



ROME BUSINESS SCHOOL

Better Managers for a Better World

Master in Agribusiness Management

October 2017 – October 2018



Under the patronage of





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Accreditation



Italian Ministry of Education, University and Research

The Rome Business School has been recognized by the MIUR (Italian Ministry of Education, University and Research) as a research centre, and is listed in the National Research Registry with the code 61598.



Italian Republic and Chamber of Commerce

The Rome Business School is legally recognized and authorised by the Italian Republic and Chamber of Commerce to deliver:
"Management training and consultancy, marketing and communication services, education design, editorial activities by any means, including online publishing, except in the daily press".



European Union

The Rome Business School is officially registered as a participant organization of the Education and Culture Directorate-General and the Education, Audiovisual and Culture Executive Agency of the European Commission, with the Participant Identification Code (PIC) n. 937625960.



ISO 9001:2008

The Rome Business School has obtained the ISO 9001:2008 certification, that recognizes the top quality standards of our training activities. The ISO 9001:2008 accreditation recognises that our organization implements the quality systems that provide the foundation for excellent customer satisfaction, staff motivation and continuous improvement.



ASFOR

The Rome Business School is officially registered as a member of ASFOR. ASFOR is the Italian Association for Management Training, was founded in 1971 and, since then, its primary purpose has been to develop the Italian managerial culture and adapt it, by improving it, to the constant global social and economic changes.



European Council of Business Education

The Rome Business School is officially registered as a member of the European Council of Business Education. ECBE is an international not-for-profit educational organisation, committed to develop innovative programmes which will help students to develop the skills, knowledge and experience to succeed in today's dynamic global economy.



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Introduction

The Rome Business School's Master in Agribusiness Management is the ideal academic course for professionals seeking a world-class degree programme in these disciplines, leading to a successful global career in the agro network field (production, seed and crop, harvest and stock in agriculture, market of commodities, food supply chain, food and wine business). Thanks to the Rome Business School's international perspective, the programme offers a unique learning experience and a global professional exposure, enabling participants to study in one of the best cities of the world or online. The programme's quality teaching and networking services all contribute to make it the perfect fit for anyone who is looking to rise to the top in the world of farming, food production, or in the start-up agribusiness system.





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Target recipients

The Master programme in Agribusiness Management is designed both for those who are already working in the sectors of farming, start-ups, foodtech, or production, but intend to expand and update their knowledge, and for those who are seeking their first exposure in these topics.

Participants are typically:

Entrepreneurs who want to either start an activity related to farming and food production and transformation or increase their knowledge and improve the results of their existing companies

Managers and professionals working in a variety of professional environments who want to improve their skills in the agribusiness management

Graduates interested in leading and managing organizations that operate in the farming or food business sectors, or in founding an innovative start-up in the agribusiness sector.



Students
from more
than
140
countries of
the world



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Learning Objectives

Upon completion of the programme, attendees will be able to:

- Understand the characteristics and trends of the agri-food market and the role played by the farmers, industrialists, and their representatives in the organizations
- Recognize the intersection of agribusiness with other areas of economic and social concern, such as economic development and new ways of production and business diversification (organic farming, biofuel, biogas, circular economy, etc...)
- Identify and manage the characteristics of the main food businesses and develop effective managerial strategies
- Develop a comprehensive business plan for agri-food corporations
- Utilize the most advanced marketing techniques to promote businesses and organizations
- Manage the financial dimensions related to agricultural activities
- Understand and utilize project management techniques for agricultural businesses
- Manage the agri-food supply chain
- Learn about the start-up ecosystem related to agribusiness
- Master the use of new technologies within farmer or industrialist organizations and the most advanced production tools and channels
- Learn about the international organizations operating in the agribusiness sector and the international policies and support linked to this economic sector
- Meet farmers or food producers that changed their companies by taking new and radical approaches.

