Training Course on Human Resource Management in Agricultural Enterprises

Professional Development Training Course Outline

Category	Agriculture	**Duration**	10 Days
Base Fee	$3,000 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

In the dynamic landscape of agricultural enterprises, effective Human Resource Management (HRM) is critical for driving sustainable growth, improving workforce productivity, and enhancing business outcomes. Training Course on Human Resource Management in Agricultural Enterprises is designed to equip HR professionals, agribusiness managers, and agricultural enterprise owners with modern HR practices, focusing on recruitment strategies, talent management, performance appraisal, and employee engagement tailored for the agricultural sector. The course incorporates technology-driven HR solutions, compliance with labor laws, and innovative tools that align human capital with agribusiness objectives. Participants will explore practical solutions for challenges such as seasonal labor, rural workforce management, and employee retention in remote settings.

As agriculture becomes more commercialized and competitive, managing people effectively in this context demands skills beyond traditional HR functions. This course will empower learners to build resilient HR systems, foster inclusive work environments, and implement performance-based reward systems to motivate agricultural workers. With an emphasis on data-driven decision-making, the curriculum also explores HR analytics, agricultural labor laws, and digital transformation in HRM. This training bridges the knowledge gap between agricultural practices and people management, ensuring enterprises thrive through strategic and sustainable human resource practices.

Programme Curriculum

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Course Objectives

1. Understand core concepts of HRM in agribusiness.
2. Develop effective recruitment and selection strategies for agricultural enterprises.
3. Implement performance management systems suitable for seasonal labor.
4. Explore HR digital tools for payroll, attendance, and workforce tracking.
5. Build robust employee engagement and motivation programs.
6. Apply labor laws and compliance standards in agriculture.
7. Utilize HR analytics for data-driven decision-making.
8. Design training and capacity-building programs for field workers.
9. Address gender equality and inclusivity in farm labor practices.
10. Mitigate conflict and grievances in agricultural workforces.
11. Optimize succession planning for family-owned agribusinesses.
12. Strengthen leadership development in rural and remote agrarian contexts.
13. Integrate sustainable HR practices aligned with SDGs.

Target Audiences

1. Agribusiness Owners
2. Farm Managers and Supervisors
3. Human Resource Officers in Agricultural Firms
4. Agricultural Extension Officers
5. Rural Development Professionals
6. Agri-tech HR Coordinators
7. Policy Makers in Agriculture & Labor
8. Agriculture Students and Researchers

Course Duration: 10 days

Course Modules

Module 1: Introduction to HRM in Agriculture

- Key HRM functions in agricultural enterprises
- Role of HR in agribusiness performance
- Differences between traditional and agricultural HR
- Overview of strategic HRM
- Challenges in rural workforce management
- **Case Study:** HRM transformation in a Kenyan horticulture farm

Module 2: Workforce Planning and Job Design

- HR forecasting techniques
- Seasonal labor planning
- Job description development
- Aligning jobs with farm operations
- Managing workforce diversity
- **Case Study:** Job restructuring in a dairy cooperative

Module 3: Recruitment and Selection in Agriculture

- Sourcing seasonal and permanent workers
- Interviewing and selection tools
- Digital recruitment strategies
- Labor contractors and outsourcing
- Compliance with labor regulations
- **Case Study:** Recruitment automation in tea plantations

Module 4: Onboarding and Induction Programs

- Importance of effective onboarding
- Induction checklist for field workers
- Orientation strategies in rural settings
- Training for safety and productivity
- Mentorship and buddy systems
- **Case Study:** Onboarding at a large sugarcane estate

Module 5: Performance Management Systems

- Setting KPIs in agriculture
- Performance appraisal tools
- Continuous feedback mechanisms
- Handling underperformance
- Link between performance and compensation
- **Case Study:** Performance tracking in greenhouse farming

Module 6: Learning and Development

- Skills gap analysis
- Developing training modules
- Field-based capacity-building
- Monitoring learning outcomes
- Leveraging agri-tech for training
- **Case Study:** Upskilling through mobile learning in banana farming

Module 7: Compensation and Benefits

- Designing fair wage structures
- Non-monetary incentives
- Managing seasonal bonus schemes
- Payroll system integration
- Compliance with wage laws
- **Case Study:** Reward innovation in poultry agribusiness

Module 8: Employee Engagement and Retention

- Drivers of motivation in agriculture
- Employee satisfaction tools

- Communication channels for engagement
- Career pathing in agribusiness
- Managing turnover
- **Case Study:** Retention strategy in an avocado export firm

Module 9: Labor Laws and Compliance

- Overview of agricultural labor laws
- Health and safety standards
- Rights of migrant and seasonal workers
- Managing child labor risks
- Record-keeping for inspections
- **Case Study:** Legal compliance audit in floriculture sector

Module 10: HR Technology in Agriculture

- HR Information Systems (HRIS)
- Biometric attendance tracking
- Payroll automation
- Digital performance dashboards
- Remote HR management tools
- **Case Study:** HR digital transformation in a maize farming enterprise

Module 11: Diversity, Equity, and Inclusion (DEI)

- Gender and youth inclusion
- Cultural competence training
- Addressing discrimination and bias
- Inclusive leadership models
- Designing equitable HR policies
- **Case Study:** Women empowerment in coffee cooperatives

Module 12: Conflict Resolution and Grievance Handling

- Sources of workplace conflict
- Conflict resolution frameworks
- Mediation and negotiation techniques
- Whistleblower mechanisms
- Documentation and follow-up
- **Case Study:** Resolving labor disputes in livestock farming

Module 13: Succession Planning

- Identifying critical roles
- Preparing future leaders
- Knowledge transfer practices
- Retirement and exit strategies
- Managing family business transitions
- **Case Study:** Succession model in smallholder rice farms

Module 14: Leadership Development in Agriculture

- Traits of effective rural leaders
- Leadership training programs
- Coaching and mentoring in agribusiness
- Leadership styles in farming communities

- Building resilient teams
- **Case Study:** Youth-led leadership in agri-startups

Module 15: Sustainable HR Practices and SDGs

- Green HRM initiatives
- HR's role in climate-smart agriculture
- Promoting ethical labor practices
- Community engagement through HR
- Reporting HR sustainability metrics
- **Case Study:** Eco-HR practices in organic farming enterprises

Training Methodology

- Interactive lectures using multimedia tools
- Group discussions and peer learning
- Case study analysis and scenario-based learning
- Role-playing exercises for conflict and interview simulations
- Hands-on HR toolkits and templates
- Practical assignments to design HR strategies

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call *+254769199797*

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price

23 Nov 2026	04 Dec 2026	Online	$2,000
23 Nov 2026	04 Dec 2026	Physical	$3,000
23 Nov 2026	04 Dec 2026	Physical	$6,000
23 Nov 2026	04 Dec 2026	Physical	$6,000
23 Nov 2026	04 Dec 2026	Physical	$12,000
23 Nov 2026	04 Dec 2026	Physical	$9,000
23 Nov 2026	04 Dec 2026	Physical	$12,000
23 Nov 2026	04 Dec 2026	Physical	$12,000

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