

2016

SPESIFIKASI PROGRAM STUDI

**PROGRAM SARJANA:
PROGRAM STUDI
AGRIBISNIS**

FAKULTAS PERTANIAN

UNIVERSITAS BRAWIJAYA

**JL VETERAN, MALANG 65145, INDONESIA
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PROGRAM SPECIFICATION OF AGRIBUSSINESS OF STUDY PROGRAM

Awarding Institution	: Universitas Brawijaya
Details of the Accreditation	: “A” degree, by National Accreditation Body for Higher Education (BAN-PT) No. 2189/SK/BAN-PT/Akred/S/VII/2017, ISO 9001:2008 “Quality Management System”
Name of the Final Award	: 4 years Bachelor in Agriculture
Programme Title	: Agribusiness
Expected Learning Outcomes	: ELO of ASP consists of four aspects including Attitude, General Skills, Knowledge, and Specific Skills. This ELO was legally ratified by issuing Decree of Dean No. 328/SK/2016 (issued on December 20 th , 2016).
Admission Criteria	: National and University Admission Tests www.selma.ub.ac.id .
Relevant Subject Benchmark	: Benchmark and reference to top Universities in ASIA, Australia, and USA
Program Structure and Institutional Homebase	: Faculty of Agriculture University of Brawijaya
Prerequisites	: Senior High graduate and passing admission test
Address	: Veteran Malang, Jawa Timur, Indonesia Zip Code : 65145
Contact	: Phone +62 341 551665 ; +82 341565845 Fax +62 341 560011 Website: www.agribisnis.fp.ub.ac.id Email : kpsfpub@gmail.com
Year of Establishment	: 2008
Language	: Indonesian, English

Vision:

”In 2025, Become excellent international standardized study Programme and able to play active role on agribusiness development through sustainable agriculture system”.

Missions:

1. Drive moral strength and consciousness about nature agriculture resources creation by GOD
2. Execute international standardized education process in order to creates agribusiness supreme human resources through sustainable agriculture system

3. Disseminate agribusiness science and technology for sustainable agriculture development

<u>Expected Learning Outcomes</u>	: ELO of ASP consists of four aspects including Attitude, General Skills, Knowledge, and Specific Skills. This ELO was legally ratified by issuing Decree of Dean No. 328/SK/2016 (issued on December 20 th , 2016).
Scheme of Teaching	: Full time
Teaching and Learning Strategy	: Competency-based Curriculum (Student-based Learning)
Scientific Laboratories	: <ol style="list-style-type: none">1. Laboratory of Agriculture Economics & Development Policy2. Laboratory of Rural Sociology and Community Empowerment3. Laboratory of Agribusiness Communication and Extension4. Laboratory of Agribusiness Financial and Marketing Management5. Laboratory of Agribusiness Production and Operation Management
Study Period	: 4 (four) years or 8 (eight) semesters
Minimum Credits	: 144 credits
Career	: Government institution (civil servant), Ministry of Agriculture, entrepreneur/businessman on agribusiness field, private institution/ corporation, lecturer, researcher/scientist.
Educational Philosophy	: a sustainable agribusiness system, consist of 5 pillars: <ol style="list-style-type: none">(1) sufficiency on food and clothing;(2) improvement on environment quality;(3) efficiency on renewable and non-renewal resources usage;(4) sustainability of economic development; and(5) improvement on life quality of society.

Curriculum Structure in Academic Year 2015/2016.

SEM 8							Thesis	
6							6	
SEM 7							Internship	
4							4	
SEM 6	Elective Course	Methodology of Social Research	Production and Operation Management of Agribusiness	Quantitative Method	Elective Course			
20	3	4	6	4	3			
SEM 5	Civic Education	Soil Survey And Land Evaluation	Society Empowerment in Agribusiness	Sustainable Agriculture	Pancasila	Professionalism ethics	Elective Course	
24	2	4	6	6	2	2	2	
SEM 4	Macroeconomics	Agricultural Development Economics	Agribusiness designing	Financial management	Economic of Production	Entrepreneurship	Elective Course	
24	3	3	6	3	3	3	3	
SEM 3	Consumer behavior	Marketing of Agricultural Product	Farming Management	Communication of Agribusiness	Agribusiness Management	Technology of Plant Production		
24	3	3	6	3	3	6		
SEM 2	Introduction of Agronomy	Technology of Handling and Processing of Agricultural Products	Microeconomics	Introduction of Communication	Introduction of Plant Protection	Introduction of Soil Science	Internet and Computing Core Certification (IC3)	Religion
24	4	4	3	3	3	3	2	2
SEM 1	Bahasa Indonesia	English	Introduction of Agricultural Economics	Agriculture Sociology	Mathematics for Economic	Agriculture Ecology	Scientific Writings	
18	2	3	3	3	3	3	1	

