# Training Course on Strategic Agribusiness Management and Global Competitiveness

Professional Development Training Course Outline

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

## Course Introduction

In an increasingly globalized and competitive environment, Strategic Agribusiness Management has become vital for sustainable development, food security, and economic growth. Training Course on Strategic Agribusiness Management and Global Competitiveness equips agribusiness professionals, policy makers, and investors with actionable insights and cutting-edge tools to drive agricultural innovation, market integration, value chain efficiency, and global competitiveness. Participants will explore dynamic business strategies, financial models, agritech applications, risk management frameworks, and international trade trends that influence modern agribusiness.

This course offers a results-driven learning experience using interactive lectures, real-world case studies, and collaborative sessions. It aims to foster strategic thinking, entrepreneurial innovation, and policy alignment with global benchmarks. Through expert-led modules, trainees will gain a strong foundation in agribusiness strategy, supply chain optimization, sustainability, and digital transformation—key levers to achieving success in the international agrifood landscape.

## Programme Curriculum

**Training Course on Strategic Agribusiness Management and Global Competitiveness**

**Introduction**

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**Course Objectives**

1. Understand the fundamentals of agribusiness strategy and value chain development.
2. Apply data-driven tools for agribusiness planning and financial forecasting.
3. Explore global markets for agrifood exports and international trade policies.
4. Identify growth opportunities through agripreneurship and innovation ecosystems.
5. Integrate climate-smart agriculture practices for sustainability.
6. Implement effective agriculture risk management strategies.
7. Utilize agritech solutions for operational efficiency and market competitiveness.
8. Develop leadership skills for agribusiness transformation.
9. Strengthen agribusiness supply chain resilience and logistics.
10. Analyze real-world agribusiness case studies and best practices.
11. Build strategic alliances through agribusiness public-private partnerships (PPPs).
12. Evaluate regulatory frameworks and global standards in agrifood systems.
13. Design impactful agribusiness models aligned with ESG (Environmental, Social, Governance) goals.

**Target Audience**

1. Agribusiness entrepreneurs and SMEs
2. Agricultural extension officers
3. Government policy makers and planners
4. NGO and development agency personnel
5. Financial and investment institutions in agriculture
6. Agritech startups and innovation hubs
7. Exporters and agri-trade consultants
8. Academic researchers and students in agriculture and economics

**Course Duration:** 10 days

**Course Modules**

**Module 1: Introduction to Strategic Agribusiness Management**

- Core principles and scope of agribusiness
- Overview of global agribusiness trends
- Strategic thinking in agribusiness planning
- Components of competitive agribusiness systems
- SWOT analysis for agribusiness firms
- **Case Study**: Global Dairy Strategy – Lessons from New Zealand

**Module 2: Agribusiness Value Chain Development**

- Mapping the agricultural value chain
- Upstream and downstream integration
- Value addition and product diversification
- Private sector engagement
- Vertical vs. horizontal coordination
- **Case Study**: Tomato Value Chain in Ghana

**Module 3: Agribusiness Finance and Investment**

- Sources of agribusiness financing
- Risk-return analysis in agri-investments
- Financial planning and budgeting
- Impact of interest rates and inflation
- Investment readiness and pitch development
- **Case Study**: Agro-finance Innovation Fund in Kenya

**Module 4: Agricultural Risk Management**

- Types of risks in agribusiness
- Insurance products and hedging tools
- Forecasting and mitigation strategies
- Market volatility and pricing mechanisms
- Policy instruments for risk reduction
- **Case Study**: Crop Insurance Models in India

**Module 5: Agribusiness Marketing and Branding**

- Market segmentation and consumer trends
- Building agri-brands for global markets
- Pricing strategies and market positioning
- Packaging, labeling, and certifications
- Social media and digital marketing in agriculture
- **Case Study**: Fair Trade Coffee Branding in Latin America

**Module 6: Climate-Smart Agribusiness Practices**

- Environmental sustainability in agribusiness
- Carbon footprint reduction strategies
- Resource-efficient technologies
- Agroecological principles and regenerative farming
- Integrating ESG into agribusiness models
- **Case Study**: Climate-Resilient Rice Farming in Vietnam

**Module 7: Agripreneurship and Innovation**

- From farmer to entrepreneur mindset
- Business model canvas for agri-ventures
- Leveraging innovation hubs and incubators
- Product development and prototyping
- Pitching for funding and scaling operations
- **Case Study**: AgriHack Challenge Winners in Africa

**Module 8: Supply Chain Management and Logistics**

- Overview of agricultural supply chains
- Cold chain logistics and storage solutions
- Inventory management and traceability
- Transportation and delivery systems
- Digitizing the supply chain
- **Case Study**: Maize Supply Chain Innovation in Zambia

**Module 9: Agritech and Digital Agriculture**

- Role of ICT in agribusiness
- Mobile apps, sensors, and precision farming

- Blockchain in food traceability
- AI, drones, and remote sensing
- Digital finance and mobile money
- **Case Study**: e-Soko Platform in Rwanda

**Module 10: Export Readiness and Global Market Access**

- Market research for exports
- Export documentation and regulations
- Trade agreements and tariffs
- Export logistics and INCOTERMS
- Navigating global quality standards
- **Case Study**: Avocado Export Success in Mexico

**Module 11: Public-Private Partnerships in Agribusiness**

- Benefits of PPPs in agriculture
- Stakeholder mapping and engagement
- Policy alignment and institutional frameworks
- Financing and risk sharing in PPPs
- Monitoring and evaluation tools
- **Case Study**: Agribusiness PPP in Nigeria's Staple Crop Processing Zones

**Module 12: Strategic Leadership and Change Management**

- Visionary leadership in agribusiness
- Team building and communication
- Leading transformation and innovation
- Conflict resolution and stakeholder alignment
- Succession planning
- **Case Study**: Leadership Turnaround in a Family-Owned Agribusiness

**Module 13: Gender and Youth Inclusion in Agribusiness**

- Empowering women in agribusiness
- Youth employment and agri-jobs
- Inclusive policies and programs
- Capacity building and mentorship
- Financing gender- and youth-led ventures
- **Case Study**: Youth Agribusiness Club in Uganda

**Module 14: Policy and Regulatory Environment**

- National and international agri-policies
- Food safety and biosecurity regulations
- Land use and resource rights
- Taxation and trade compliance
- Licensing and permits
- **Case Study**: Policy Reform in Rwanda's Agriculture Sector

**Module 15: Monitoring, Evaluation, and Impact Assessment**

- Results-based monitoring systems
- Setting KPIs and performance metrics
- Data collection and analysis
- Theory of change and logframes

- Reporting and adaptive learning
- **Case Study**: Impact Assessment of Agribusiness Grant Program in Ethiopia

**Training Methodology**

- Expert-led interactive presentations
- Group discussions and peer learning
- Real-world case study analysis
- Hands-on planning and simulation exercises
- Post-training mentorship and project support

**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 |

| Start Date | End Date | Location | Price |
|---|---|---|---|
| **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 |

Ready to enroll or request a customized program? Book online or contact us:

**Register Online Now**

Email: info@fineskilltrainingcenter.com | Website: www.fineskilltrainingcenter.com