



SAMPLE COURSE OUTLINE

**AGRIBUSINESS
ATAR YEAR 11**

Acknowledgement of Country

Kaya. The School Curriculum and Standards Authority (the Authority) acknowledges that our offices are on Whadjuk Noongar boodjar and that we deliver our services on the country of many traditional custodians and language groups throughout Western Australia. The Authority acknowledges the traditional custodians throughout Western Australia and their continuing connection to land, waters and community. We offer our respect to Elders past and present.

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Sample course outline
 Agribusiness – ATAR Year 11
 Semester 1 – Unit 1

Week	Key teaching points
1–2	<p>Agribusiness knowledge and understanding: Introduction to agribusiness</p> <p>The definition of agribusiness and its role in the Australian economy</p> <ul style="list-style-type: none"> • describe the difference between an agribusiness and general businesses <ul style="list-style-type: none"> ▪ recognise agribusiness as the sector involved in the production, processing and distribution of agricultural goods and services, and that it includes all related activities ▪ describe the unique characteristics of agribusiness production, including seasonality, uncertainty of supply due to weather variability, and the biological nature of production (production cycle) • identify the different types of agribusinesses, including a primary producer, a supermarket chain, a grain exporting company, a multinational food or fibre processor <p>Agribusiness skills</p> <ul style="list-style-type: none"> • select and use appropriate business terminology • use focus questions to conduct agribusiness research into challenges in local and global agribusiness industries • use agribusiness information and data to <ul style="list-style-type: none"> ▪ identify trends and relationships in the local and global agribusiness industries ▪ analyse issues and events related to the structure, management and operation of an agribusiness ▪ evaluate the impacts of both internal and external factors on an agribusiness
3–4	<p>Agribusiness knowledge and understanding: Introduction to agribusiness</p> <p>The definition of agribusiness and its role in the Australian economy</p> <ul style="list-style-type: none"> • outline the contribution of the agriculture business sector to the Australian economy, including contributions to employment, foreign income, and output • identify the diversity of career pathways and employment opportunities in the agribusiness sector <p>Agribusiness skills</p> <ul style="list-style-type: none"> • select and use appropriate business terminology • use focus questions to conduct agribusiness research into challenges in local and global agribusiness industries • use agribusiness information and data to <ul style="list-style-type: none"> ▪ identify trends and relationships in the local and global agribusiness industries ▪ analyse issues and events related to the structure, management and operation of an agribusiness ▪ evaluate the impacts of both internal and external factors on an agribusiness

Week	Key teaching points
5–6	<p>Agribusiness knowledge and understanding: The definition of agribusiness and its role in the Australian economy</p> <p>The agribusiness value chain</p> <ul style="list-style-type: none"> • identify the key food and fibre industries in Australia involved in domestic and export markets, including the grains, wool, meat and timber industries • identify the key inputs and outputs in a variety of the food and fibre industries • explain how an agribusiness uses the factors of production (i.e. land, labour, capital, enterprise) • define a supply chain and identify the key components of a supply chain for a variety of agricultural commodities in Australia <p>Agribusiness skills</p> <ul style="list-style-type: none"> • select and use appropriate business terminology • use agribusiness information and data to <ul style="list-style-type: none"> ▪ identify trends and relationships in the local and global agribusiness industries ▪ evaluate the impacts of both internal and external factors on an agribusiness <p>Task 1: Agribusiness research project (Issue Week 5)</p>
7	<p>Agribusiness knowledge and understanding: The definition of agribusiness and its role in the Australian economy</p> <p>The agribusiness value chain</p> <ul style="list-style-type: none"> • define the value chain and identify the key components of a value chain for a variety of agricultural commodities in Australia • explain the factors that influence the location of an agribusiness, including the production environment and proximity to infrastructure (e.g. climate, soil types, transport, storage, markets, access to human and non-human resources) <p>Agribusiness skills</p> <ul style="list-style-type: none"> • select and use appropriate business terminology • use focus questions to conduct agribusiness research into challenges in local and global agribusiness industries • use agribusiness information and data to <ul style="list-style-type: none"> ▪ identify trends and relationships in the local and global agribusiness industries ▪ analyse issues and events related to the structure, management, and operation of an agribusiness ▪ evaluate the impacts of both internal and external factors on an agribusiness ▪ make predictions on agribusiness structure and management ▪ link business concepts to local and global agribusiness contexts ▪ justify a conclusion • apply problem-solving, critical thinking and decision-making strategies to predict a business outcome • select and use a clear structure when communicating agribusiness understandings, including <ul style="list-style-type: none"> ▪ referencing a diagram, graphic organiser, or data to support a written response ▪ recommending actions and policies related to the agribusiness sector ▪ using language and mode of delivery appropriate for the audience and purpose