Professional Outlets

On completion of this Master course, you will be able to develop or work in the agri-food sector as:

- Innovative farmer or food producer
- Entrepreneur in the agribusiness of foodtech market
- Marketing and Communications Manager for agri-food activities
- Manager in food institutions and both for-profit and non-profit organizations
- Manager in organizations which, although not belonging to the agribusiness system, intend to invest in national and supranational projects (sponsorships, patronages, etc.)
- Project manager in food organizations
- Policy maker for agri-food organizations





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Course Contents

INTRODUCTION AND SCENARIO

- Agribusiness and the World Food Economy

MANAGEMENT

- Agri-food Strategic Management
- Principles of Marketing
- Food and Agribusiness Marketing
- Digital marketing for Agribusiness
- Financial accounting for Agribusiness
- Business planning for agribusiness
- Project management
- Human Resources Management in the Agri-Food System
- Agri-Food Supply Chain Management

HISTORY

- A history of European agriculture
- The evolution of agronomic models. The recent history of global agriculture: enterprise and science.

THE START-UP SYSTEM

- Innovative Start-ups and SMEs, Industry 4.0: opportunities for forward looking enterprises.
- Seeds&Chips: the Foodtech and Agtech innovation fair
- Startupbootcamp: the Foodtech and Agtech start-up incubator and accelerator

INNOVATION

- Technological innovation
- Precision farming
- The GPS system
- Drones in agriculture
- Bio-sensors
- Agro-pharmaceutical innovation and new techniques for sustainability
- Multifunctionality in agriculture
- Social farming, opportunities for a new business model

INTERNAZIONALIZATION AND INTERNATIONAL EXPERIENCES

- International cooperation
- Common agricultural policy in Europe
- Multilateral processes and global policy processes on agriculture





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Attendance formulas

This course may be attended in the following formulas:



DISTANCE LEARNING

through a cutting edge e-learning platform with live lectures and a great teacher-student interaction.



ON CAMPUS

at the Rome Business School Rome headquarters.

DIDACTIC OF EXCELLENCE

The Rome Business School's teachers are always highly selected international level trainers and managers from a plethora of operational and professional backgrounds; they are therefore able to bring a wealth of up-to-date experiences and competencies. The quality of training is recognized by the ISO 9001:2008 Certification obtained by the Rome Business School.

TUTORING

For both the on-campus and distance-learning formulas, attendees can always count on the assistance of a tutor for any clarification they may require and for the execution of the tests and exercises planned for each subject.

DOCUMENTATION

Attendees will be issued with a wealth of documentation, including slides, notes, study cases, articles, videos and useful links.



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CAREER-SERVICE

Participation in this course also entitles attendees to: having their CV inserted in the Rome Business School's database and distributed to companies, organizations and head hunters of the Rome Business School's international network; a free review of their CVs; support in managing their job interviews; networking meetings with managers, professionals and entrepreneurs on an international scale; a personalised monitoring and alerting service for the best job opportunities both in Italy and abroad.

ENROLMENT IN THE ROME BUSINESS SCHOOL'S ALUMNI ASSOCIATION

Attendance in the course entitles to be enrolled in the Rome Business School's Alumni Association, the international network through which students of the Rome Business School can share ideas, experiences and projects.

DIPLOMA

Having successfully completed a project work and passed an exam, all students who will have regularly attended will be awarded the Rome Business School's Master in Agribusiness Management.



World Class Teachers

- The Master's Degree course faculty is made up of highly selected international professors, trainers and business managers, drawn from a variety of operational and professional fields and thus able to bring to the table a rich array of up-to-date experiences and competencies. The teaching approach is aimed at the acquisition of know-how, thus at transferring competencies truly useful for the attendees' professional development.

Learning Materials

- Students registered for the Master in Agribusiness Management will be issued with a wealth of learning materials, including: slides, text books, case studies, articles, videos and useful internet links.
Each student will also get a tablet computer.





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General Learning Structure

The course is structured over 12 months as follows:

- 6 months of lectures (40 three-hour lectures, twice per week)
- 6 months of final project work



Course Language

The Master in Agribusiness Management is taught in English.



Entry requirements

All applicants must have:

- A three-year degree (or be near completion)
- Demonstrate a good English proficiency

For both the on-campus and distance learning options and in order to ensure a high quality training course, classes can consist of a maximum of 15 attendees.

