



Course Specification

(Bachelor)

Course Title: Agricultural project management and marketing

Course Code: APSA1605

Program: Sustainable Agriculture Techniques

Department: Enter Department Name .

College: Applied College

Institution: Umm Al-Qura University

Version: Version 1

Last Revision Date: 15 June 2025

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A. General information about the course:

1. Course Identification

1. Credit hours: (2 credit hours)

2 credit hours

2. Course type

A. ☒ University ☐ College ☒ Department ☐ Track ☐ Others

B. ☒ Required ☐ Elective

3. Level/year at which this course is offered: (.....)

4. Course General Description:

This course introduces students to the fundamentals of planning, managing, and marketing agricultural projects. It focuses on key concepts of project management such as feasibility analysis, financial planning, risk management, and scheduling, along with marketing strategies including market analysis, pricing, promotion, and sales techniques tailored to the agricultural sector.

5. Pre-requirements for this course (if any):

None

6. Co-requisites for this course (if any):

None

7. Course Main Objective(s):

To equip students with the ability to plan, manage, and evaluate agricultural projects, and to understand and apply basic marketing strategies for agricultural products.

2. Teaching mode (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	Traditional classroom		100%
2	E-learning		
3	Hybrid <ul style="list-style-type: none"> Traditional classroom E-learning 		
4	Distance learning		

3. Contact Hours (based on the academic semester)





No	Activity	Contact Hours
1.	Lectures	30 h
2.	Laboratory/Studio	
3.	Field	
4.	Tutorial	
5.	Others (specify)	
Total		30 h

B. Course Learning Outcomes (CLOs), Teaching Strategies and Assessment Methods

Code	Course Learning Outcomes	Code of PLOs aligned with the program	Teaching Strategies	Assessment Methods
1.0	Knowledge and understanding			
1.1	Identify principles of project management in agricultural settings	K2	Lectures, Case Studies	Written test, Quizzes
1.2	Explain marketing concepts applicable to agribusiness	K3	Lectures, Discussions	Midterm exam, Assignments
...				
2.0	Skills			
2.1	Analyze feasibility and market potential of agricultural projects	S3	Group work, Practical examples	Project Report, Presentations
2.2	Develop marketing and financial plans for agricultural ventures	S5	Hands-on exercises, Teamwork	Group Project
...				
3.0	Values, autonomy, and responsibility			
3.1	Demonstrate ethical and responsible behavior in managing agricultural enterprises	V2	Interactive discussions, Role-playing	Reflective Essay, Peer review
3.2	Collaborate effectively within a team to solve project challenges	V3	Team-based activities, Simulations	Group presentation, Peer eval.
...				



C. Course Content

No	List of Topics	Contact Hours
1.	Introduction to agricultural project management	2
2.	Types and Lifecycle of Agricultural Projects	2
3.	Feasibility Study and Business Planning in agriculture	2
4.	Financial Planning and Budgeting in Agriculture	2
5.	Risk Assessment and Project Scheduling	2
6.	Introduction to Agricultural Marketing	2
7.	Market Research and Consumer Behavior	2
8.	Product strategies and market segmentation	2
9.	Marketing Mix: Product, Price, Place, Promotion	2
10.	Branding, Packaging, and Quality Assurance in Agriculture	2
11.	Sales Strategies and Channels	2
12.	E-Marketing and Innovation in Agri-Marketing	2
13.	Monitoring, Evaluation and Sustainability of Agri-Projects	2
14.	Project presentations and review	2
Total		

D. Students Assessment Activities

No	Assessment Activities *	Assessment timing (in week no)	Percentage of Total Assessment Score
1.	Mid Term Exam	6	20%
2.	Applied case studies	10	20%
3.	Reports and essay	12	10%
4.	Final Exam	16	50%

*Assessment Activities (i.e., Written test, oral test, oral presentation, group project, essay, etc.).

E. Learning Resources and Facilities

1. References and Learning Resources

Essential References

- Beierlein, J. G., Schneeberger, K. C., & Osburn, D. D. (2013). Principles of Agribusiness Management. Waveland Press.

	- Kotler, P., & Armstrong, G. (2022). Principles of Marketing. Pearson.
Supportive References	- FAO (2020). Marketing for Small-scale Producers. FAO Publications. - Gitman, L. J., & McDaniel, C. (2022). The Future of Business. Cengage Learning.
Electronic Materials	
Other Learning Materials	

2. Required Facilities and equipment

Items	Resources
facilities (Classrooms, laboratories, exhibition rooms, simulation rooms, etc.)	Classrooms
Technology equipment (projector, smart board, software)	Projector and Smart board
Other equipment (depending on the nature of the specialty)	

F. Assessment of Course Quality

Assessment Areas/Issues	Assessor	Assessment Methods
Effectiveness of teaching	Students	Direct: CLO's assessment Indirect: regular surveys to evaluate teaching effectiveness and course relevance
Effectiveness of Students assessment	Peer review	Direct: Annual review of course content by faculty members and external experts
Quality of learning resources	Students	Indirect: regular surveys to evaluate quality of learning resources
The extent to which CLOs have been achieved	Peer review	Direct: Annual review of course content by faculty members and external experts





Assessment Areas/Issues	Assessor	Assessment Methods
Other		

Assessors (Students, Faculty, Program Leaders, Peer Reviewers, Others (specify))

Assessment Methods (Direct, Indirect)

G. Specification Approval

COUNCIL /COMMITTEE	Umm Al-Qura University Council
REFERENCE NO.	851110214476/195626
DATE	18/2/1447

