**REPUBLIC OF KENYA**


**COMPETENCY- BASED MODULAR CURRICULUM**


**FOR**


**AGRIPRENEURSHIP**


**KNQF LEVEL 6**
**(CYCLE 3)**


**ISCED PROGRAMME CODE: 0811 554A**



**TVET CDACC**
**P.O. BOX 15745-00100 NAIROBI**

<p style="text-align:center"><strong>CARRY OUT AGRICULTURE MARKET RESEARCH</strong></p>

**ISCED UNIT CODE:** 0811 551 09A

**TVETCDACC UNIT CODE:** AG/CU/PN/CC/05/6/MA
**Relationship to Occupational Standards**

This unit addresses the unit of competency: Carry our Agriculture market research

**Duration of Unit:** 180 HOURS

**UNIT DESCRIPTION**
This unit specifies the competencies required to carry out Agricultural market research. It involves conducting Agri-enterprise market survey, collecting Agric- enterprise market data, analyzing Agri-enterprise market data, interpreting Agri-enterprise market data and selecting Agri-enterprise.

**Summary of learning outcomes**

By the end of this unit of learning, the trainee should be able to:

| S/No | Learning Outcomes | Duration (Hours) |
|------|-------------------|------------------|
| 1. | Conduct Agri-enterprise market survey | 40 |
| 2. | Collect Agri-enterprise market data | 50 |
| 3. | Analyze Agri-enterprise market data | 30 |
| 4. | Interpret Agri-enterprise market data | 30 |
| 5. | Select agri-enterprise | 30 |
| **Total** | | **180** |

<p style="text-align:center"><strong>Learning Outcomes, Content and Suggested Assessment Methods</strong></p>

| Learning outcomes | Content | Suggested assessment methods |
|-------------------|---------|------------------------------|
| 1. Conduct Agri-enterprise market survey | 1.1 Preparation of Agri-enterprise data collection tools<br>    1.1.1  Mobile data APP<br>    1.1.2  GIS<br>    1.1.3  Remote sensing | Practical<br>Project<br>Third party report<br>Portfolio of evidence<br>Written tests |

| | | |
|---|---|---|
| | 1.1.4 Online questionnaires<br>1.1.5 Social media tools<br>1.2 Mapping Agri-enterprise focus areas<br>    1.2.1 Supply chain partners<br>    1.2.2 Consumer groups<br>    1.2.3 Reachable market groups<br>    1.2.4 Export promotion agencies<br>    1.2.5 Buyer groups<br>    1.2.6 Market research farms<br>    1.2.7 Trade associations<br>1.3 Conducting Agri-enterprise market survey | Oral questioning |
| 2. Collect Agri-enterprise market data | 2.1 Selection of Agri-enterprise data collection method<br>    2.1.1 Field observations<br>    2.1.2 Field survey<br>    2.1.3 Interviews<br>    2.1.4 Sensor technology<br>    2.1.5 Weather stations<br>    2.1.6 Crop monitoring software<br>    2.1.7 Supply chain tracking<br>    2.1.8 Market surveys<br>2.2 Recruitment of Agri-enterprise data collection1 enumerators<br>2.3 Orientation Agri-enterprise enumerators<br>2.4 Obtaining Agri-enterprise consent<br>2.5 Collection of Agri-enterprise Production data<br>    2.5.1 Field data<br>    2.5.2 Weather data<br>    2.5.3 Market data<br>    2.5.4 Financial data<br>    2.5.5 Supply chain data | • Practical<br>• Project<br>• Third party report<br>• Portfolio of evidence<br>• Written tests<br>• Oral questioning |

| | | | |
|---|---|---|---|
| | | 2.5.6 Customer data<br>2.5.7 Regulatory data<br>2.5.8 Research operational data | |
| 3 | Analyze Agri-enterprise market data | 3.1 Preparation of Agri-enterprise data analysis tools<br>    3.1.1 Statistical software<br>    3.1.2 Microsoft excel<br>    3.1.3 Data visualization tools<br>    3.1.4 Supply chain analytical tools<br>    3.1.5 Market intelligence platforms<br>3.2 Processing of Agri-enterprise data<br>3.3 Analyzing Agri-enterprise data | • Practical<br>• Project<br>• Third party report<br>• Portfolio of evidence<br>• Written tests<br>• Oral questioning |
| 4 | Interpret Agri-enterprise market data | 4.1 Research context Interpreting Agri-enterprise data<br>4.2 Comparing research key findings with research expectations<br>4.3 Establishing Agri-enterprise research limitations<br>4.4 Mapping of Agri-enterprise implications | • Practical<br>• Project<br>• Third party report<br>• Portfolio of evidence<br>• Written tests<br>• Oral questioning |
| 5 | Select Agri-enterprise | 5.1 Weighing Agri-enterprise research implications<br>5.2 Making Agri-enterprise decision<br>5.3 Reviewing Agri-enterprise decision | • Practical<br>• Project<br>• Third party report<br>• Portfolio of evidence<br>• Written tests<br>• Oral questioning |

**Suggested method of delivery**

- Project
- Demonstration
- Practicals

- Discussions
- Direct instruction

**Recommended resources for 25 trainees**

| S/No | Item/Category | Description/Specification | Quantity | Recommended Ratio (Item: Trainee) |
|------|---------------|--------------------------|----------|-----------------------------------|
| A | **Learning Materials** | | | |
| | Text books & E-Learning materials | Agricultural marketing books | 5 | 1:5 |
| B | **Learning Facilities & infrastructure** | | | |
| | classroom | | 1 | 1:25 |
| C | **Consumable materials** | | | |
| | notebooks | A4 SIZE | 25 | 1:1 |
| | Flip chart | | 1 | 1:25 |
| D | **Tools and Equipment** | | | |
| | Projectors | EPSON 2788 LUMEN or any brand | 1 | 1:25 |
| | Computers | Any brand-5th generation and above Core i5 | 5 | 1:5 |
| | internet | Reliable and fast | | |