

CORE COMPETENCIES
348 Hours

Unit of Competency	Learning Outcomes	Learning Activities	Methodology	Assessment Approach	Nominal Duration
1. Engage Agroenterprise (AE) Industry Stakeholders	1.1 Collect and supply data for site project selection	<ul style="list-style-type: none"> • Identify the sources of data required • List down relevant data for site project selection • Provide data • Explain the different communication strategies • Utilize the appropriate communication strategy for data validation • Identify the different data related to AE implementation • Discuss the procedures in record keeping • Keep/Maintain data 	<ul style="list-style-type: none"> • Lecture • Discussion 	<ul style="list-style-type: none"> • Written Exam • Oral questioning 	Total: 68 hrs C:20 hrs F:48 hrs
	1.2 Support organizing AE industry stakeholders	<ul style="list-style-type: none"> • Discuss the overview of Agroenterprise Clustering Approach • Enumerate the roles and responsibilities of Agroenterprise industry stakeholders 	<ul style="list-style-type: none"> • Lecture • Discussion • Meetings • Consultations • Survey • Consultation • Exercises 	<ul style="list-style-type: none"> • Written Exam • Oral Questioning 	

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		<ul style="list-style-type: none"> • Identify stakeholders providing support on AE implementation • Provide list of AE stakeholders • Stakeholders providing support/resource complementation • Discuss the procedures in providing support/resource complementation • Discuss key areas for resource complementation • Identify relevant partners for resource complementation • Recommend relevant partners for resource mobilization • Explain Step 1 of AE Clustering Approach (Cluster Formation) • Discuss community organizing • Discuss the criteria in cluster formation 			

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		<ul style="list-style-type: none"> • Identify farmers for clustering using farmer registry • Mobilize identified farmers for clustering • Identify farmers to be profiled • Discuss the date and venue • Convene farmers for profiling on the agreed date and venue • Enumerate agreements related to AE implementation • Discuss the procedures in formulating and recording agreements • Formulate and record agreement/policies 			
	1.3 Sustain partnership	<ul style="list-style-type: none"> • Explain the different types of issues • Explain the protocol in handling issues • Discuss strategies in conveying issues to concerned partners 	<ul style="list-style-type: none"> • Lecture • Discussion • Case exercises • Demonstration • Meetings • Consultation 	<ul style="list-style-type: none"> • Written exam • Oral Questioning • Interview 	

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		<ul style="list-style-type: none"> • Identify issue and inform concerned partner/s on the issue • Discuss the different policies in implementing Agroenterprise • Reiterate policies to AE practitioners • Identify the existing policies related to Agroenterprise • Explain the importance of record keeping • Record and review policies • Identify causes of conflicts • Discuss the processes in Conflict Resolution • Resolve Conflict • Identify the conflicts resolved and resolutions formulated • Record conflicts resolved and resolutions formulated 			
2. Ensure Product Supply	2.1 Lead in the selection of product	<ul style="list-style-type: none"> • Explain the procedures of data collection and extraction 	<ul style="list-style-type: none"> • Lecture • Presentation • Workshops 	<ul style="list-style-type: none"> • Written exam • Oral Questioning 	Total: 104 hrs

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		<ul style="list-style-type: none"> • Extract existing products from farmers' information profile • Discuss criteria in screening list of products • Explain on shortlisting of products • Present and screen list of products to come up with shortlist • Enumerate different consensus methods • Explain the process of getting consensus • Agree on the list of selected products to be produced 	<ul style="list-style-type: none"> • Demonstration • Discussion • Computation • Case Exercise • Learning Expedition 	<ul style="list-style-type: none"> • Demonstration • Activity output • Reflection Paper 	C: 28 hrs F: 76 hrs
	2.2 Establish Production Module	<ul style="list-style-type: none"> • Discuss the guideline for Data Gathering • Enumerate the different methods of Data Gathering • Enumerate the different sources of data • Explain the techniques in conducting Interview • Compute product Cost & Return 	<ul style="list-style-type: none"> • Lecture • Demonstration • Field Visit • Interview • Key Informant Interview • Simulation • Workshop • Exercise • Computation • Presentation 	<ul style="list-style-type: none"> • Written Exam • Oral Questioning • Demonstration 	