Participation fee

The participation fee for the Master in Agribusiness Management is € 5500

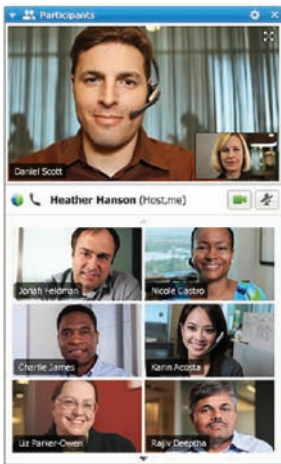


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Distance Learning with LIVE lectures Innovative managerial training... live!

You will be able to attend the live lectures from the comfort of your home or anywhere you may choose, with the same learning effectiveness of the on-campus lectures.

For this option, the Rome Business School employs a cutting-edge online platform, through which you will be able to:



- Follow lectures with full video and audio
- Interact in real time in audio and video with the teacher and the other attendees
- Collaborate and share documentation
- Watch the recording of the lectures whenever you want to

What will you need?

To get the most out of our lectures, you will need:

- A PC or mobile device with an internet connection
- An audio connection through PC or headphones/microphone
- A webcam (optional)

Excellent learning materials

- We will supply you with all the course's learning materials as for the on-campus option (books, text books, etc), and you will be able to study and exercise from the comfort of your own home, at your own pace.

A personal tutor at your disposal

- Besides the learning materials, you will benefit from the constant support of a Rome Business School tutor. The tutor will follow you through the whole course, will check your exercises and will be constantly at your disposal for any clarification and amplification.

Possibility of attending on-campus lectures

- Should you wish to, you are given the possibility to attend some of the on-campus course lectures, arranging your visit with our secretary's office in order to best suit your needs.

Learning assessment

- For each of the learning modules, you will be given a written evaluation in order to monitor your learning progress.

A forum dedicated to the sharing of experiences between students

- Through our dedicated online forum, you will be able to communicate and share experiences and ideas with other attendees of the Master's Degree course.

The same qualifications and certification as the on-campus course

- The distance learning option Master's Degree course entitles you to the same qualifications and career service as the on-campus course option.



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How to Apply

Fill out your online application form at.

<http://romebusinessschool.it/en/agribusiness-application-form/>

or Email your application to

admissions@romebusinessschool.it

This should include:

- your curriculum vitae
- a motivational letter indicating why you wish to enrol, your expectations and your professional objectives (no more than 200 words)
- your university transcripts,
- a copy of your Passport/ID
- any IELTS, TOEFL or similar certificates of proficiency in the English language (not compulsory)

Application considered by Rome Business School

The Rome Business School Admission Team will assess your application and will contact you if any additional documents are required. Complete applications will then be considered by the Academic Selection Committee.

Interview (either in person or online)

All candidates selected by the academic selection committee must interview with a member of the Admission team, either in person or online via Skype/Webex.

Application outcome

We will notify you informally by email of your application outcome, and you will receive either an official offer notification with information on any outstanding conditions to complete, or an official rejection notification within one week.

CONTACTS

Rome Business School

Via degli Scialoja 18, 00196 Rome, Italy

Email: For general inquiry: info@romebusinessschool.it

For admissions: admissions@romebusinessschool.it

Tel.: +39 (0)6 40044672

Fax.: +39 (0)6 96708812

Website: www.RomeBusinessSchool.it

Facebook: www.facebook.com/RomeBusinessSchool



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Testimonials



Katia Ingegneri (Italy)

The Rome Business School is not just a school but a big family, the care shown by the staff members and their willingness to help helped me have a good experience. Following the lectures and doing class presentations gave me confidence; I am now able to face a professional environment. This master course has given me the tools I needed to equip myself and start my journey to success



Sofia Anna Maria Caira (Belgium)

My experience has been really interesting; from the excellence of the classes to the quality of the teachers and of all those who work and collaborate in the school. It is a very, very interesting environment in which you can develop all the skills you need to succeed in your life.



Elzubair Khalid H.H. Salih (Sudan)

It was not only a series of academic lectures; it was a mix, I could say an all-in-one training cycle. A fantastic experience. The teaching and the professors, as well as the administration staff members, were very nice. I'm proud to have graduated from the Rome Business School!



Bobby Jacobs (India)

When you look into it, the course is absolutely tailor made throughout and provides both practical and theoretical knowledge, as well as the latest trends in the industry's know-how. The school really produces better managers for a better future.



