

SYLLABUS & COURSE OUTLINES

ODD SEMESTER 2026/2027



Master of Agribusiness Management
Department of Agricultural Socioeconomics
Agribusiness Management
(PNMM265101/2 credits)

Course Team:

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**UNIVERSITAS GADJAH MADA
FACULTY OF AGRICULTURE
2026**

	Universitas Gadjah Mada Faculty of Agriculture Master of Agribusiness Management Study Program Odd Semester 2026/2027				Document Code:		
							
SYLLABUS & COURSE OUTLINES							
Course Code	Course Name	Credit Weight (credits)		Semester	Course Status	Prerequisite Course	
PNMM265101	Agribusiness Management	T: 2	P: 0	Odd	Compulsory	-	
Brief Course Description	Agribusiness Management is a compulsory course for students with a concentration in agribusiness studies. Through this course, students study business management from an agribusiness perspective.						
Graduate Learning Outcomes (CPL) Assigned to the Course	CPL1	P1. Able to comprehensively explain and relate the scientific principles of agricultural socioeconomics, both micro and macro					
	CPL2	P2. Able to interpret agricultural socioeconomic phenomena and solve problems using quantitative and qualitative approaches					
	Indonesian National Qualification Framework (KKNI) Level 8						
Course Learning Outcomes (CPMK)	After completing this course, students are expected to be able to:						
	CPMK1	Students are able to explain the role and process of decision-making by managers					
	CPMK2	Students are able to explain and develop benchmarks for a company's financial performance					
Relationship between CPMK and Learning Materials and Methods, and Time Allocation		Learning Materials			Learning Methods		Time Allocation
		The business of agribusiness			Presentation, Case-based learning/project-based learning		2x50 minutes
		Managing the agribusiness			Presentation, Case-based learning/project-based learning		2x50 minutes
		Economics for agribusiness managers			Presentation, Case-based learning/project-based learning		2x50 minutes
		The organization of an agribusiness			Presentation, Case-based learning/project-based learning		2x50 minutes
		International agribusiness			Presentation, Case-based learning/project-based learning		2x50 minutes
		Strategic market planning			Presentation, Case-based learning/project-based learning		2x50 minutes
	Midterm Exam/Project Task Results/Case Analysis Results						
		The marketing mix			Presentation, Case-based learning/project-based learning		2x50 minutes
		Tools for marketing decisions in agribusiness			Presentation, Case-based learning/project-based learning		2x50 minutes

		Understanding financial statements		Presentation, Case-based learning/project-based learning		2x50 minutes	
		Analyzing financial statements		Presentation, Case-based learning/project-based learning		2x50 minutes	
		Financing the agribusiness		Presentation, Case-based learning/project-based learning		2x50 minutes	
		Tools for evaluating operating decisions		Presentation, Case-based learning/project-based learning		2x50 minutes	
	Final Exam/Project Task Results/Case Analysis Results						
Learning Method	SCL: Learning Case/project-based learning						
Student Learning Experience	Students provide alternative solutions to the various cases given, in accordance with the most appropriate resolution method						
Access to Learning Media/ LMS and Percentage of Offline & Online	Google Classroom Offline: 100%						
Assessment Method and Alignment with CPMK	Technique Assessment	Percentage Assessment	Criteria/ Indicator	CPMK 1	CPMK 2		
	Case-based learning in class	50	Accuracy of students in resolving the case according to the method		V		
	Cognitive						
	Midterm Exam	25	Accuracy of students in answering questions	V			
	Final Exam	25	Accuracy of students in answering questions		V		
	Total	100					
	*) can also be obtained from the midterm or final exam, which is the result of participatory activities or the result of project/case study. In accordance with IKU 7, the number percentage of participatory activities and project/case study/PBL results is at least 50%.						
Reference List	Main: (1) Freddie L. Barnard, John Foltz, Elizabeth A. Yeager. 2012. Agribusiness Management (Routledge Textbooks in Environmental and Agricultural Economics) 4th Edition. Routledge. London. https://doi.org/10.4324/9780203124185 (2) Kurniaty, T., Masyhuri, M., & Jamhari, J. (2021). Farmers' willingness to pay for livestock insurance programs in Kulon Progo District. Agro Ekonomi, 32(1), 52-61.						

Name of Course Instructor (Team Teaching)	Prof. Dr. Ir. Masyhuri Agus Dwi Nugroho, S.P., M.Sc. , Ph.D.			
Authorization	Date of Preparation	Course Coordinator	Field of Expertise Coordinator (If Any)	Head of Study Program
	<i>July 2026</i>	<i>Agus Dwi Nugroho, S.P., M.Sc., Ph.D.</i>	<i>Signature Full Name</i>	<i>Dr. Ir. Lestari Rahayu Waluyati, M.P.</i>