Election courses in Academic Year 2015/2016

No.	INTRA-DEPARTMENTAL COURSES	Credits
1	Plant Nutrition	3
2	Technology of Weed Control	3
3	The Plants Producing Biofuel	3
4	Cultivation Without Soil	3
5	Cropping Pattern	2
6	Organic Agriculture	3
7	Horticultural Landscape	3
8	Agroforestry	3
9	Drainage and Irrigation	3
10	Basic of Post Harvesting Disease Control	3
11	Technology of Environmentally Friendly Pesticides	3
12	Technology of Seed Production	3
13	Conservation of Genetic Resource	2
14	Technology of Breeding Plants	3
15	Estate Crops Management	3
16	Technology Production of Medicinal Plants and Aromatic	3
17	Technology of Horticulture Production	3
18	Analysis of Plant Growth	3
19	Climatology	3
20	Technology of Fertilizer and Fertilization	3
21	Watershed Management	3
22	Technology Production Biological Agent	3

Adding: Election courses in Academic Year 2016/2017

No.	DEPARTMENTAL COURSES	Credits
1	Human Resources Management	3
2	Adult Learning (Andragogy)	3
3	Cross Cultural Communication	3
4	Gender in Agricultural Development	3
5	Environmental sociology	3
6	Qualitative Methodology	3
7	Marketing Management	3
8	Economy sociology	3
9	Capita Selecta on Communication and Extension	3
10	Organizational and Group Communication	3

SKILL MATRIX :

Semester	Credits	Serving Unit of Course	Achievement Level on ELO	Courses
1st	3	National courses	Attitude , General Skill	- Bahasa Indonesia - Scientific Writings
	3	University courses	Attitude , General Skill	English
	9	Department of Socio-economy's courses	Attitude, Specific and General Skill, Knowledge	- Introduction of Agriculture Economic - Agriculture Sociology -Mathematics Economic
	3	Integrated courses among Department	Attitude, Specific and General Skill, Knowledge	Agriculture Ecology
Total	18			
2nd	10	Integrated courses among Departments	Attitude, Specific and General Skill, Knowledge	- Introduction of Plant Cultivation - Introduction of Plant Protection -Introduction of Soil Science
	4	Integrated courses intra-faculty	General Skill and Knowledge	-Technology of Handling and Processing of Agricultural Products
	6	Department of Socio-economy's courses	Attitude, Specific and General Skill, Knowledge	-Micro economics -Introduction of communication
	2	National course	Attitude	-Religion
	2	University course	Attitude , General Skill	<i>Internet and Computing Core Certification (IC3)</i>
Total	24			
3rd	18	Department of Socio-economy's courses	Attitude, Specific and General Skill, Knowledge	-Consumer Behavior -Marketing of Agricultural Product -Farming Management -Communication in Agribusiness -Agribusiness Management
	6	Integrated courses among Departments	Specific and General Skill, Knowledge	Technology of Plant Production
Total	24			
4th	18	Department of Socio-economy's courses	Attitude, Specific and General Skill, Knowledge	-Macro Economics -Agriculture Development Economics -Agribusiness Designing -Financial Management

				-Economic of Production
	3	University course	Attitude, Specific and General Skill, Knowledge	-Entrepreneurship
	3	Election course	General Skill, specific Skill and Knowledge	See Appendix 2.2.2.
Total	24			
5th	10	Integrated courses among Department	Attitude, Specific and General Skill, Knowledge	-Soil Survey and Land Evaluation -Sustainable Agriculture
	6	Department of Socio-economy's courses	Attitude, Specific and General Skill, Knowledge	-Society Empowerment of Agribusiness
	2	University course	Attitude, General skill	Professionalism Ethics
	4	National courses	Attitude, General Skill	-Civic Education -Pancasila
	2	Election Course	General and Specific Skill, Knowledge	See Appendix 2.2.2.
Total	24			
6th	14	Department of Socio-economy's courses	Attitude, Specific and General Skill, Knowledge	-Methodology of Social Research -Production and Operation Management of Agribusiness
	6	Election Course	General and Specific Skill, Knowledge	See in table below
Total	20			
7th	4	Faculty course	Attitude, Specific and General Skill, Knowledge	Internship
8th	6	University course	Attitude, Specific and General Skill, Knowledge	Minor Thesis
Graduation	144		ELO (15 points)	

Expected Learning Outcomes, Teaching and Learning Methods, Method of Student Assessment

