

FOOD AND AGRIBUSINESS MANAGEMENT

DIGITAL LEARNING & COACHING PROGRAM



PROGRAM OVERVIEW

Location: Online or Blended Learning
Program Length: 3-6 months
Commitment: 15-25 hours per module

This program is designed for those looking to build their critical understanding of the Food & Agribusiness sector.

By the end of the program, learners will be able to identify business dilemmas and develop innovative strategies to solve them.

Modules are designed around real business cases, a highly interactive approach that ensures continued industry relevance of the learning.

The program is delivered by experts in a mix of interactive sessions, self-paced learning content and 1-to-1 coaching.

Learners are challenged to critically evaluate business models and develop strategies to maximize opportunities and mitigate risk.

Modules are tailored the learner's ambitions and can be delivered in a flexible manner alongside other studies or work commitments.

PROGRAM OUTCOMES

Upon completion of the program participants will be able to:

1. Correctly formulate business dilemmas in Food and Agribusiness, both in local and international contexts;
2. Enact practical frameworks to address identified business dilemmas;
3. Recognize the strength in business successes and the opportunities for improvement;
4. Develop innovative, scalable strategies for business growth;
5. Communicate and collaborate with a diverse group of team members.

LEARNING MODEL

Each module contains:

- Expert-led interactive sessions
- Five compulsory self-paced courses on Agribusiness Academy Learning Management System (LMS)
- Group business case review, reflecting the theme and learner interest area
- Optional courses to explore specific knowledge areas

The program also contains:

- Two 1-to-1 online coaching sessions to support personal and career development
- Consistently active discussion forums on the LMS
- A specialized soft-skills learning pathway is also included for emerging market learners
- Presentations, executive summaries and quizzes to challenge learners
- Certificates for module and program completion

The focus of each module centres around business cases, aligning learners to the needs of the industry and honing their ability to identify and solve business dilemmas. Business cases will be selected to reflect the individual interests of learners.

In each business case review, learners will produce a two-page executive summary and a presentation. These will be assessed by Agribusiness Academy staff as well as peer reviewed, to encourage critical thinking amongst cohorts.

In addition to the core curriculum, learners will have full access to Agribusiness Academy's library of more than 200 digital courses enabling further personalization to the specific sector interests of the learners. These will be available for completion throughout the duration of the program.

EXPERTS

Courses within the Food and Agribusiness Management program have been developed and taught by experts who are widely-recognized thought leaders, educators, researchers, and entrepreneurs.

Interactive sessions & Self-paced Learning



Dr David Hughes



Prof. Steven Sonka



Afton Halloran



Marcos Fava Neves



Chaitra Bharath



Ir Woody Maijers



Lucas Simons



Kenneth Zuckerberg

+ many more through the course library

Coaching Team



Dr Tatiana LeGrand



Debora van Zee



Dr Vijayender Nalla

+ dedicated learner manager team to support throughout

MODULES 1-3

Module 1: Disruptive Food Value chains

- Apply the principles of creative value drivers in a food chain (Modularity, Phased Value Addition, Reallocation, Recreation)
- Build a competitive and differentiated value proposition
- Design a value chain aligned with a value proposition
- Apply the learning to a real-life business case

Module 2: AgriFood Tech's Value to the Food Value Chain

- Understand tech innovations across the entire food value chain
- Learn about the arbitrages AgriFood Tech solutions offer the industry
- Learn the scope of different technologies in transforming the food chain (Big Data, IoT, AI & Blockchain)
- Learn the analytical tools to measure the value of AgriFood Tech
- Apply the learning to a real-life AgriFood Tech business case

Module 3: Novel Foods and Changing Consumer Preferences

- Learn how novel foods are transforming the value propositions
- Learn how novel production methods (e.g. indoor production) are influencing food chains
- Learn the value drivers consumers are seeking in their food choices
- Understand how supply chain-wide safety and transparency are influencing consumer choices
- Learn how data analytics is helping food businesses design better food products
- Apply the learning to a real-life Novel/Urban food business case

MODULES 4-5

Module 4: Food Sustainability and Sustainable Development

- Learn the framework and tools for sustainable production
- Learn the framework and tools for sustainable sourcing
- Learn the framework and tools for creating value out of all produced food
- Learn the innovations in smart and sustainable logistics
- Learn how data analytics tools are enabling sustainability along the entire value chain
- Apply the learning to a real-life AgriFood Tech business case

Module 5: Food Distribution and Retail Developments

- Learn the framework to align distribution strategy with value proposition
- Map distribution and retail trend patterns to specific business contexts
- Learn the approaches to interact with consumers/shoppers and leverage data for fine-tuning and redefining value proposition
- Learn how data analytics is transforming the distribution and retail landscape
- Apply the learning to a real-life AgriFood Tech business context

OPTIONAL - Soft Skills Module

- Learn to set goals and manage time
- Learn the basics of communication in person and online
- Improve written business communication
- Learn the principles of negotiation within the agribusiness context

WHY AGRIBUSINESS ACADEMY

For nearly 10 years, learners from around the world have participated in our business case programs. Our unique online approach provides borderless access to learners from undergraduate level through to senior leaders.

We are delivering on our mission to provide the talent the world needs to solve its food security, sustainability and environmental challenges, and we invite you to gain the insights you need to lead change.

Our digital courses are constantly updated to ensure that learners receive up-to-date training on the most important trends, challenges and opportunities, and new ways to impact on businesses and the planet.

200+

courses on
our platform

2000+

learners
trained

30+

global
experts

[Experience our Courses](#)

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To register one or more learners for the program,
please contact our team:

[Contact Us](#)