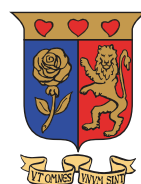




# **MASTER IN AGRIBUSINESS MANAGEMENT**



**Strathmore University**  

---

**Business School**

# Table of Contents

From the Dean	3
From the Program Director	3
Introduction	4
Program Benefits and Outcomes	4
Program Matrix	5
Mode of Delivery	6
For Who	6
Entry Requirements	6
How to Apply	6
From the Academic Director	7



## From the Dean

Dr. George Njenga  
Dean  
Business School



The world of agribusiness is shifting and its growth is increasingly demanding as the world's population continues to grow. There is need to develop and grow new technologies, skills and knowledge to enable farms to increase productivity and deliver food and agribusiness products around the globe. There is need to empower consumers with more options, information and purchasing channels than ever before.

The Kenya Vision 2030 identifies agriculture as a key sector and avenue to deliver 10 percent annual growth rates. Under the Vision, smallholder agriculture will be transformed from subsistence activities, marked by low productivity and low value addition, to 'an innovative, commercially-oriented, internationally competitive and modern agricultural sector'. One of the key drivers for this transformation is agribusiness. Defined as 'a sector that comprises all businesses involved in agricultural production, including farming and contract farming, seed supply, agrichemicals, farm machinery, wholesale and distribution, processing, marketing and retail sales', the potential for agribusiness in Kenya is enormous.

The Master in Agribusiness Management program (MAM) will equip the students with all the skills that an MBA student has and in addition impart a broad understanding of agribusiness. The MAM graduates will not only be more marketable in senior agribusiness positions but will also gain the necessary skills to transform the agribusiness sector in Africa and beyond.

## From the Program Director

Joseph Munyao  
Program Director  
Masters in Agribusiness  
Management



The launch of the Masters in Agribusiness Management at Strathmore Business School is a very important initiative. For us in Kenya and Africa in general, where agribusiness represents a major part of our economy, there is an increasing need for experts and professionals who are ready with skills and knowledge for the future of the agribusiness industry. This is also a great opportunity for students from around the world to be educated in this field at Strathmore business School.

The Masters in Agribusiness Management at Strathmore Business School is one such platform where students from diverse backgrounds will be groomed both academically and virtually to render services to the ever growing food & agribusiness sector in Africa and beyond.

The goal of the this program is to produce graduates who have sound ethical judgment, rigorous analysis, management competencies and ability to define and solve problems facing the agricultural and food sector in Africa. The program will enable them play a crucial role in securing the peoples livelihoods through agribusiness.



## Introduction

The Kenya Vision 2030 identifies agriculture as a key sector through which to deliver 10 percent annual growth rates. Under the Vision, smallholder agriculture will be transformed from subsistence activities, marked by low productivity and low value addition, to 'an innovative, commercially-oriented, internationally competitive and modern agricultural sector'. One of the key drivers for this transformation is agribusiness. Defined as 'a sector that comprises all businesses involved in agricultural production, including farming and contract farming, seed supply, agrichemicals, farm machinery, wholesale and distribution, processing, marketing and retail sales', the potential for agribusiness in Kenya is enormous.

The increased strategic focus on Agricultural Development as a means of poverty reduction and economic development in Africa is being hindered by the critical gap that exists in Agribusiness education in Africa. Despite there being over 774 Agricultural technical education and training programs currently offered by universities and educational institutions in Africa, there are almost no institutions offering business management and leadership training for the Agribusiness sector.

Findings from a needs assessment conducted with a number of development organizations revealed that managers working in the Agribusiness sector possess technical competencies and qualifications in Agriculture but lack the business, management and leadership skills and tools to support the quality of project strategy, execution and management that enables innovation and far-reaching impact in activities across the agribusiness value chain in Africa. Filling of this gap will ensure that public and private agricultural

development investment translates into improved incomes and job creation for Africa's poor. This gap can be effectively and efficiently filled by African business schools, which are well placed to support in the evolving Agribusiness sector.

To this end, there is a clear indication of the gaps that SBS can address through the Masters in Agribusiness Management which has been designed to address continent wide practices and needs.

The SBS Masters in Agribusiness Management program aims to produce graduates who will be able to help the global food and agribusiness sectors reinvent themselves. Students will gain the tools to develop innovative solutions to the challenges faced by food and agricultural enterprises, to manage all aspects of agribusiness operation, and to market food products effectively.

