

# University of Pretoria Yearbook 2022

## Agribusiness research report: Case study 777 (LEK 777)

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| <b>Qualification</b>          | Postgraduate   |
| <b>Faculty</b>                | <a href="#">Faculty of Natural and Agricultural Sciences</a> |
| <b>Module credits</b>         | 30.00  |
| <b>NQF Level</b>              | 08   |
| <b>Programmes</b>             | <a href="#">BComHons Agricultural Economics</a>              |
| <b>Service modules</b>        | Faculty of Economic and Management Sciences                  |
| <b>Language of tuition</b>    | Module is presented in English                               |
| <b>Department</b>             | Agricultural Economics Extension and Rural Develo            |
| <b>Period of presentation</b> | Year   |

### Module content

In this module students have to select a specific agribusiness and analyse one key dimension of this business. This dimension could be: marketing programme, supply chain management, strategic plan, market analyses, etc. This component of the course should serve as an opportunity for students to identify prevalent problems in an agribusiness and to devise appropriate solutions. This module should have a practical onslaught with a case study approach. It is envisaged that the student will have to work in close cooperation with companies and professionals in the industry, with the written report as the final deliverable of the the case study.

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