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		<ul style="list-style-type: none"> • Develop Production Module • Collate, tabulate and analyze data • Explain the methods and procedure of data analysis • Analyze data on the best farming practices • Explain the process of preparing production module • Prepare and Analyze Production Cost & Return • Design production module according to industry standards 	<ul style="list-style-type: none"> • Discussion 		
	2.3 Prepare Supply Plan	<ul style="list-style-type: none"> • Explain projection methods • Discuss and present the collective marketing agreement • Confirm the product supply • Explain the methods of computing the volume of product supply 	<ul style="list-style-type: none"> • Key Informant Interviews • Lecture • Discussion • Demonstration • Workshop • Presentation • Computation • Case Study 	<ul style="list-style-type: none"> • Written exam • Oral questioning • Actual demonstration 	

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		<ul style="list-style-type: none"> • Discuss the methods of assessing product supply • Assess product supply volume based on projected quantity and quality • Discuss the process of preparing production program • Formulate product supply Plan Program • Determine the quantity of product to be consolidated for group marketing 			
	2.4 Monitor the implementation of production activities	<ul style="list-style-type: none"> • Discuss the implementation of the Production activities • Explain the participatory process of monitoring the implementation of the production activities • Record production activities • Oversee and monitor the implementation of the production activities 	<ul style="list-style-type: none"> • Lecture • Demonstration • Discussion • Simulation • Workshop • Video presentation • Case Study/Analysis • Presentation 	<ul style="list-style-type: none"> • Written exam • Actual demonstration • Oral Questioning 	

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		<ul style="list-style-type: none"> • Explain the quality control standards • Establish quality control measures • Implement random check of product quality • Explain the systems in recording volume of production • Monitor production volume • Establish Comparative Production Trend • Discuss the consolidated supply plan with the farmers • Confirm the supply plan 			
	2.5 Implement safety precautionary measures	<ul style="list-style-type: none"> • Identify hazards in their specific workplaces and in their particular tasks • Select appropriate control measures • Identify the different safety and health practices implemented in the farm • Implement Labor safety and 5S 	<ul style="list-style-type: none"> • Lecture • Workshop • Demonstration • Audio/Video Presentation • Industry visit • Case Study • Field Visit 	<ul style="list-style-type: none"> • Written Exam • Oral Questioning • Interview • Demonstration • Reflection Paper 	

Unit of Competency	Learning Outcomes	Learning Activities	Methodology	Assessment Approach	Nominal Duration
		<ul style="list-style-type: none"> • Implement Good Agricultural and Manufacturing Practices • Implement Climate Risk Reduction Management Strategies 			
3. Implement Financial Management	3.1 Facilitate financial plan development	<ul style="list-style-type: none"> • Enumerate cost items • Compute Costs • Enumerate and discuss types of financial services • Production module Review • Compute break-even price, volume • Financial Plan Analysis • Financial Plan Packaging 	<ul style="list-style-type: none"> • Lecture • Discussion • Audio/ Video Presentation • Hands on 	<ul style="list-style-type: none"> • Written exam • Oral Questioning 	Total: 36 hrs C: 16 hrs F: 20 hrs
	3.2 Facilitates loan application and payment	<ul style="list-style-type: none"> • Discuss procedure on securing loan • Enumerate loan documents • Discuss basic policies of different types of Financial Providers • Securing promissory note 	<ul style="list-style-type: none"> • Lecture • Discussion • Audio/Video Presentation • Role playing • Hands on 	<ul style="list-style-type: none"> • Written exam • Oral questioning 	