EXPECTED LEARNING OUTCOME	TEACHING AND LEARNING METHODS	ASSESSMENT METHODS
<p>A. Attitude</p> <ol style="list-style-type: none"> Students are expected to have faith to the God Almighty and are able to show religious behavior, ethic, good deed, nationality spirit, and also have good concern on honesty and humanity. Students are expected to contribute on developing human quality life in togetherness as a nation, to have high nationalism and responsibility to the nation and the country, to respect diversity, and to develop board-minded towards any others beliefs and opinions. Students are expected to be independent, optimistic, responsible socially delicate, able to work in group, obey the rules, care to people and environment surrounding, discipline, and able to internalize the values, norms, and academic ethics. 	<p>lectures, explicit teaching, didactic question, tutorials, group discussion, independent assignment</p>	<p>Quizzes, oral presentations, examinations, task evaluation</p>
<p>B. General Skills</p> <ol style="list-style-type: none"> Students are expected to have capability in practicing qualified logic, critic, systematic, and innovative thinking in developing or implementing science and technology in agribusiness field. Students are expected to be able to analyze the implication of any development or implementation of science and technology in agribusiness field by adopting the humanity values according to principles, rules, and scientific ethics in order to formulate solution, idea, design, and also describe them into final assignment reports, then publish them as scientific articles. Students are expected to make decisions precisely and accurately to solve any problems in agribusiness field, based on information and data, to develop network, to evaluate themselves and their companions whom under their authority, and also to manage their self-learning process. Students are expected to make, store, save, and find data then clarify its validity and communicate the research results to formulate policy and business that empower society in a sustainable tropical agribusiness to increase their welfare. 	<p>lectures, explicit teaching, tutorials, group project, fieldtrip, laboratory practicals, group discussion, computer-based exercises, practicals in agricultural unit</p>	<p>Quizzes, oral presentations, examinations, task evaluation, laboratory and field report, final project</p>
<p>C. Knowledge</p> <ol style="list-style-type: none"> Students are expected to know and to understand the concepts of agriculture economics and agribusiness management for sustainable tropical agriculture. Students are expected to well-define about business, policies, and society empowerment process on sustainable tropical agriculture. Students are expected to be experts in applying technology for sustainable tropical agriculture. 	<p>lectures, explicit teaching, problem solving, simulation, individual and group project, work assignment, field trip, laboratory</p>	<p>Quizzes, oral presentations, examinations, task evaluation, laboratory and field report, final project</p>

EXPECTED LEARNING OUTCOME	TEACHING AND LEARNING METHODS	ASSESSMENT METHODS
<p>D. Specific Skills</p> <ol style="list-style-type: none"> 1. Students are expected to analyze socio-economy and environmental condition for developing business on sustainable tropical agriculture using both of qualitative and quantitative methods. 2. Students are expected to apply business practices for sustainable agriculture in order to solve the problems of food economy, agroforestry, bioenergy, and ecology which are adaptive towards any global changes. 3. Students are expected to apply the concepts of technology for sustainable tropical agriculture. 4. Students are expected to apply communication and empowerment concepts for agribusiness development. 5. Students are expected to be able to manage, make decision, and formulate policy on business development for sustainable tropical agriculture independently and professionally considering logic, critic, systemic, and analytic thoughts by utilizing technology on communication and information. 	<p>Problem solving, research project, internship, computer-aided instruction, reflection, laboratory, group discussion</p>	<p>Quizzes, oral presentations, examinations, task evaluation, laboratory and field report, final project</p>

SYLLABUS NATIONAL COMPULSORY COURSE (UNG)

MPK4001	ISLAM	credits = 2
<p>Course Description : Religion course aims to guide students into a person who are faithful and devoted to the God as well as having good morals. The concept of diversity in the religion course is designed separately and independently for each different religion, as well as initiated as a general study exploring the diversity of community relationship. Actual issues such as natural resources management, globalization, economic liberalization, popular culture, pluralism, religious tolerance, moral, ethical, and other aspects are integrated into thematic study which is relevant to religious-based discussion.</p>		

MPK4002	CATHOLIC	credits = 2
<p>Course Description : Religion course aims to guide students into a person who are faithful and devoted to the God as well as having good morals. The concept of diversity in the religion course is designed separately and independently for each different religion, as well as initiated as a general study exploring the diversity of community relationship. Actual issues such as natural resources management, globalization, economic liberalization, popular culture, pluralism, religious tolerance, moral, ethical, and other aspects are integrated into thematic study which is relevant to religious-based discussion.</p>		