The curriculum has been designed in collaboration with the African Network for Agriculture, Agroforestry and Natural Resources Education (ANAFE) and the input of key business leaders in the agribusiness sector to address Africa-wide practices and needs in agriculture education.

Graduates of the SBS Master in Agribusiness Management (MAM) will therefore, have both the academic and practical grounding needed to move throughout the agribusiness related industries and sectors at different junctures of their career, and more importantly, have a long skill to respond to the fundamental changes that characterize African Agricultural sector.

## Program Matrix

Expected Learning Outcome	Course Units
Demonstrate knowledge and skills in the range of modules offered under the Agribusiness Management Program	<ul style="list-style-type: none"> <li>• All the course units</li> </ul>
Apply prevailing legal frameworks in agribusiness and critically assess existing policy and potential new policy.	<ul style="list-style-type: none"> <li>• MAM 8102: Agribusiness Policy</li> <li>• MAM 8101: Emerging issues in agribusiness</li> <li>• MAM 8103: Farming Systems</li> <li>• MAM 8110: The Agro-industry Value Chain and Post-harvest Management</li> </ul>
Assess agribusiness systems and structures in terms of their processes and functionalities.	<ul style="list-style-type: none"> <li>• MAM 8106: Cooperative Development and Management for Agribusiness</li> <li>• MAM 8301: Advanced Technologies Applications in Agribusiness</li> <li>• MAM 8107: Economics of agribusiness</li> <li>• MAM 8109: Agriculture Marketing: International and Domestic Market</li> </ul>
Develop analytical skills to evaluate core principles of management in the agribusiness setting.	<ul style="list-style-type: none"> <li>• MAM 8201: Decision Analysis and risk management in Agribusiness</li> <li>• MAM 8303: Financial and Managerial Accounting in agribusiness</li> <li>• MAM 8401: Financial Management for Agribusiness</li> </ul>
Develop advanced management skills appropriate to agribusiness systems.	<ul style="list-style-type: none"> <li>• MAM 8105: Project Planning and Management in Agribusiness</li> <li>• MAM 8302: Strategic Human Resource Management for Agribusiness</li> <li>• MAM 8304: Strategic Management in Agribusiness</li> </ul>
Design an ethics framework for assessing the ethical situation inherent in any set of circumstances in agribusiness management	<ul style="list-style-type: none"> <li>• MAM 8202: Leadership, Governance and Ethics in Agribusiness</li> </ul>
Describe research protocols and other studies that will provide insight into best practices and the measurement of outcomes of managerial strategies.	<ul style="list-style-type: none"> <li>• MAM 8104: Quantitative Analysis for Agribusiness I</li> <li>• MAM 8108: Research Methods in Agribusiness-</li> <li>• MAM 8002: Quantitative methods II</li> <li>• MAM 8902: Dissertation</li> <li>• MAM 8903: International Modules in Agribusiness</li> </ul>
Develop the ability to progress to higher level of learning e.g. PhD	<ul style="list-style-type: none"> <li>• MAM 8108: Research Methods in Agribusiness</li> <li>• MAM 8002: Quantitative methods II</li> <li>• MAM 8902: Dissertation</li> </ul>



## Program Benefits and Outcomes

At the end of the program, the students should be able to:

1. Demonstrate knowledge and skills in the range of modules offered under the Agribusiness Management Program;
2. Apply prevailing legal frameworks in agribusiness and critically assess existing policy and potential new policy.
3. Assess agribusiness systems and structures in terms of their processes and functionalities.
4. Develop high level analytical skills to evaluate core principles of management in the agribusiness setting.
5. Develop advanced management skills appropriate to agribusiness systems.
6. Design an ethics framework for assessing the ethical situation inherent in any set of circumstances in agribusiness management.
7. Describe research protocols and other studies that will provide insight into best practices and the measurement of outcomes of managerial strategies.
8. Develop the ability to progress to higher level of learning e.g. PhD

## Mode of Delivery

The Program will run for 5 Modules over a 30-month period. The total course loading will be eighteen (18) course units plus a dissertation equivalent to four (4) course units. The teaching methodology will comprise case methodology, experiential learning, teamwork and site visits.

## For Who

Practitioners and non practitioners in both public and private sectors who are keen on acquiring skills and

knowledge to contribute to and transform the agribusiness and even non Agribusiness sectors in Africa and beyond.

