

RQ02023: BUSINESS MANAGEMENT IN HORTICULTURE

1. General information

- Term: 6
- Credits: **Total credits 2 (Lecture: 2 - Practice: 0)**
- **Self-study: 6** credits
- Credit hours for teaching and learning activities: 30 hrs
- Self-study: 90 hrs.
- Department conducting the course:
 - Department: Marketing
 - Faculty: Accounting and Business Management
- Kind of the course:

Foundation <input type="checkbox"/>		Fundamental <input type="checkbox"/>		Professional <input checked="" type="checkbox"/>	
Compulsory <input type="checkbox"/>	Elective <input type="checkbox"/>	Compulsory <input type="checkbox"/>	Elective <input type="checkbox"/>	Compulsory <input checked="" type="checkbox"/>	Elective <input type="checkbox"/>

- Prerequisite course(s): none.

2. Course objectives and expected learning outcomes

* *Course objectives:*

- Knowledge: Course provides students with knowledge for business management in horticulture, including: definitions, principles, and methods of business management in horticulture, types of business in horticulture, financial statements in enterprises in horticulture, marketing activities in enterprises, and use of inputs/factors of production in enterprises.
- Skills: Course provides students with skills for problem-solving in managing production and business activities of enterprises in the field of horticulture; improved skills of discussion and teamwork.
- Attitude: The course forms for learners the attitude and sense of responsibility in the assigned work.

* *Course expected learning outcomes*

Notation	Course expected learning outcomes After successfully completing this course, students are able to	PLO performance criteria
Professional Knowledge		
CELO 1	Apply fundamental knowledge of business management to analyze business system and characteristics in horticulture; and financial statements of enterprises in horticulture	1.3
CELO 2	Apply fundamental knowledge of marketing and of resources management to analyze marketing decisions and uses of resources in business in horticulture	1.3

General Skills		
K3	Proficiently use computers in word processing, information storage and processing, and presentations	5.6
Professional Skills		
K4	Problem-solving in specific domestic business situations in horticulture, and propose respective solutions	7.1
K5	Problem-solving in specific foreign business situations in horticulture, and propose respective solutions	7.2
Attitude		
K6	Actively search for documents of business management in horticulture	10.2

3. Course description

The course consists of 5 chapters with the following contents: General issues of business management in horticulture; Types of business in horticulture; Financial statements in enterprises in horticulture; Marketing activities of enterprises in horticulture; and Resources of enterprise in horticulture.

4. Teaching and learning & assessment methods

	K1	K2	K3	K4	K5	K6
1. Teaching and learning						
• Lecturing	x	x				
• Discussion, Q&A	x	x		x	x	x
• Groupwork		x	x	x	x	x
2. Assessment						
Rubric 1. Attendance (10%)					x	
Rubric 2. Teamwork (15%)		x	x	x	x	x
Rubric 3. Presentation (15%)		x	x	x	x	
Rubric 4. Final exam (60%)	x	x				

5. Student tasks

- Attendance: All students must attend classes in classroom, the maximum number of missed classes is no more than 1/3 of the total hours of theory class.

- Preparation for the lecture: All students must read the reading materials and answer the questions asked by the instructor before each class session. In case of online teaching and learning, students need to prepare additional devices to support online learning: a phone or computer connected to the internet.
- Presentation and Discussion: All students must participate in group exercises and presentations that substitutes for a mid-term exam
- Final exam: All students must take one final exam.

6. Text books and references

* *Text Books/Lecture Notes:*

1. Tran Thi Thu Huong, 2022. Lecture Notes on Business Management in Horticulture.
2. Tran Huu Cuong (2013). Agribusiness and food management. Ha noi Agricultural University Publishing House, Hanoi, Vietnam.

* *Additional references:*

1. Decio Zylbersztajn (2017). *Agribusiness systems analysis: origin, evolution and research perspectives*. Revista de administração 52 (2017) 114-117.
2. FAO (2009). Course on agribusiness management for producers' association.
3. Brester, G (2008) *Introduction to Agribusiness Management*. Montana State University, US.
4. Tran Quoc Khanh (2005) *Agribusiness Management*. Labor and Social Publisher Company Limited
5. Baker, G. A. et al. (2002) *Introduction to Food and Agribusiness Management*. Prentice Hall, Upper Saddle River, New Jersey 07458, US.

7. Course outline

Week	Content	Course expected learning outcomes
1	<i>Chapter 1: Introduction to business management in horticulture</i>	
	<i>A/ Main contents: (03 hours)</i> <i>1. Theories: (03 hours)</i> 1.1 Definition and characteristics of agri-business management, and business mangement in horticulture 1.2 Nature of business management 1.3 Characteristics of business management in horticulture 1.4 Business system in horticulture 1.5 Trends and challenges for business management in horticulture <i>2. Practice: (0 hours)</i>	CELO 1, CELO 6
	<i>B/ Self-study contents: (09 hours)</i> 1.1. Read chapter 1	CELO 1, CELO 6