MPK4003	PROTESTANT	credits = 2
<p>Course Description : Religion course aims to guide students into a person who are faithful and devoted to the God as well as having good morals. The concept of diversity in the religion course is designed separately and independently for each different religion, as well as initiated as a general study exploring the diversity of community relationship. Actual issues such as natural resources management, globalization, economic liberalization, popular culture, pluralism, religious tolerance, moral, ethical, and other aspects are integrated into thematic study which is relevant to religious-based discussion.</p>		

MPK4004	HINDUISM	credits = 2
<p>Course Description :Religion course aims to guide students into a person who are faithful and devoted to the God as well as having good morals. The concept of diversity in the religion course is designed separately and independently for each different religion, as well as initiated as a general study exploring the diversity of community relationship. Actual issues such as natural resources management, globalization, economic liberalization, popular culture, pluralism, religious tolerance, moral, ethical, and other aspects are integrated into thematic study which is relevant to religious-based discussion.</p>		

MPK4005	BUDHISM	credits = 2
<p>Course Description :Religion course aims to guide students into a person who are faithful and devoted to the God as well as having good morals. The concept of diversity in the religion course is designed separately and independently for each different religion, as well as initiated as a general study exploring the diversity of community relationship. Actual issues such as natural resources management, globalization, economic liberalization, popular culture, pluralism, religious tolerance, moral, ethical, and other aspects are integrated into thematic study which is relevant to religious-based discussion.</p>		

MPK4008	BAHASA INDONESIA	credits = 2
<p>Course Description : This course is aimed to create students become a person who proud to have Indonesian language and able to speak Indonesian language properly and accurately in spoken and written form for academic needs, certain skills, and daily life as well. Applied Indonesian Language course is a compulsory course which is categorized in group of personality development course as stated in Ministry of National Education through General Directorate of High Level Education (SK 232/U/2000). This required course is one of efforts in introducing the basic value of love of the country through National Language. Specifically, the implementation of Indonesian language in academic writing on various disciplines is a media of IPTEKS</p>		

development which must be mastered by students. This course emphasizes on scientific writing skills and is directed to learning experience of Indonesian language especially in spoken and written form systematically and logically through reading, writing, and presentation activity in the Agriculture field. Technically, this course also provides students in content thought skills, writing logically and systematically (*organizational thoughts*), writing scientific writing style (*style thoughts*), and implementing scientific writing in the Agriculture field (*purpose thoughts*). Besides, the rules in writing scientific article are introduced as well (scientific convention) in Indonesian language integrated with the development of ideas based on sustainable agriculture paradigm (*think agriculture*).

MPK4006	PANCASILA	credits = 2
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Course Description : This course is aimed to build Pancasila paradigm which is a rational-critic and related to students' disciplines in responding to the issues of nationality, as well as implementing Pancasila values in the reality of nationality and humanity in line with the implementation of science and technology as intellectual and moral responsibility.

MPK4007	CIVIC EDUCATION	credits = 2
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Course Description : This course is aimed to create students become a person who has high nationality feeling dan love of the country. Civic education course aims to provide students the basic of Pancasila filosofic understanding as ideology and Indonesian nationality knowledge as well as awareness of country care.

SYLLABUS UNIVERSITY COMPULSORY COURSE

UNG100001	ENGLISH	credits = 3
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Course Description : Foreign language course, especially English language aims to provide students in enhancing a competence such as understanding the text in English version for academic purposes, and certain skills in accordance with the type of learned educational level. This course provides students the skills of reading and understanding scientific text related to Agricultural issues in English version as well as present various scientific articles in seminar forum.

PTI102003	PROFESSIONALISM ETHIC	Credits = 2
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Course Description : This course is aimed to facilitate students in gaining an understanding of various issues debate in the development of Agricultural science and technology as well as its business and exploring ethical dimension from the implementation of values system in running the Agricultural profession.

SYLLABUS AGRICULTURAL STUDY

UBU100003	INTERNSHIP	Credits = 4
<p>Course Description : Internship activity aims to (1) Train students in the field of Agricultural, Plantation, or environmental management which are not included in the process of teaching and learning. (2) Give students a chance to obtain work experience in Agricultural sector relevant with their profession in the community. (3) Give students a work experience in the field of Agricultural and Agribusiness profession, and (4) Give an additional skills which may contribute to the students’ future in the workplace. This activity could be in the form of: (1) internship in a company/plantation/government/other parties related to students’ study program and/or Agricultural field. (2) conducting the activity of planning, implementing, and evaluating; counseling or others related to government and community productive activity in Agricultural field.</p>		
UBU100004	THESIS	Credits = 6
<p>Course Description: Thesis as final task of Bachelor program is an independent activity to synthesize various knowledge stock obtained from a number of data sources such as experiment, survey, and internship activity. Thesis has 6 credits poin in academic activity. Thesis writing covers several steps such as proposal writing, proposal seminar, data exploration or experimental activity, thesis draft writing, thesis result, thesis examination and revision. Students who have already completed thesis and declared as graduate from thesis examination are eligible to hold Bachelor of Agriculture.</p>		

