

INTERNATIONAL AGRIBUSINESS

Department of administrative management and International activity

Faculty of Agricultural Management

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| Lecturer | Dmytro Kyryliuk |
| Teaching period | academic year 2018/2019 (autumn 3) |
| Type subject | Master |
| ECTS credit | 4 |
| Assessment | written and oral |
| Marking scale | 4-point scale |
| Contact hours | 45 |

Objective and general description

The aim of the course "International agribusiness" is to form students' modern management thinking, system of theoretical knowledge and practical skills about decision making and its realization in the field of international agribusiness.

Lectures:

1. Aim and content of course "International agribusiness"
2. Food marketing in international agribusiness
3. Enterprise strategies of entering on new markets
4. Organization of agribusiness
5. Regulation of international agribusiness
6. Modern aspects of world food problem
7. Increasing of food resources as a reason of food problem solving
8. Development of world food market in terms of food consumption globalization
9. Regional structure of international agribusiness

Seminars:

1. Case studies assignments and assignment for next seminar
2. Readings and discussion about marketing experience of different companies
3. Case study about strategy development for enterprise
4. Readings and discussion legislative base of international agribusiness
5. Readings on world food problem
6. Discussion about future development of international agribusiness

Study literature:

- 1.
- 2.
- ...