Week	Key teaching points
8–9	<p>Agribusiness knowledge and understanding</p> <p>Challenges facing the local and global agribusiness industry</p> <ul style="list-style-type: none"> • describe the local and global challenges facing agribusinesses, including climate change, commodity price volatility, technological change, changing consumer preferences and taste, shortage of skilled labour and increasing demand due to a growing population • discuss how a global challenge applies in a local agribusiness context <p>Agribusiness skills</p> <ul style="list-style-type: none"> • use agribusiness information and data to <ul style="list-style-type: none"> ▪ identify trends and relationships in the local and global agribusiness industries • apply problem-solving, critical thinking and decision-making strategies to predict a business outcome • select and use a clear structure when communicating agribusiness understandings, including <ul style="list-style-type: none"> ▪ referencing a diagram, graphic organiser or data to support a written response ▪ recommending actions and policies related to the agribusiness sector ▪ using language and mode of delivery appropriate for the audience and purpose <p>Task 1: Agribusiness research project (Submit Week 8)</p>
10–11	<p>Agribusiness knowledge and understanding: types of business organisations</p> <ul style="list-style-type: none"> • discuss the advantages and disadvantages of the main types of agribusiness ownership structures on the basis of number of owners, liability of owners, ability to raise capital or borrow funds, distribution of profits, transfer of ownership, separate accounting or legal entity, and continuity of existence <p>Agribusiness skills</p> <ul style="list-style-type: none"> • select and use appropriate business terminology • use agribusiness information and data to <ul style="list-style-type: none"> ▪ identify trends and relationships in the local and global agribusiness industries ▪ analyse issues and events related to the structure, management and operation of an agribusiness ▪ evaluate the impacts of both internal and external factors on an agribusiness <p>Task 2: Agribusiness case study (Week 10)</p>
12	<p>Agribusiness knowledge and understanding: strategic planning and management process</p> <ul style="list-style-type: none"> • describe the functions of an agribusiness manager, including planning, organising, leading, directing and controlling practice <p>Agribusiness skills</p> <ul style="list-style-type: none"> • select and use appropriate business terminology

Week	Key teaching points
13	<p>Agribusiness knowledge and understanding: strategic planning and management process</p> <ul style="list-style-type: none"> • discuss the purpose of key elements of the strategic planning process within an agribusiness, including <ul style="list-style-type: none"> ▪ a vision and mission statement ▪ business objectives, strategies and tactics ▪ monitoring and evaluation of business activities <p>Agribusiness skills</p> <ul style="list-style-type: none"> • select and use appropriate terminology • use agribusiness information and data to <ul style="list-style-type: none"> ▪ analyse issues and events related to the structure, management and operation of an agribusiness ▪ evaluate the impacts of both internal and external factors on an agribusiness ▪ make predictions on agribusiness structure and management ▪ justify a conclusion
14	<p>Agribusiness knowledge and understanding: strategic planning and management process</p> <ul style="list-style-type: none"> • define SMART (specific, measurable, attainable, realistic, time-based) operational objectives and explain how they are used in agribusiness planning • conduct a SWOT (strengths, weaknesses, opportunities, threats) analysis for an agribusiness and recommend actions/policies <p>Agribusiness skills</p> <ul style="list-style-type: none"> • select and use a clear structure when communicating agribusiness understandings, including <ul style="list-style-type: none"> ▪ using a relevant and accurate framework in strategic planning and management, e.g. SWOT (strengths, weaknesses, opportunities, threats) analysis, and SMART (specific, measurable, attainable, realistic, timely) operational objectives <p>Task 3: Test</p>
15	Unit 1 revision
16	Task 4: Semester 1 examination

Semester 2 – Unit 2

Week	Key teaching points
1–2	<p>Agribusiness knowledge and understanding: the economics of agribusiness</p> <p>Australia as a producer of food and fibre for global markets</p> <ul style="list-style-type: none"> • describe the importance of international trade to the Australian economy • identify major export markets for Australian agricultural commodities • identify major imports related to the production of Australian agricultural commodities <p>Agribusiness policy</p> <ul style="list-style-type: none"> • describe features and the role of free trade agreements (FTAs) including <ul style="list-style-type: none"> ▪ difference between bilateral and multilateral agreements ▪ ASEAN-Australia-New Zealand Free Trade Agreement (AANZFTA) ▪ Australia New Zealand Closer Economic Relations Trade Agreement (ANZCERTA) ▪ benefits and challenges to Australian owned businesses as a result of FTAs <p>Agribusiness skills</p> <ul style="list-style-type: none"> • select and use appropriate business terminology • use agribusiness information and data to <ul style="list-style-type: none"> ▪ identify trends and relationships in markets
3–4	<p>Agribusiness knowledge and understanding: the economics of agribusiness</p> <p>Agribusiness markets</p> <ul style="list-style-type: none"> • explain how scarcity and choice in society influence resource allocation • explain the law of demand • describe how the following factors affect demand for an agribusiness product <ul style="list-style-type: none"> ▪ disposable income of consumers ▪ population ▪ consumer preferences ▪ prices of substitutes and complements ▪ expected future prices ▪ government policies • explain the law of supply • describe how the following factors affect supply of an agribusiness product <ul style="list-style-type: none"> ▪ cost, availability and quality of inputs ▪ expected future prices ▪ number of suppliers ▪ technology ▪ seasonal variations ▪ government policies • define the concept of market equilibrium • explain how price is influenced by supply and demand in a competitive market <p>Agribusiness skills</p> <ul style="list-style-type: none"> • select and use appropriate business terminology • use economic principles to analyse issues related to an agricultural market, including <ul style="list-style-type: none"> ▪ demand and supply graphs to analyse market traded quantities and price determination • use agribusiness information and data to <ul style="list-style-type: none"> ▪ identify trends and relationships in markets ▪ predict market behaviour ▪ justify a conclusion • select and use a clear structure when communicating agribusiness understandings, including <ul style="list-style-type: none"> ▪ referencing a diagram, model or data to support a written response

