



MUAST

MARONDERA UNIVERSITY
OF AGRICULTURAL SCIENCES AND TECHNOLOGY

Bachelor of Science Honours Degree in Agribusiness Entrepreneurship and Management

Program Overview:

The degree program is designed to provide students with an understanding of the key concepts and processes involved in starting and managing new ventures in an agricultural or food business, including conceptualization, development and management of successful new ventures. It combines rigour with relevance as all students will complete a project in the agri-food industry, thus providing an opportunity to apply the concepts acquired in the classroom. Based on a hands-on learning process involving entrepreneurs, start-ups, and transdisciplinary teams in a clinical setting, students learn how to look at new ideas and figure out the steps necessary to commercialize them. They also interact with local businesses and help them succeed. The degree also prepares a student for a management position which is consumer-focused and calls on commercial awareness and innovation in an agribusiness context.

Summary of Modules arranged in logical sequence, and allocation of Notional Hours and Credits.

A student shall take all the prescribed core courses and the minimal prescribed optional courses.

Level I	Core courses	Notional hours
	Agricultural Practise	120
	Introduction to agricultural economics	120
	Introduction to financial accounting	120
	Business management and Leadership	120
	Business communication and public speaking	120
	Introduction to mathematical economics and statistics	120
	Introduction to rural and agricultural development	120
	Applied micro-economics for agribusiness	120
	Applied macro-economics for agribusiness	120
	Sustainable agriculture	120
	Agricultural law and policy	120
	Farm power and mechanization	120



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	LEVEL I TOTAL NOTIONAL HOURS	1440
Level II	Core Courses	
	Agribusiness finance	120
	Principles of marketing	120
	Human resources management and industrial relations	120
	Farm business management	120
	Global agricultural value chains	120
	Business management information systems	120
	Business research methods	120
	Entrepreneurship for value-added rural businesses	120
	Project planning and management	120
	Agricultural trade policy and practise	120
	Floriculture	120
	Beef and dairy cattle management	120
	LEVEL 2 TOTAL NOTIONAL HOURS	1440
Level III	Industrial Attachment	1200
Level IV	Core Courses	
	Research project	240
	Agribusiness insurance and risk management	120
	Negotiation and ethics	120
	Financial management and investment for entrepreneurs	120
	Small to medium enterprise management	120
	Agricultural extension	120
	Food: health, safety, risks and technology	120
	Essentials of Entrepreneurship and Innovation	120
	LEVEL 4 TOTAL NOTIONAL HOURS	1080
	TOTAL PROGRAMME NOTIONAL HOURS	5160



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Career Prospects:

- Quality controller
- Agricultural policy analyst
- Farm manager
- Financer
- Entrepreneur
- Farm appraiser
- Market analyst
- Grain and livestock buyer
- Marketing head
- Agropreneur