

ASSIGNMENT

ON

FUNCTIONS AND TECHNIQUES OF AGRIBUSINESS

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INTRODUCTION

Management is defined as, “A process of developing and maintaining an environment by which people (i.e manager, farmers and stakeholders etc.) working together in a group efficiently accomplish agribusiness objectives”. Having gone through the above definitions of management, now it can be defined as getting things done through others/subordinates. In other words, it is a process of various functions like planning, organizing, leading and controlling the business operations in such a manner as to achieve the objectives set by the business firm. It consists of all activities beginning from business planning to its actual survival.

One of the reasons for failure of business often attributed to as their poor management or inefficient management. The one man, i.e. the proprietor may not be equally good in all areas of the business. Efficient businessman can make proper use of available resources for achieving the objectives set for the business.

In an agribusiness organization, the farmer operator occupies a distinct place because he/she is the main living factor among all factors of production. In fact, it is the human factor that makes the use of other non-human factors like land, machine, money etc. Therefore, for successful operation of business, there should be cordial and harmonious relations maintained with the workers/labours to get their full cooperation in achieving business activities.

Traditional concept of management restricted management to getting things done by others. According to modern view, management covers wide range of business related activities. It is considered as a process, an activity, a discipline and effort to coordinate control and direct individual and group effort towards attaining the cherished goal of the business. Management may also play the role as science, as an art, as a profession and as a social process. As a participant in any management

programme, one may either be a practicing manager or aspiring to be one. Responsibility and performance are really the key words in defining a manager's role. Performance implies action, and action necessitates taking specific steps and doing the following tasks to produce desired results.

Functions/Techniques of management are as follow:

1. Planning
2. Organizing
3. Directing
4. Coordinating
5. Controlling
6. Communicating
7. Motivating
8. Decision making
9. Staffing

Planning: Planning is an attempt to prepare for future by assessing existing resources and capabilities and then determining future line of action with a view to achieve organizational objectives. Plays the role of muscle and sinew in the body of management knowledge. It means deciding in advance what is to be done, how and where is to be done, who will do it and how results are to be evaluated. Planning is the basic function of management. Proper planning is must for any business activity. The affairs of any organization are likely to be affected

without thought out plan. Planning is necessary to ensure proper utilization of human, financial and physical resources to achieve the objectives of enterprise.

Advantages of planning

- i. **Planning give direction on objectives:** Activities of an organization get a definite objective to move due to planning as without planning everything may be haphazard and purposeless.
- ii. **Planning focuses attention on activities:** Planning helps to focus attention on objectives. This helps in their proper pursuit and fulfillment.
- iii. **Planning helps to affect the change and uncertainty:** Since planning is done with the object of off-setting change and uncertainty, it helps to eliminate risk and avoid loss caused by changing factors.
- iv. **Planning facilitate control:** Managerial control are facilitated by the planning because the actual performance can be compared with planned performance.
- v. **Planning helps in the economical operations:** Planning lays down procedures, policies, objectives and operations. The staff gets a clearcut idea about an operation, targets and goals.
- vi. **Planning accounts for growth:** Growth of a firm and expansion of its activities are greatly facilitated. This is so because the firm has a clearcut idea about its future activities. It mat therefore plan to grow. Thi means that the time and cost of growth are minimum
- vii. **Planning helps to avoid bottlenecks in production:** Since everything is planned scientifically (i.e timely and appropriate provision of land, labour,

capital and organization), bottlenecks are avoided and production goes on smoothly.

Steps in planning includes

- a. Establishing objectives
- b. Premising:
- c. Determining alternative courses
- d. Evaluating alternative courses:
- e. Selecting the course of action:
- f. Formulating a derivative plans
- g. Numbering plans by budgeting

Organizing

Organizing is the arrangement and allocation of work, authority and resources in an effective and efficient way. It acts as skeleton in the body of management knowledge. To organize an agribusiness, is to provide it with everything useful to its functioning-land, labour, capital and organization and other managerial techniques on farm. Organizing is an important function of management by management combines the human and material resources. This function must be performed when an activity involves two or more persons. Organizing involves determining the activities to be done, grouping the activities, assigning the grouping activities to be individuals and creating a structure of authority and responsibility among the people to achieve the objectives of the enterprise. Urwich defines organizing as determining what activities are necessary in arranging them in groups which may be assigned to individuals. The process of organization

involves the determination of authority and responsibility relationships in the organization.