SYLLABUS COURSE MANAGED BY FACULTY OF AGRICULTURE (PTF)

UBU100003	ENTREPRENEURSHIP	credits = 3
<p>Course Description : this course is designed to give insight, entrepreneur attitudes and skills. As the scope of entrepreneurship is wide, this course focuses on arranging business plan and put forward the coaching of entrepreneurship, work ethos, and train teamwork as well as leadership.</p>		

SYLLABUS COURSE MANAGED BY FACULTY OF AGRICULTURAL TECHNOLOGY (THP)

THP102002	TECHNOLOGY OF HANDLING AND PROCESSING OF AGRICULTURAL PRODUCTS	credits = 4
<p>Course Description : This course is designed to help students in comprehending and planning the basic concept of handling and processing the agricultural products including fruits and vegetables characteristics. Besides, the students are expected to be able to plan and apply the system concept of post harvest handling, GMP system (food safety and halal product) as well as implementing the concept of processing technology physically, chemically, and microbiology. It also includes the technique of packaging, storing, and developing products. It also provides the food regulation and cost analysis. Later on, this course is expected to give concept and application comprehensively starting from post-harvest to regulation. It is important when the students come to workforce especially related to wide society.</p> <p>This course has 4 credits poin consisting of 2 credits for lecturing and 1 credit respectively for practicum. Tutorial activity aims to give strong understanding on substance; while practicum activity covers laboratorium activity and field trip starting from initial process to end and management as well.</p>		

SYLLABUS INTERGRATION COURSE

PTI101001	AGRICULTURE ECOLOGY	credits = 3
<p>Course Description : This course provides learning experience for students covering the scope of Agricultural Ecology, concept of ecosystem and agroecosystem, environmental factor, process of population in agriculture, genetic sources in agroecosystem, species interaction in plant communities, Ecosystem diversity and stability, Destruction, Agroecosystem successor and management, interaction between agroecosystem and natural ecosystem, sustainability accomplishment from sustainable agriculture to sustainable food system.</p>		

PTI101004	SUSTAINABLE AGRICULTURE	credits = 6
<p>Course Description : This course consists of 3 parts. Part 1: (1) Basics and definition of sustainable agriculture system and several examples of conventional agriculture system and its problems (economy, ecology, and health); (2) Production of Agriculture in Indonesia, population, carbon emission per activity (carbon footprint) in Indonesia; (3) Agricultural issues in Indonesia: climate change and its effect on production of agriculture and land degradation, water and nutrient availability, Erosion dan landslide, Pest and disease.</p>		

Part 2: Biodiversity management on mosaic of landscape ecosystem (such as Agroforestry) for: (4) biodiversity conservation (fauna and flora) which gives benefit for life and agriculture (such as Pollinator), (5) reducing carbon emission; (6) DAS water system and clean water supply, adaptive ecosystem processing and in line with integrated OPT management (7) recognition of formation process and classification of land form, as well as evaluation and recommendation of land management.

Part 3: (8) Perspective of society on biodiversity conservation, (9) Society Leadership in sustainable agriculture, (10) Planning on landscape level; (11) Research cooperation, (12) Multi stakeholder cooperation; (13) Restructuration “Supply Chain”; (14) Farmer appreciation on their good roles (15) Implication of policy and knowledge gap including AMDAL.

SYLLABUS MAIN AND SUPPORTING STUDIES OF STUDY PROGRAM

PTI102001	INTERNET AND COMPUTING CORE CERTIFICATION	credits = 2
<p>Course description : this course is designed to make students comprehend the <i>Information and Communication Technology (ITC)</i> and its importance in digital revolution, and be able to apply ITC especially in supporting agricultural field. This course consists of 1 credit point which gives basic pattern (building block/framework /guideline) of ITC application and basic theory in supporting ITC application. 1 credit for non-lecturing consisting of ITC supporting media making assignment and practice of global information access through internet media. This course is independent study and teamwork with lecturer supervision. Students are obliged to submit and present the ITC product (website, web blog, etc). By attending this course, the students are expected to understand ITC and its importance in digital revolution.</p>		

