



TSB | TSHWANE
SCHOOL FOR
BUSINESS & SOCIETY
TSHWANE UNIVERSITY OF TECHNOLOGY
EXECUTIVE EDUCATION

Agri-Business Management Programme



Tshwane University
of Technology
We empower people

20
YEARS
2004-2024



The ever-changing retail trends and competitive marketplaces have meant the need for continuous transformation of the Agri-business sector in the pursuit of sustainable market growth especially in the retail sector. At the heart of most of our Agri-retail outlets in South Africa are managers, many whom have progressed through the value chain based on their very valuable but sometimes outdated functional and administrative experience in an agricultural environment.

Even though the core business model remains grounded in product distribution and effective service delivery, recent changes in the Agri-business industry, such as digitisation, changing customer expectations and different leadership styles require Agri-businesses managers to adapt their practices ,approach and strategies to better meet their farmer-customers' needs. Integrated with this is an advance towards implementing a multi-channel sales strategy with a full online interface as standard practice, allowing meetings, calls, on-line sales, service scheduling and other capabilities through an integrated customer centric online service platform.

Overview:

Managing an Agri-retail outlet and leading it towards innovation and sustainable growth, requires a shift in the management mind-set and practice. This is where the Agri-business Management Programme (AMP) comes in. It is a hands-on 4-month management development programme designed to equip middle to senior managers in the Agri-Retail sector with relevant knowledge and skills to become effective managers and leaders who demonstrate resilience in the new and dynamic agri-business environment.



Course Information:

Length: 4 months

Programme delivery: 90 hours contact time - 8 hours per week with breaks

Price: To be agreed with each client based on amount of participants and overhead costs to cover by TSB



Description



The AMP consists of a total of 5 modules that explore all the strategic focus areas of successfully managing an Agri-Business. Concepts taught and applied in the modules are finally consolidated and integrated in the Integrated Capstone Projects completed and presented by delegate groups at the end of the programme. The topics for these projects are based on specific and real problem areas identified by the client before the start of the programme.

The modules covered in the programme are:

1. Strategic Marketing and Communication,
2. Financial Management and Corporate Governance,
3. Operations and Supply Chain Management,
4. Leadership and People Management,
5. Strategy and Business Model Development

During the programme, managers/delegates receive training to become more pro-active in their analysis, planning, and management of an agri-business. This programme is designed to assist managers to not only embrace change but to manage and guide it to achieve sustainable growth for their businesses.

Classes are delivered online twice a week, usually Thursday and Saturday mornings, to minimise disruption to the students' everyday work. These contact times are complimented by assignments to ensure that concepts taught and discussed can be carried into application.

The programme is developed by accomplished faculty members / industry experts that have specialised knowledge combined with experience and an understanding of the challenges of the Agri-business Industry. We also understand that each organisation is unique; therefore, work to align the programme to better speak to the leadership culture of your organisation making it a better fit for your unique circumstances.



Get in Touch

Reach out to us to find out more about the centre or to get involved in what we do.

www.tsb.ac.za

+27 (0) 12 382 3008

businessschool@tut.ac.za