Directing: it is the process by which actual performance of subordinates is guided towards common goals. They play the role of heart in the body of management. It involves assessing duties and responsibilities, establishing the results to be achieved and delegating necessary authority/power. Creating the desire for success and examining that the job is done and done properly.

Controlling: It is the process that measures current performances and guides it towards some pre-determined goals. They perform the role of nervous system in the body of management. It involves dissemination of meaningful information and knowledge to avoid mistakes and not to forget taking timely actions without losing temper. It involves reviewing of progress and remedial actions against warning signals.

Coordinating: It is the process of making an effort to ensure that all the gears are meshing smoothly so that the actions of a group of people are unified and synchronized (make agree in time). They act as the brain in the body of management skills. It involves interpreting of programs, plans, policies, procedures and practices; provision for growth and development of employees; keeping in touch with employees and keeping a sense of perspective (mental view); provision for the good climate for success and provision for the free flow of information.

Communicating: The process by which ideas are transmitted to others for the purpose of achieving desired results. They acts as backbone of management. It involves vertical communication (superior boss to downwards); horizontal communication (coordination of activities by managers of the same level) and formal communication using proper procedures

Motivation: is the process by which the people associated are made aware of the programmes/ideas through incentives that produces action. According to Michael. J. Julies motivation is the process/act of stimulating someone or oneself or the employees by providing incentives and encouragement to get the desired course of action. Good motivation results in speedy, efficient, successful, forward-moving management while poor motivation can result in a discouraging reversal. It acts as energy in the body of management. It involves making regular visits and meetings and provision of incentives

Staffing: it is the process of human resources planning, that is, recruitment and selection of best candidates, training them effectively, inducting them, rewarding them and having regular and effective communication with them. It calls for comprehensive manpower planning. Staffing has become one of the very important functions of management, along with planning, organizing, directing and controlling. Staffing has become very significant as it involves a lot of investment in the recruitment, selection, training and placement of workers. So to make the whole exercise meaningful, the best available people are to be secured and their skills and abilities developed for the benefit of the organization.

Decision making: It is the process by which a course of action is consciously chosen from the available alternatives for the purpose of achieving the desired results.

Others includes:

Ordering: order giving or ordering is one of the most important elements of direction. Ordering can be defined as a directive to subordinates as to what is to be done or not to be done in the execution of work for achieving organizational objectives. The definition of ordering suggests the following implications:

- i. In order-giving process, a personal relationship in direct line of command from superior to subordinate is implied. This relationship is not reversible. Two managers of equal rank cannot have this relationship. Similarly, except for functional authority the relationship does not exist between a superior in one Department and a person of lower rank in another.
- ii. Another implication of an order is that it is enforceable. A superior can employ sanction against his subordinates who does not carry out an order or who does so in an inappropriate manner.
- iii. The order is given and enforced to achieve organizational objectives. As such, specific and clear order serves organizational purpose.

Leading: By leading we mean a dynamic man to man relationship between a manager and his subordinates. Leading consists of the process of utilizing techniques in issuing instructions and making sure that operations are carried on as originally planned. Leadership is the process of influencing and supporting others to work enthusiastically towards achieving objectives.

Leadership is the ability to build up confidence and zeal among people and to create an urge in them to be led. To be successful leader, a manager must possess the qualities of foresight, drive, initiative, self-confidence and personal integrity. Leadership is viewed from three points of view:

- Democratic
- Autocratic
- Charismatic

Supervision: Supervision is an important element in the process of directing/leading. It involves actual transformation of plans into action by observing the work of subordinates with authority. Supervisors provide day-to-day guidance and instructions to the operative workers.

Supervisors are also known as first-line managers, or overseers, section head, etc. Supervisors have direct link with the actual workers.

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