

AGRICULTURAL PRICING AND FORECASTING

Department of administrative management and International activity

Faculty of Agricultural Management

Lecturer	Dmytro Kyrlyuk
Teaching period	academic year 2017/2018 (spring 2)
Type subject	Master
ECTS credit	5
Assessment	written and oral
Marking scale	4-point scale
Contact hours	45

Objective and general description

Agribusiness management provides a broad and necessary understanding of basic agribusiness management skills, provides a comprehensive, straightforward presentation of all the key management concepts and skills needed for success

Lectures:

1. The global agri-food systems
2. The agribusiness manager
3. The role of marketing
4. Marketing management
5. Understanding consumer demand
6. Forecasting
7. Budgeting
8. Organizing production using economic principles

Seminars:

1. Case "Food doesn't just come from aisle"
2. Case "Fresco chicken"
3. Case "Dave's dollar dilemma"
4. Case "Miracle foods – if it takes great, it is a miracle"
5. Case "Tom's terrific ice cream"
6. Case "Jerry's Foray in forecasting"
7. Going broke while making money
8. Case "The flying W ranch"

Study literature:

- 1.
- 2.
- ...