

Agricultural Communication & Enterprise

1. Overview

This programme equips participants with the communication, business management and agricultural knowledge required to operate effectively within the agricultural sector. Participants will develop skills in oral and written communication, enterprise selection, financial management, human resource management, agricultural production systems and agri-tourism. The programme promotes a business-oriented approach to agriculture, enabling participants to improve productivity, profitability and customer engagement while supporting sustainable agricultural enterprises.

2. Programme Outcome:

- Communicate effectively in formal and informal agricultural contexts
- Adapt oral communication to suit different audiences and cultural contexts
- Prepare written documents for a variety of workplace and business purposes
- Apply appropriate language, grammar and writing conventions
- Identify factors influencing agricultural enterprise selection
- Evaluate agricultural enterprises using business principles
- Interpret and explain basic financial statements
- Understand gross margin statements, income statements, balance sheets and cash flow budgets
- Explain the principles of human resource management in agriculture
- Apply workplace communication and people management practices
- Describe agricultural production systems and production management principles
- Explain management functions within an agribusiness environment
- Demonstrate knowledge of agri-tourism operations and attractions
- Communicate agricultural information effectively to visitors and tourists
- Apply business principles to improve agricultural productivity and sustainability

Qualification:	Certificate of Completion
Duration:	4-Months
Programme Type:	Category B – Workplace-Based Learning Programme
Programme ID:	PA0381
SAQA US:	8962, 8964, 116081, 116126, 116083, 116113, 116115, 116069
NQF Level:	2
Credits:	24
Entry Requirements:	Communication at NQF Level 1
Training Options:	Online - Each participant will receive access to an online portal, where all programme materials and resources are available. Training is delivered fully online, and participants will join scheduled Microsoft Teams sessions facilitated by a trainer. This mode provides flexibility and allows learners to participate from any location.

**A choice of leveraged programmes for any person,
At any level, in any department, of any company, in any industry.**

Blended - Blended learning combines both online and face-to-face training. Participants receive access to an online portal for online content, resources, and self-paced activities. They also attend scheduled in-person contact sessions with a facilitator, either at the client's premises or providers campus. This approach offers the flexibility of online learning with the added support of guided, interactive sessions.

Face-to-Face - Each participant will receive training resources, which contains all programme materials and resources. Training is delivered through onsite contact sessions, either at the client's premises or providers campus, where a facilitator conducts the sessions in a classroom environment.

Minimum Participants Required: (1) Online, (1) Blended & (1) Face-to-Face

3. Programme Content

- **(8962 US):** Maintain and adapt oral communication
- **(8964 US):** Write for a defined context
- **(116081 US):** Identify and recognise factors influencing agricultural enterprise selection
- **(116083 US):** Illustrate and understand the basic layout of financial statements
- **(116113 US):** Explain principles of human resources management and practices in agriculture
- **(116115 US):** Define and understand production systems and production management
- **(116069 US):** Participate in agri/ecotourism practices at both micro and meso levels to tourists

4. Topics

Module 1: Oral Communication Skills

- Principles of effective communication
- Verbal and non-verbal communication
- Active listening techniques
- Communication strategies
- Speaking confidently in formal and informal situations
- Adapting communication for diverse audiences
- Cultural sensitivity in communication
- Organising and presenting information
- Influencing and persuading audiences

We trust that the above is in order and look forward to hearing from you for Implementation

Module 2: Workplace Writing Skills

- Principles of effective writing
- Writing for different audiences and purposes
- Workplace correspondence
- Reports and business documents
- Grammar and sentence construction
- Writing style and tone
- Editing and proofreading
- Preparing clear and coherent documents

Module 3: Agricultural Enterprise Selection

- Introduction to agricultural enterprises
- Types of farming enterprises
- Factors influencing enterprise selection
- Resource availability
- Climate and environmental considerations
- Market opportunities
- Enterprise planning
- Business-oriented farming
- Improving farm productivity

Module 4: Financial Statements in Agribusiness

- Introduction to agricultural finance
- Gross margin statements
- Income statements
- Balance sheets
- Cash flow budgets
- Business costs and expenses
- Profit and loss analysis
- Financial decision-making
- Basic financial reporting

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Module 5: Human Resource Management in Agriculture

- Introduction to Human Resource Management
- Roles and responsibilities in the workplace
- Recruitment and staff allocation
- Workplace communication
- Employee performance management
- Labour legislation overview
- Teamwork and supervision
- Health and safety responsibilities
- Workplace policies and procedures

Module 6: Agricultural Production Systems and Management

- Introduction to production systems
- Agricultural production processes
- Principles of production management
- Planning agricultural operations
- Resource management
- Quality management
- Management objectives
- Decision-making in agribusiness
- Improving operational efficiency

Module 7: Agri-Tourism Practices

- Introduction to agri-tourism
- Agricultural attractions and activities
- Tourism in agriculture
- Customer service principles
- Communicating with tourists
- Promoting agricultural products and services
- Farm tours and visitor experiences
- Health and safety in agri-tourism
- Sustainable tourism practices

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5. Assessments

This programme includes a Portfolio of Evidence (POE) that must be submitted at the end of the programme. The POE include:

- **Knowledge Assessments:** To evaluate theoretical understanding
- **Practical Assignments:** Hands-on tasks related to course topics
- **Workplace Assignments and Logbook:** Application of skills in real-world settings

Successful participants will receive a certificate of completion.

6. Workplace-Based Learning Programme

This WLP is a fusion of academic learning and practical work. The learning is directly applied to the workplace by using client-based mentors and extensive workplace-based portfolio work and assignments. Apart from the obvious benefits of a workplace directed qualification, each WLP qualifies for recognition as a Category B Skills Programme in the Learning Matrix of the Amended BEE codes, which allows for the salaries of participants to be recognized as part of the Skills Development Expenditure.

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