Week	Key teaching points
5–6	<p>Agribusiness knowledge and understanding: sustainability in agribusiness</p> <p>Risk management</p> <ul style="list-style-type: none"> • define types of risk often encountered by businesses, including production risk, price risk, income risk, human resource related risk, and legal risk • describe risks specific to agribusiness, such as weather variability, seasonality, natural resource degradation and labour • explain how agribusinesses assess and manage risk, including avoidance, control, risk retention and transfer <p>Agribusiness skills</p> <ul style="list-style-type: none"> • select and use appropriate business terminology • use agribusiness information and data to <ul style="list-style-type: none"> ▪ analyse issues and events related to risk management • develop innovative and sustainable management responses to business opportunities and formulates strategies to overcome potential obstacles and mitigate risks • select and use a clear structure when communicating agribusiness understandings, including <ul style="list-style-type: none"> ▪ recommending actions and policies related to the agribusiness sector ▪ using language and mode of delivery appropriate for the audience and purpose <p>Task 5: Test (Week 6)</p>
7–8	<p>Agribusiness knowledge and understanding: agribusiness innovation and entrepreneurship</p> <p>Innovation</p> <ul style="list-style-type: none"> • explain the concept of innovation • explain the key drivers of innovation in agribusiness, including increasing levels of technology (quality of inputs) and competition in the market • explain how an agribusiness can be improved through innovation, including <ul style="list-style-type: none"> ▪ invention – creation of new product, services, or process ▪ extension – expansion of product, service or process that already exists ▪ duplication – creative replication of an existing concept ▪ synthesis – combination of existing concepts and factors into a new formulation or use <p>Agribusiness skills</p> <ul style="list-style-type: none"> • select and use appropriate business terminology • use agribusiness information and data to <ul style="list-style-type: none"> ▪ evaluate the impacts of innovation and entrepreneurship on an agribusiness

Week	Key teaching points
9–10	<p>Agribusiness knowledge and understanding: agribusiness innovation and entrepreneurship</p> <p>Innovation</p> <ul style="list-style-type: none"> • explain the benefits of innovation for business growth and sustainability, including financial gain, expansion of global market presence, increased market share • outline the key factors that impact on the success of innovation, including timing, cost and marketing strategy • identify and describe innovations in the food and fibre value chain and explain how they create value <p>Agribusiness skills</p> <ul style="list-style-type: none"> • select and use appropriate business terminology • use agribusiness information and data to <ul style="list-style-type: none"> ▪ evaluate the impacts of innovation and entrepreneurship on an agribusiness ▪ link business concepts to local and global agribusiness contexts ▪ justify a conclusion <p>Task 6: Agribusiness case study (Week 10)</p>
11–14	<p>Agribusiness knowledge and understanding: agribusiness innovation and entrepreneurship</p> <p>Entrepreneurship</p> <ul style="list-style-type: none"> • define the concept of entrepreneurship as the process of creating incremental gains through innovation • discuss characteristics of entrepreneurs, such as determination, perseverance, problem-solving ability, calculated risk taking, visionary, creativity and innovativeness • explain the process of entrepreneurship, from ideation, market validation and value proposition to attract investors <p>Agribusiness skills</p> <ul style="list-style-type: none"> • select and use appropriate business terminology • use agribusiness information and data to <ul style="list-style-type: none"> ▪ evaluate the impacts of innovation and entrepreneurship on an agribusiness • apply problem-solving, critical thinking and decision-making strategies to predict a market outcome • develop innovative and sustainable management responses to business opportunities and formulate strategies to overcome potential obstacles and mitigate risks • select and use a clear structure when communicating agribusiness understandings, including <ul style="list-style-type: none"> ▪ using language and mode of delivery appropriate for the audience and purpose <p>Task 7: Agribusiness research project (Issue Week 11)</p> <p>Task 7: Agribusiness research project (Submit Week 14)</p>
15	Unit 2 revision
16	Task 8: Semester 2 examination

Acknowledgements

Sample course outline

Week 1–2 Obst, W. J., Graham, R. & Christie, G. (2007). *Financial Management for Agribusiness*. Scientific Publishers, p. 1.