



CONTINUING EDUCATION
UNIVERSITY OF PRETORIA

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Course Brochure

Agricultural Leadership Development Programme (ALDP): 2012

Presented by the Department of Agricultural Economics, Extension and Rural Development (in collaboration with AgriSETA)

BRIEF DESCRIPTION

The Agricultural Leadership Development Programme came into fruition after organised agriculture in South Africa identified the need for such a programme.

This programme aims to provide and develop management skills as well as analytical and creative decision-making competencies for managers and individuals who function at a strategic management level. The programme focuses on strategic thinking and leadership within the changing and competitive agricultural and business environment. Delegates will acquire the competencies needed to deal with contemporary South African challenges.

The delegates can be identified, selected and nominated for the program by their employers or they can enrol individually.

COURSE CONTENT

The following themes will be presented:

- Strategic Management
- Leadership & Change Management
- Corporate Governance
- Financial Management
- Agri-Marketing
- Supply Chain Management
- Project Management
- Risk Management
- Negotiation Skills
- Personal Development
- Team building
- Labour Relations and Human Resources
- Presentation and Communication Skills

PURPOSE OF THE PROGRAMME

The purpose of the programme is to:

- Develop leadership skills in and for organised agriculture and agribusiness.
- Develop the participant's ability to optimise diversity and group dynamics.
- Provide guidance for the development of common understandings of the unique challenges and dynamics of SA agriculture.
- Facilitate the crafting of a common vision with which opportunities can be pursued and challenges overcome.
- Focus on both local and international agricultural issues.

DELIVERABLES

Upon completion of the programme the participant will be able to:

- Understand and analyse agricultural issues and their implications;
- Contribute to the establishment of a stronger agricultural sector in South Africa;
- Develop and manage change and transformation programmes; and
- Provide leadership in dealing with diversity and group dynamics at a strategic level.

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PRESENTERS

Prof Andre Louw from the Agribusiness Unit of the Department of Agricultural Economics, Extension and Rural Development, University of Pretoria as the project leader and other specialists in their respective fields.

ADMISSION REQUIREMENTS

Prospective attendees should currently be in an elected leadership position at a medium to senior level in agribusiness, secondary agriculture or organised agriculture. They should have minimum of Grade 12 or equivalent.

DURATION AND DATES

The programme follows a modular delivery model and attendance of these sessions is compulsory. The programme is spread over 4 – 6 months with five modules. Each module is a week in duration.

Module 1: 30 January - 03 February 2012

Module 2: 05-09 March 2012

Module 3: 16-20 April 2012

Module 4: 07-11 May 2012

Module 5: 04-08 June 2012

ASSESSMENT AND ACCREDITATION

To comply with the NQF requirements, continuous assessment in various forms will take place during the course of the programme. All subjects have to be attended and passed to obtain a University of Pretoria certificate.

COURSE FEE (CE at UP IS EXEMPT FROM VAT)

The course fees are available on request.

MORE DETAILED COURSE CONTENT

Strategic management and scenario planning in agriculture

- Understanding the strategic management process
- Environmental analysis of the international and local business environment
- Economic and political realities and outlooks
- Global trends - implication and future
- Competitor analysis
- Vision, mission and values in strategy formulation
- Setting strategic direction
- Scenario planning for the future
- Strategy development and options
- Strategy implementation and pitfalls
- Corporate governance

Financial management in agriculture

- Role and duty of the financial manager
- Understanding the core concepts required
- Financial statements
- Cash flow budgeting and management
- Investment and financial decisions
- Financial control and discipline
- Financial ratio analysis
- Role of financial institutions
- Financial position of the commercial farmer

Marketing and supply chain management in agribusiness

- Marketing environment of agriculture and present marketing issues
- Concepts in strategic marketing management
- Marketing and pricing strategies
- Marketing issues in international trade
- Supply chain analysis
- Role and analysis of stakeholders
- International business, markets, contracts, threats, opportunities, etc.

Project management in agriculture

- Project management in agriculture
- Definition and principles of project management
- Project planning, the role of management, time management and conflict management
- Project management in strategic implementation

Business planning in agriculture

- Purpose and outline of the business plan
- Integration of the different areas / modules
- Business audit
- Production, marketing and financial planning
- Implementation of the business plan
- Compiling a business plan

Personal development

- Knowing yourself
- Team building
- Leadership and transformation
- Change management
- Negotiation skills
- Presentation and Communication Skills

REGISTRATION AND ENQUIRIES

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ENQUIRIES REGARDING COURSE CONTENT

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Course Leader

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