XCELERATE TRAINING INSTITUTE

your learning & development partner

AGRIBUSINESS SUSTAINABILITY

Agriculture Entrepreneurship, Business Plan and Innovation Course

DURATION	LANGUAGE	FORMAT
10 days	**English**	**Classroom / Online**

Upcoming dates

Dates	Venue	Format	Fee
22 Feb – 5 Mar 2027	Live online	Online (live)	**€1,800**
2 – 13 Aug 2027	Live online	Online (live)	**€1,800**
6 – 17 Sep 2027	Boston	Classroom	**€8,250**

Register or ask a question

Online: x8ti.com/course/agriculture-entrepreneurship-business-plan-and-innov…

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Agriculture Entrepreneurship, Business Plan and Innovation Course

Introduction

This course by Xcelerate Training Institute aims to equip participants with the knowledge and skills necessary to understand and practice entrepreneurship within the agriculture sector. By developing entrepreneurial abilities and mindset, participants will be better prepared to assist farmers in running their businesses. This course is part of a broader agricultural business management series designed to support extension agents in their work with farmers.

By enrolling in this course, you will gain insights into innovation and entrepreneurship strategies to expand your business. You will learn to identify and develop new opportunities through creative and design-thinking approaches. Additionally, you will acquire skills to protect intellectual property and generate profit from innovative ideas. This course emphasizes practical application through simulated business and marketing plans, real-world experiences, and a focus on job creation and community development.

Learning Objectives

Upon completion of this course, participants will be able to:

- Grasp fundamental entrepreneurial concepts
- Understand the structure of agribusiness companies
- Develop marketing and business strategies
- Enhance organizational and time management skills
- Apply business principles to the agricultural value chain
- Conduct market research for business launch
- Analyze the impact of technology, economics, and cultural factors on the agriculture industry
- Understand the entire business cycle from production to policy
- Recognize current economic challenges

Training Methodology

This course combines theory, practice, and research to explore the process of launching and growing agribusiness ventures. Participants will learn about matching venture types to entrepreneurial goals, value creation, business model development, market analysis, fundraising, competitive advantage, business planning, franchising, and growth management. The course emphasizes academic integrity and ethical conduct. Teaching methods include expert lectures, case studies, exercises, group discussions, and the "Do-Review-Learn-Apply" model.

Benefits for Your Organisation

By participating in this course, organizations will:

- Enhance their ability to address agricultural challenges through entrepreneurial initiatives

- Identify and leverage business strengths and weaknesses
- Develop innovative growth strategies

Benefits for You

Individuals who complete this course will:

- Acquire skills to identify and develop business opportunities in sustainable agriculture and food production
- Create effective business and marketing plans for new ventures
- Understand small business management in agriculture and food production
- Develop strong public speaking abilities
- Cultivate leadership and entrepreneurial qualities

Who Should Attend

This course is designed for:

- Managers and entrepreneurs in the agribusiness industry
- Undergraduate and graduate students in agriculture and related fields
- Agribusiness management and general management students
- Agriculture experts from government agencies
- Professionals in agricultural marketing and cooperation
- Agricultural engineering faculty and students
- Agriculture-focused NGOs
- Progressive farmers and community members

Course Outline

Introduction to Farming

- Provides an overview of the agriculture industry
- Including opportunities
- Business structures
- Its global economic impact

Consumer Preference Trends

- Explores consumer preferences and their influence on agricultural production

Entrepreneurship Overview

- Covers the fundamentals of entrepreneurship
- Including business and economic concepts
- Strategic ethics
- Global business management

Business and Marketing Strategy Development

- Focuses on developing effective
- Business and marketing strategies

- Including product development
- Pricing
- Promotion
- Human resource management

Entrepreneurship Solutions

- Addresses financial aspects of entrepreneurship
- Including business finance
- Risk management
- Accounting
- Business planning

Personal Finance

- Provides an overview of personal finance
- Including taxation
- Investments
- Insurance

Developing Entrepreneurial Abilities

- Focuses on personal development for entrepreneurs
- Including career planning
- Professional writing
- Digital citizenship

The Importance of Agri-preneurship

- Highlights the role of extension agents in promoting agri-preneurship
- Identifying target markets

Sales and Agreements

- Covers sales techniques
- Contract development
- Sales forecasting
- Sales growth strategies

Business Start-up and Expansion

- Provides guidance on business management
- Goal setting
- Relationship building
- Customer relationship management

Copyright and intellectual property

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Registration Form

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Preferred dates: ..... Venue or online: .....

Duration: 10 days Language: .....

Please complete and email this form to us, or register online. We confirm your place and send the invoice within one working day.

Delegate information

Full name (Mr / Ms / Dr / Eng): .....

Position: ..... Telephone / mobile: .....

Official email: ..... Personal email: .....

Company information

Company name: .....

Address: .....

City / country: ..... VAT / tax number: .....

Person responsible for training & development

Full name (Mr / Ms / Dr / Eng): .....

Position: ..... Telephone / mobile: .....

Email: .....

Payment

☐ Please invoice me ☐ Please invoice my company

Signature: ..... Date: .....

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Email this form
info@x8ti.com

Register online
Open the course page