PTI101003	METHODOLOGY OF SOCIAL RESEARCH	credits = 3
<p>Course description : This course gives the mastery of hard skill and soft skill in research method and design. It begins with how students decide a ‘problem’. It also discusses how lecturer facilitates students in the process of teaching and learning to be able to (1) recognize problem, (2) collect ideas, information and data, (3) analyze information /data, (4) rank the ideas based on analysis, (5) test the idea / hypothesis, (6) draw conclusion and (7)</p>		

determine recommendation. Then, the process of effective solution development are: Step 1: diagnosing situation and identifying the root of problem cause through (a) analysis of possible problem cause root, (b) development of hypothesis for possible cause root, (b) determining analysis and needed information to test hypothesis, (c) analyzing and identifying the root of problem to search the solutions. Step 2 is solution development through : (a) development of various solution to solve the root of problem, (b) determining the priority of action, (c) developing the plan of implementation, (d) effort of spreading knowledge and/or technology.

1.1.1. 8.8.6. COURSE MANAGED BY DEPARTMENT OF AGRONOMY (PTB)

PTB102002	INTRODUCTION OF AGRONOMY	credits = 4
<p><u>Course description:</u> this course is given as skills in cultivating plants which concerns on technology, environment, method, and various cultivated commodity. The expected skills cover 1) basic and strategy of plant as well as its environment to gain yields and/or optimal and beneficial environment. (2) current technology in plant cultivation, related to the effort of plant productivity enhancement concerning on environment. This course gives a learning experience to students covering the scope of agriculture in Indonesia; a comprehension of types of agriculture commodity and its categorizing, as well as the beneficial and needs of each commodity for human life, potency, potential, and its probablity in Indonesia and worldwide; basic of commodity selection based on climate, soil, and marketing aspect; Plant media using soil and non-soil. A comprehension of the characteristics and function of each plant media; soil : characteristic of physical, chemical, and bilogical, and land processing; non-soil : hydroponic, aeroponic; weakness and strength of each plant media; ways and tools in preparing plant media using soil and non-soil. A comprehension of plant materials, types, weakness and strength. A comprehension of plant pattern, various shapes of plant pattern; Recognition of various shapes, plant pattern of monoculture and intercropping. A comprehension of plant growth pattern, vegetative phase, generative, fast linier, maturity; in relation to strategy of plant maintainance. A comprehension of fertilizer and fertilization. A comprehension of plant weeds and its control, plant pest and disease and its control, biology, mecanic dan physic; Recognition of various pest control tools and its manual; a comprehension of water function for plants and its management; the effect of water overplus and shortage; irrigation system, advantage and disadvantage. A comprehension of plant shade function and its management; recognition of permanent and sythetic shade. A comprehension of mulse function and its utility. A comprehension of ZPT, growth regulatory substance, and its utility. A comprehension of harvest criteria, ways, time, and its handling, treatment of post harvesting, processing possibility become other products. By joining this course, students are expected to have (1) cognitive competence where students master, comprehend, and implement the basic of plant cultivation. (2) psychomotoric competence where students can apply a plant cultivavtion accuratelya and properly, (3) good attitudes and academic values in conducting plant cultivation.</p>		

1.1.2. 8.8.7. COURSES MANAGED BY SOIL SCIENCE DEPARTMENT (PTT)

1.1.2.1. 8.8.7.1. Agricultural Studies

PTT101001	INTRODUCTION OF SOIL SCIENCE	credits = 3
<p><u>Course Description</u> : The goal of this course is to provide an understanding toward the role of soil as a growing media of plants and as natural resources of sustainable agriculture. After taking this course, it is expected that the students will be able to evaluate the growing media and plant development areas which is economically feasible. It is also expected that the students will be able to evaluate the environmental sustainability by utilizing the principles of organic cycle and vegetative cycle. This course gives the students experience in learning the general concept of soil body, soil forming materials, soil forming factors, and soil as an open system. It provides an understanding about various nature of soil (morphology, physical, chemical, biological, and mineralogical) which has important relationship with production process and plant growth; as well as water and soil management. Furthermore, the understanding toward soil science as base of its utilization for sustainable agriculture production is given, so that students can explain the morphology, the properties (chemical, biological and physical of soil) and the function of soil (as growing media of plant and as water and nutrients provision). During this course, the students will deal with the relationship of soil properties in learning the soil fertility, fertilization, calcification, soil processing, irrigation and drainage, soil and water conservation, soil and water pollution, soil classification and mapping, as well as land use and management planning. This course offers identification toward farmland main problems and its alternative solution. Therefore, by taking this course, the students are expected to be able to understand the concept of soil science through the approaches of natural resources as the potential and natural wealth as part of very important component in sustainable agriculture production.</p>		

1.1.3.

