerafrica.org/agshare>

**INTERACTIVE MATERIALS ON CD ROM & INTERNET**

|  |  |
| --- | --- |
|  | **Suggested time per lesson and/or task** How much time you should spend on each lesson or a particular task |
|  | **Outcomes**  What ideally you should have learned on completion of the lesson |
|  | **Introduction**  An indication of what the content of a lesson will focus on |
|  | **CD ROM Supplementary Resources**  Indicates that required additional resources are on the course CD |
|  | **Activity**  Indicates that a group or individual task is to be performed. |
|  | **Feedback Available**  A number of the tasks have answers for you to compare your |
|  | **Glossary**  Difficult or specialised words contained within the lesson are explained. |
|  | **Conclusion**  The end of lesson identifies the main points you should have learned. |
|  | **References**  The following articles or papers have been used in the lesson. |

The following icons have been used throughout the Farmers’ Agribusiness Training Course text materials to help participants navigate the learning process:

# ICONS EXPLAINED

|  |  |
| --- | --- |
| **Organisations** | |
| AgShare | Agshare project [www.oerafrica.org/agshare](http://www.oerafrica.org/agshare) |
|  | Bill & Melinda Gates Foundation  [www.gatesfoundation.org](http://www.gatesfoundation.org) |
|  | OER Africa  [www.oerafrica.org](http://www.oerafrica.org) |
|  | United States International University  [www.usiu.ac.ke](http://www.usiu.ac.ke) |
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