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MODULE 0: Farmer's Agribusiness Training Course Orientation

LESSON 1: **Welcome**

TIME: **10 minutes**

AUTHOR: **Andrew Moore**

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



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Based on a work at www.oerafrica.org

LESSON

1

WELCOME



TIME:

5 minutes

AUTHOR:

Andrew Moore



OUTCOMES:

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.

INTRODUCTION:

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

MODULE & LESSON OVERVIEW

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: Fundamentals of Economics for Agriculture

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 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: Sustainable Agriculture

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

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 1 will 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
Module 1 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 Lesson 1	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.

INTERACTIVE MATERIALS ON CD ROM & INTERNET

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>

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ICONS EXPLAINED

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

	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.

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Organisations



Agshare project

www.oerafrica.org/agshare

BILL & MELINDA
GATES foundation

Bill & Melinda Gates Foundation

www.gatesfoundation.org

OER Africa

OER Africa

www.oerafrica.org



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