1.1.4. 8.8.8. COURSES MANAGED BY PLANT PROTECTION DEPARTMENT (PTH)

1.1.4.1. 8.8.8.1. Agricultural Studies

PTH101001	INTRODUCTION OF PLANT PROTECTION	credits = 3
<p><u>Course Description</u> : The aim of this course is to give the students an understanding about principles of plant protection. It deals with the process of the existence of plant pests and diseases, OPT bionomics, and environmental factors which influence the OPT development. By joining this course, the students are also expected to be able to understand the control concept (single and integrated).</p>		

1.1.5. 8.8.9. COURSES MANAGED BY SOCIO-ECONOMICS DEPARTMENT (PTE)

1.1.5.1. 8.8.9.1. Agricultural Studies

PTE101003	AGRICULTURE SOCIOLOGY	credits = 3
<p><u>Course Description</u> : This course is designed to give the students understanding about concept, theory, and issue of sociology, social structure and changing, etc. By learning sociology of agriculture, the students are expected to be able to think critically and analytically.</p>		

PTE101002	INTRO TO AGRICULTURAL ECONOMICS	credits = 3
<p><u>Course Description</u> : This course is designed for freshmen in order to introduce the economic system in Indonesia. Specifically, it deals with economic concept, agricultural economic system, consumer behavior, and policy. The scope of learning includes economic application in agricultural problems. Furthermore, it focuses on critical and analytical thinking about agricultural economic problems in regional, national, and global</p>		

PTE101010	FARMING MANAGEMENT	credits = 3
<p><u>Course Description</u>: This course is designed to give knowledge and skills in farm business management so that students can make a plant and can evaluate the activity of farm business management. It deals with definition, scope of study, sustainable farm business management, profile of farm business management in Indonesia, principals of economic analysis of farm business management, production, planning of farm business management, and problems as well as obstacles in development of farm business management.</p>		

1.1.5.2. 8.8.9.2. Main and Supporting Studies of Study Program

PTE101001	MATHEMATICS FOR ECONOMICS	credits = 3
<p><u>Course Description</u> : The purpose of this course is to give the basic of critical and logical thinking, to give understanding about quantitative method and to give the concept of mathematics so that the students can use the economic analysis tools especially for agribusiness. Furthermore, students will also</p>		

learn optimization techniques through differential. In order to clearly explain the mathematic operation in economic analysis, the examples are provided in each chapter.

PTE101006	MARKETING OF AGRICULTURAL PRODUCTS	credits = 3
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Course Description: The aim of this course is to make the students able to comprehend, explain, and analyze the agricultural products marketing as a system for business and policy purposes. Thus, the students will learn the definition, concept of agricultural products marketing and its differences from marketing management. The students will learn any approaches to analyze the marketing system as well as learn the marketing efficiency analysis.

PTE1010037	CONSUMER BEHAVIOR	credits = 3
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Course Description : In general, there will be five parts in this course, which are introduction to consumer behavior perspective, affective and cognitive element, consumer behavior, the impact of external environment to the way consumers think, feel, and act, as well as learn the implementation of consumer behavior analysis in marketing strategy.

PTE101008	FARMING MANAGEMENT	credits = 6
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This course deals with definition, scope of study, sustainable farm business management, profile of farm business management in Indonesia, factors that support the farm business management, principals of farm business economic analysis, production of farm business management, cost and income calculations, farm business management, design and analysis of farm business budget, and problems in farm business and management. In addition, the students will also get tutorial supervised by lecturer assistant.

PTE101008	FINANCIAL MANAGEMENT	credits = 3
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Course Description : Financial management takes an important role in an organization especially for agribusiness. The students should use appropriate and responsible accounting principles so that it can be used to take decision. Therefore, the students will get comprehensive understanding about aspects of financial management in agricultural company. Furthermore, it trains the students how to take decision and make a scheme of that decision.

PTE102001	MICROECONOMIC	credits = 3
<p><u>Course Description:</u> This course deals with producer and consumer behavior in allocating limited resources. The both behaviors are learnt from any market structures. The changing in producer equilibrium, consumer, and market are analyzed when there is a government policy to interact the market. At the end of the course, the students will learn the market failure.</p>		

PTE102003	AGRIBUSINESS MANAGEMENT	credits = 3
<p><u>Course Description:</u> This course is designed to give the students knowledge and skill in understanding the basic approach to analyze management and management decision in agribusiness company. Each topic explains the basic principal and concept as well as discusses particular tools to solve agribusiness management problems.</p>		

PTE102004	MACROECONOMIC	credits = 3
<p><u>Course Description :</u> The materials will cover (1) basic concept of macroeconomic, (2) Aggregate Output, (3) Other Major Variables Of Macroeconomics, (4) Goods Market, (5) Money Market, (6) IS-LM Model, (7) US-AD Model, (8) Natural Unemployment Rate and Phillips curve, (9) Inflation, Activity, and Nominal Money Growth, (10) Saving, Capital, Accumulation and Output.</p>		

PTE102005	AGRICULTURAL DEVELOPMENT ECONOMICS	credits = 3
<p><u>Course Description :</u> This course is designed to give the students theoretical and empirical knowledge about economic structure, social, and institutional in developing country. This course also provides an understanding toward background of development policy, especially about agriculture. After joining</p>		

this course, the students are expected to be able to understand the basic principal of economics and apply it into actual issues about agriculture development.