Nikole Kirsten (Denmark)

Coming to the Rome Business School has been one of my best choices as it has given me a different outlook towards my professional career. Most lecturers have practical experience and bring it to the classroom, which enables the students to see that what they are learning can be useful in the real world. The focus of the education is on each student, which enabled us to be better people especially in the organisations we will be working in.

Coming to the Rome Business School has been one of my best choices as it has given me a different outlook towards my professional career.



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Registration Form

To be faxed to +39 (0)6 96708812 or emailed to info@romebusinessschool.it

Course Title

Place and Date of Commencement

Participant: Surname Name

Address..... City.....

State..... Zip..... Country

Phone..... Fax Email

Qualification: Student Entrepreneur Manager Professional Freelancer Other

Only for registration as an employee:

Company billing information:

Company name

Address City.....

State..... Zip..... Country

VAT..... Tax Code

Point of Contact:

Surname Name.....

Phone Fax Email

PAYMENT (to be made at the time of enrollment)

Payment of Euro made by Bank transfer:

Bank account holder: Rome Business School
IBAN: IT15W0200805219000102125005
BIC/SWIFT: UNCRITM178L
Bank account number: 102125005
Bank name: UNICREDIT SpA
Bank address: Piazza Gimma, 14 - 00199 Roma, Italia

Promotional Code
(if available):
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CONTRACT CLAUSES

- 1 - COMPLETION OF REGISTRATION:** Registration is considered complete upon receipt by the Rome Business School of this form, duly filled in and signed for acceptance, along with the payment.
- 2 - IMPOSSIBILITY TO PARTICIPATE:** In case of impossibility to participate in the course, the Rome Business School will be authorized to charge the full amount and retain the amount already paid, subject to the possibility of the participant to enroll in another edition or another course of equal amount.
- 3 - WITHDRAWAL:** In case of withdrawal of the participant from the course once it has already begun, the Rome Business School will be entitled to charge the entire fee and retain the amount already paid; the participant will retain the right to keep the educational materials distributed during the course.
- 4 - VISA REFUSAL:** The tuition fee including any deposit is fully refundable if a student fails to, through no fault of his/her own, secure a visa less € 150 administrative charges. Refunds will not be made if the student is partially or wholly responsible for the visa being refused. For example if the student's visa is refused due to lack of funds, presenting forged documents, he/she will not be eligible for a refund. The student will not be eligible for a refund if student did

- not apply for a visa. The applicant immediately inform Rome Business School about the visa refusal and must produce original refusal letter from the Italian Embassy. Processing period of refund will take a minimum of four weeks. Refund request more than six weeks after the visa refusal will not be considered. In line with money laundering laws any fee paid will only be refunded to the person who paid the fee, unless in exceptional cases in which the original payee can give authorization for the money to be deposited into another account. Students' attention is particularly drawn to the fact that where they fail to submit an application for a refund due to visa refusal 15 days prior to the Course Commencement Date, they will not qualify for a refund.
- 5 - EXCEPTIONAL CIRCUMSTANCES:** In all other cases a refund will not be made except in the unlikely event that the programme is cancelled or in exceptional circumstances at the discretion of the school for example, a bereavement involving the student's immediate family.
- 6 - CHANGE OF PROGRAMME:** For didactic and organizational reasons, the Rome Business School reserves the right to postpone scheduled classes and modify the programme and/or replace teachers. Any changes will be promptly communicated to the companies and participants.

- 7 - LIABILITY OF PARTICIPANTS:** Participants in the courses/ Master's Degrees are personally responsible for any damage caused to the classrooms, equipment and other items in the rooms used by the Rome Business School. Participants are also required to abide by the internal regulations (signing registers, using computer equipment, etc.).
 - 8 - PRIVACY:** The processing of personal data is carried out by the Data Bank of the Rome Business School in compliance with the provisions of personal data protection laws. Your data will not be disclosed to third parties, and you may at any time request its erasure. Should you not wish to receive further communications about our activities, please tick this box
 - 9 - DISPUTES:** In case of any dispute, the Court of Rome shall be competent, to the exclusion of any other Court.
- date
- Signature (with stamp if company/institution)
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