	1.2. Do on your own: characteristics of business management in horticulture and notices for managers	
	Chapter 2: Types of business in horticulture	
2	<p>A/ Main contents: (06 hours) 1. Theories: 05 hours 2.1 General overview of the enterprise 2.1.1 Definiton 2.1.2 Types of businesses 2.2 Factor affecting decision of the type of business in horticulture 2.3 Types of business in horticulture 2.3.1 Individual business 2.3.2 Individual business association 2.3.3 Joint Stock Company 2.3.4 Limited Liability Company 2.3.5 Links between businesses/enterprises 2.3.6 Cooperatives 2. Practice: discussion (01hours) Distinguish business types in horticulture</p>	CELO 1, CELO 6
	<p>B/ Self-study contents: (18 hours) Read chapter 2 in the lecture and answer the teacher's questions</p>	CELO 1, CELO 6
	Chương 3: Corporate financial statements	
3-4	<p>A/ Main contents: (06 hours) 1. Theories: 05 hours 3.1 Overview of financial statements 3.1.1 The role of financial statements 3.1.2 Classification of financial statements 3.1.3 Financial reporting requirements 3.1.4. Accrual accounting and cash accounting 3.2 Balance sheet 3.2.1 Asset indicators 3.2.2 Indicators Liabilities and Equity 3.3 Report on production and business results 3.3.1 Result indicators 3.3.2 Performance indicators 3.4 Cash Flow Statement 3.4.1 Cash flow from operating activities 3.4.2 Cash flow from investing activities 3.4.3 Cash from financial activities 3.5 Record management information 2. Practice: discussion (01hours) The relationship between the financial statements in the enterprise</p>	CELO 1, CELO 6
	<p>B/ Self-study contents: (18 hours) Read chapter 3 of the lecture and answer the teacher's questions 1-2 groups prepare presentation report - Topic 1: Difference between accrual accounting and cash accounting. Pros and cons of each method</p>	CELO 1, CELO 6
4-5	Chapter 4: Marketing activities of enterprises in horticulture	

	<p>A/ Main contents: (07 hours)</p> <p>1. Theories: 05 hours</p> <p>4.1 Some basic concepts</p> <p>4.2 Marketing Opportunities</p> <p> 4.2.1 Marketing Opportunities</p> <p> 4.2.2 Marketing Research</p> <p> 4.2.3 Building product brands</p> <p>4.3 Consumer behavior</p> <p> 4.3.1 Consumption behavior of end consumers</p> <p> 4.3.2 Consumption behavior of intermediate consumers</p> <p>4.4 Wholesale and retail marketing</p> <p>4.5 Marketing mix</p> <p> 4.4.1 Product decisions</p> <p> 4.4.2 Price decision</p> <p> 4.4.3 Decision on Distribution</p> <p> 4.4.4 Decision on promotion</p> <p>2. Practice: discussion (02hours)</p> <p>Brand strategy of companies in horticulture</p>	<p>CELO 2, CELO 3, CELO 4, CELO 5, CELO 6</p>
	<p>B/ Self-study contents: (21 hours)</p> <p>Read chapter 4 of the lecture and answer the teacher's questions</p> <p>4-6 groups prepare presentation reports</p> <ul style="list-style-type: none"> - Topic 2: Product strategy of an enterprise in horticulture - Topic 3: Pricing strategy of an enterprise in horticulture - Topic 4: Distribution strategy of an enterprise in horticulture - Topic 5: Promotion strategy of an enterprise in horticulture 	<p>CELO 2, CELO 3, CELO 4, CELO 5, CELO 6</p>
	<p>Chapter 5: Resources for business of an enterprise in horticulture</p>	
5-6	<p>A/ Main contents: (08 hours)</p> <p>1. Theories: 06 hours</p> <p>5.1 General issues on the input use and management in enterprises in horticulture</p> <p> 5.1.1 Nature of the input use and management in enterprises in horticulture</p> <p> 5.1.2 Meaning of the input use and management in enterprises in horticulture</p> <p> 5.1.3 Characteristics of the input use and management in enterprises in horticulture</p> <p> 5.1.4 Principles of the input use and management in enterprises in horticulture</p> <p>5.2 Land use and management in enterprises</p> <p> 5.2.1 Land characteristics and the objectives of land use</p> <p> 5.2.2 Contents of the land use and management</p> <ul style="list-style-type: none"> - Classification - Determine the size of the land - Land use arrangement - Evaluate the effectiveness of the land use and management <p>5.3 Input use and management in enterprises in horticulture</p> <p> 5.3.1 Classification</p>	<p>CELO 2, CELO 6</p>

	<p>5.3.2 Characteristics</p> <p>5.3.3 Contents of input use and management</p> <p>5.4 Labor use and management in enterprises in horticulture</p> <p>5.4.1 Characteristics of labor in horticulture business</p> <p>5.4.2 Contents of labor use and management</p> <p>5.4.3 Evaluation of labor use and management</p> <p>2. Practice: discussion (02hours)</p> <ul style="list-style-type: none"> • Similarities and differences between fixed assets and current assets • The seasonality of labor in horticulture business 	
	<p>B/ Self-study contents: (24 hours)</p> <p>Read chapter 5 of the lecture and answer the teacher's questions</p>	<p>CELO 2, CELO 6</p>