PTE102006	AGRIBUSINESS DESIGNING	credits = 6
<p>Course Description : This course deals with (1) definition of business plan scope: agribusiness as a system, agribusiness and entrepreneurship landscape, agribusiness and entrepreneurial process, general description of agribusiness design, goal and benefits of agribusiness design, (2)anatomy of business plan, outline review of agribusiness design: executive summary, company description and product, market planning, management and organization, capital structure, finance and funding plan,(3) entrepreneurship concept and finding interesting idea from successful entrepreneur (guest lecture), (4)business idea development: potentials and opportunities identification, technique of creativity and innovation development, inspiration of business opportunity, how to empower opportunities, successful business stage, anticipating failure, imperfection theory, tips of exploring agribusiness idea, (5) business plan, (6) technique of finding business idea and technique of reporting result of field survey, (7) studies on human resources, (8) studies on production and operation, (9) group presentation about the product, (10) perspective of consumer behavior, (11) conceptual framework of consumer decision making, (12) market analysis and marketing strategy, (13) Selling skill, (14) application: business feasibility analysis and financial planning in agribusiness plan.</p>		

PTE 102007	ECONOMIC OF PRODUCTION	credits = 3
<p>Deskripsi Mata Kuliah : agricultural products take important role to fulfill the needs of society as well as to support the development process. The experts agree that to support the economic development, surplus in agriculture sector should be shared to other sectors. Therefore, it is essential to see the output determinant of agriculture sectors which are: a) factors which influence he supply of agricultural products; b) factors that influence the productive input utilization such as labor, chemical input, agro-automotive, etc. c) efficient use of resources, d) impact of technological changes in the field of agricultural engineering. During the semester, the students will learn some theoretical concept as well as applicative of output determinant factors in agriculture sector.</p>		

PTE102009	PRODUCTION AND OPERATING MANAGEMENT OF AGRIBUSINESS	credits = 6
<p>this course covers: definition, scope of production and operations management, location planning, production planning, input management, production process management, quality management, and risk control management. In addition, the students should also take tutorial supervised by lecturer assistant. During this course, the students will get information about field study in some agribusiness corporation. After that, they will have their field study / learning by participating in big corporation to learn about production and operation management managed by big corporation.</p>		

PTE102010	QUANTITATIVE METHODS	credits = 4
<p>Course Description: This course gives the students knowledge of quantitative data analysis that can be used for business management as well as policy. it deals with statistic, mathematic, and economic theory. During this course, the students will learn formula of quantitative model, data as input to be analyzed, how to implement model to appropriate analysis tools, and how to interpret result of analysis to support the business management and policy.</p>		

PTE102002	INTRODUCTION OF COMMUNICATION	credits = 3
<p>Course Description : This course deals with communication application for agriculture society; especially to understand the issues and problems in conveying information to farmer. This course gives the students the knowledge of critical and analytical thinking related to communication problem in agriculture.</p>		

PTE101005	COMMUNICATION OF AGRIBUSINESS	credits = 3
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Course Description : This course shows the students the implementation of communication concept in agriculture both verbally and non verbally. The students will see that communication aspect, regulation, policy, economy, ethic, and value system are connected. By having this course, the students are expected to be able to formulate strategy of communication model development in agribusiness unit and able to consider professional practices.

PTE101007	SOCIETY EMPOWERMENT IN AGRIBUSINESS	credits = 6
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Course Description : This course deals with: (1) community development planning, (2) community building, (3) community participation, (4) social capital, (5) group dynamic, (6) capacity building, (7) partnership program, (8) collective action

PTE102008	METHODOLOGY OF SOCIAL RESEARCH	credits = 4
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Course Description : Understanding in research method will make the students able to identify and solve the research problem based on their study interest. This course deals with research method in scientific method, research process including making research question and method application, logical thinking to solve the research problem and to deal with purpose of research. By joining this course, students are expected to be able to compose pre-proposal of undergraduate thesis research which is ready to be consulted to the supervisor.