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		<ul style="list-style-type: none"> Discuss terms and condition on securing loan 			
	3.3 Promote saving practice	<ul style="list-style-type: none"> Computing dividend, patronage refund, interest income from saving Comparison of savings interest from different types of financial provider Training on different types and ways of investing Discuss Savings Mobilization Discuss Basic policy on Savings Discuss types of savings utilization 	<ul style="list-style-type: none"> Lecture Discussion Audio/Video Presentation Hands on 	<ul style="list-style-type: none"> Written exam Oral Question 	
	3.4 Monitor and assess implementation of financial plan	<ul style="list-style-type: none"> Training on 5s and 7s of good housekeeping Training on financial statement (FS) translation Training on monitoring and updating reports and records 	<ul style="list-style-type: none"> Lecture Discussion Presentation Hands on 	<ul style="list-style-type: none"> Written exam Oral questioning Demonstration 	

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4. Mobilize Farmers Participation in Capacity Building Activities	4.1 Assess Capacity Building needs of farmers	<ul style="list-style-type: none"> • Defined capacity building • Discussed the ways to assess capacity building needs • Listed ways to get feedback • Demonstrated consultation process with farmers 	<ul style="list-style-type: none"> • Lecture • Discussion • Audio/Video Presentation • Role play 	<ul style="list-style-type: none"> • Written Exam • Oral Questioning • Demonstration 	Total: 20 hrs C: 8 hrs F: 12 hrs
	4.2 Facilitate participation of farmers in capacity building intervention	<ul style="list-style-type: none"> • Discussed the different types of capacity building supports • Discussed the ways and procedures in writing proposals • Written a draft proposal • Identified the procedures in conducting farmers training • Discussed the basic qualities and characteristics of a facilitator 	<ul style="list-style-type: none"> • Lecture • Discussion • Role play 	<ul style="list-style-type: none"> • Written Exam • Oral Questioning • Demonstration 	
	4.3 Coach and Mentor farmers	<ul style="list-style-type: none"> • Defined and discussed coaching and mentoring 	<ul style="list-style-type: none"> • Lecture • Discussion • Role play 	<ul style="list-style-type: none"> • Written Exam • Oral Questioning • Demonstration 	

Unit of Competency	Learning Outcomes	Learning Activities	Methodology	Assessment Approach	Nominal Duration
		<ul style="list-style-type: none"> • Write basic appropriate procedures in doing coaching • Defined and identified “second liners” • Listed names of farmers as potential second liners 			
5. Conduct Collective Marketing	5.1 Conduct Market Chain Study	<ul style="list-style-type: none"> • Introduce the basic concept of marketing, the market chain with its actors and product flow through the chain • Enumerate methods in data gathering, consolidation and analysis • Identify the actors and activities in the market chain • Draw the market map from farmer to buyers/consumers showing market actors and flow of the product in the market chain • Select the potential buyers and BDS providers to visit and interview 	<ul style="list-style-type: none"> • Lecture • Discussion • Visual presentation • Hands-on • Role playing • Field visit (markets and BDS) • Exercise 	<ul style="list-style-type: none"> • Written exam • Oral questioning • Demonstration 	Total: 120 hrs C: 32 hrs F: 88 hrs

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		<ul style="list-style-type: none"> • Explain rapid market appraisal in studying markets • Discuss the process of communicating to the potential buyers and BDS regarding the market visit and its purpose • Explain activity planning and organizing: the tasking as interviewer, recorder and observer among the LRT members during the actual interview, and the preparation of the logistics for the market visit • Discuss the interview questions and tips in conducting the interview • Show how to conduct the interview of buyers and BDS • Discuss how to consolidate data from the interview and observation gathered from the market visit 			