## Entry Requirements

- (a) Holders of First Class or Upper Second Class Honours degrees from recognized universities; or
- (b) Holders of other related qualifications from recognized universities, considered by the Academic Council as equivalent to a First Class or Upper Second Class degree; or
- (c) Holders of Lower Second Class degrees plus Post graduate Diplomas or Certificates.
- (d) Any other criteria that may be approved by the Academic Council.

All applicants will also be required to attend and pass an oral interview and a Graduate Entrance Examination (GEE). A valid Graduate Management Admission Test (GMAT) score may be used instead of the GEE.

## How to Apply

Application forms are available at the SBS office or can be downloaded from our website. Send the completed form with your CV, two reference letters (one academic and one personal/employer), copies of your degree certificates and transcripts and 2 passport size photographs to [agribusiness@strathmore.edu](mailto:agribusiness@strathmore.edu)

You may also drop your fully completed application form at our offices at Strathmore Business School.



## Message from the Academic Director

Dr. Simon Ndiritu  
Academic Director  
Masters in Agribusiness  
Management



The demand for skills and knowledge in Agribusiness has begun to increase in Africa and also in the globe not only for production, technology, infrastructure and distribution, but also of human perception and management.

In addition, there is a growing need for the economics and management of the food sector and the environment. For investors in small scale production, cooperatives, family based agribusiness and even large scale production to be successful or thrive, equipping of knowledge in agribusiness management is key.

Filling of this gap will ensure that public and private agricultural development investment translates into improved incomes and job creation for Africa's poor and even beyond. This gap can be effectively and efficiently filled by African business schools, which are well placed to support in the evolving Agribusiness sector.

For agribusiness to be successful in Africa there is more emphasis on niche marketing, looking at the consumer and market questions rather than focusing on production. This also means that producers are doing vastly different things and a program focuses more on business management techniques and understanding consumer preferences is urgently demanded by the market trends. Therefore, the launch of Strathmore Business School Masters in Agribusiness Management is an excellent initiative towards producing professionals and executives with not only African but also a global vision of agribusiness.

## Other Faculty



Dr. George Njenga  
Ethics & Leadership  
Strathmore Business School

He has a PhD (Honors) in Political Philosophy from the University of Navarra, Spain and a Masters in Governance and Culture of Institutions from the same University. He also holds a Masters in Business Administration and is a certified Public Accountant of Kenya.



Dr. David Wang'ombe  
Strathmore Business School

Dr. David Wang'ombe has been the Dean, School of Management and Commerce at Strathmore University. He has lectured accounting and finance courses both at University and tertiary level for over 10 years.

He is a BA (Hons) and MBA graduate of the University of Nairobi and a PhD holder from Strathmore University. He is also a Certified Public Accountant of Kenya (CPA K). Previously he lectured at Kenya College of Accountancy and Africa Nazarene University.



Prof. Robert Mudida  
Economics & Finance  
Strathmore Business School

He holds a doctorate from the University of Nairobi and an MSc in Financial Economics from the University of London, School of Oriental and African Studies and an MA in international studies from the University of Nairobi.



Prof. David Sperling  
Strathmore Business School

He is a graduate of Yale and Harvard, and the School of Oriental and African Studies, University of London. He has served on various boards in Kenya and East Africa and is a founding member of the Private Sector Corporate Governance Trust and the East African Association of Grant makers, a member of the Regional (EA) Board of the Aga Khan Foundation, and a founding Executive Committee member of the Upper Hill District Association.



Dr. Monica Kerretts  
Strathmore Business School

Strathmore Business School as Senior Faculty while also undertaking several projects. She currently teaches in the MBA and MPP programs- Managing Change & Strategy and Institutions and Public Policy programs. Dr. Kerretts earned her PhD in Australia (UNSW) with a focus on Institutional Governance Management. She earned her MSC in the UK (Salford University, Manchester) and her undergraduate studies in Communications (Major and Business Minor) with Cum Laude Honors from Daystar University –Athi-River Campus.



# Strathmore

UNIVERSITY

Phone: +254 (0) 703 034 414

Email: [talktous@strathmore.edu](mailto:talktous@strathmore.edu)

[www.sbs.ac.ke](http://www.sbs.ac.ke)

Twitter: @SBSKenya

Facebook/LinkedIn: Strathmore Business School