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		<ul style="list-style-type: none"> • Conduct the market visits • Discuss marketing concepts to include supply and demand, marketing practices and strategies, value addition and value chain relationships • Discuss the analysis of the consolidated interview and observation results as basis to select buyers and BDS providers to engage • Explain marketing projections of sales, costs and income • Give examples of various marketing arrangements with buyers and BDS providers • Explain market negotiation • Engage buyers and BDS providers 			
	5.2 Undertake test marketing	<ul style="list-style-type: none"> • Explain the importance of preparatory activities 	<ul style="list-style-type: none"> • Lecture • Discussion 	<ul style="list-style-type: none"> • Written exam • Oral questioning 	

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		<p>in successful test marketing</p> <ul style="list-style-type: none"> • Introduce participatory business planning and organizing • Explain the formulation of an agroenterprise objective for group marketing • Discuss the importance of commitment to an agroenterprise objective for successful group marketing • Review market arrangements with engaged buyers and BDS providers and the commitment in the supply plan • Discuss the compilation of an AE plan and the business action schedules that guide the test marketing • Complete the test marketing preparation • Discuss the management of 	<ul style="list-style-type: none"> • Visual presentation • Case study/analysis • Exercises • Role play • Hands-on • On the job coaching • Testimonies 	<ul style="list-style-type: none"> • Demonstration 	

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		<p>operations from farm to the buyer</p> <ul style="list-style-type: none"> • Explain product consolidation and product delivery • Explain product quality management and the procedures to include but not limited to cleaning, sorting, grading, packing, labeling • Explain traceability and the tagging and coding of packaged products for traceability • Explain recordkeeping of marketing transactions • Sell the consolidated products • Discuss assessment process and its importance • Explain post-test marketing assessment • Discuss contingency planning and corrective actions 			

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		<ul style="list-style-type: none"> • Explain the process to conduct post-test marketing assessment • Conduct post-test marketing assessment 			
	5.3 Carry out sustained marketing	<ul style="list-style-type: none"> • Explain the importance of evaluation to guide planning for business sustainability • Discuss the process of AE evaluation through reflection • Explain value chain upgrading and business networking for sustained marketing • Discuss consensus building for renewed commitment in continued marketing • Explain the process to adjust and improve the AE plan for sustained marketing • Compute for the sales, cost and income • Improve the AE plan 	<ul style="list-style-type: none"> • Lecture • Discussion • Audio-Visual presentation • Role play • Exercise • Hands-on • On the job coaching 	<ul style="list-style-type: none"> • Written exam • Oral questioning • Demonstration 	

Unit of Competency	Learning Outcomes	Learning Activities	Methodology	Assessment Approach	Nominal Duration
		<ul style="list-style-type: none"> • Explain strategies in managing good market relations • Discuss management for operational efficiency • Discuss price monitoring and how to set up a price monitoring system • Review recordkeeping and documentation of the marketing transactions • Deliver products based on the improved AE plan • Discuss governance and accountability • Discuss the importance of internal control • Explain management structure and standard business operating systems and policies • Discuss the importance of recording and reporting procedures in the agroenterprise 			

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		<ul style="list-style-type: none"> • Install management structure, systems and policies 			
	5.4 Scale up AE operations	<ul style="list-style-type: none"> • Discuss potential products/by-products to be developed • Explain procedures in identifying and selecting new product and by-product using market requirement • Gather market information • Prioritize products to be developed • Discuss the process of selecting diversified products based on market and agro-ecological conditions • Enumerate the types of products that are high yielding varieties and tolerant to pest and diseases • Conduct the comparative cost and return of diversified products 	<ul style="list-style-type: none"> • Lecture • Field works • Discussion • Video presentation • Demonstration 	<ul style="list-style-type: none"> • Written exam • Oral Questioning • Demonstration 	

Unit of Competency	Learning Outcomes	Learning Activities	Methodology	Assessment Approach	Nominal Duration
		<ul style="list-style-type: none"> • Discuss the climate change resilient(smart) products • Explain the need to conduct market chain study • Discuss the procedures in identifying additional markets • Discuss gathering and analysis of data from the market chain study • Perform selection of market to be engaged • Compute costs and income in engaging additional market 			