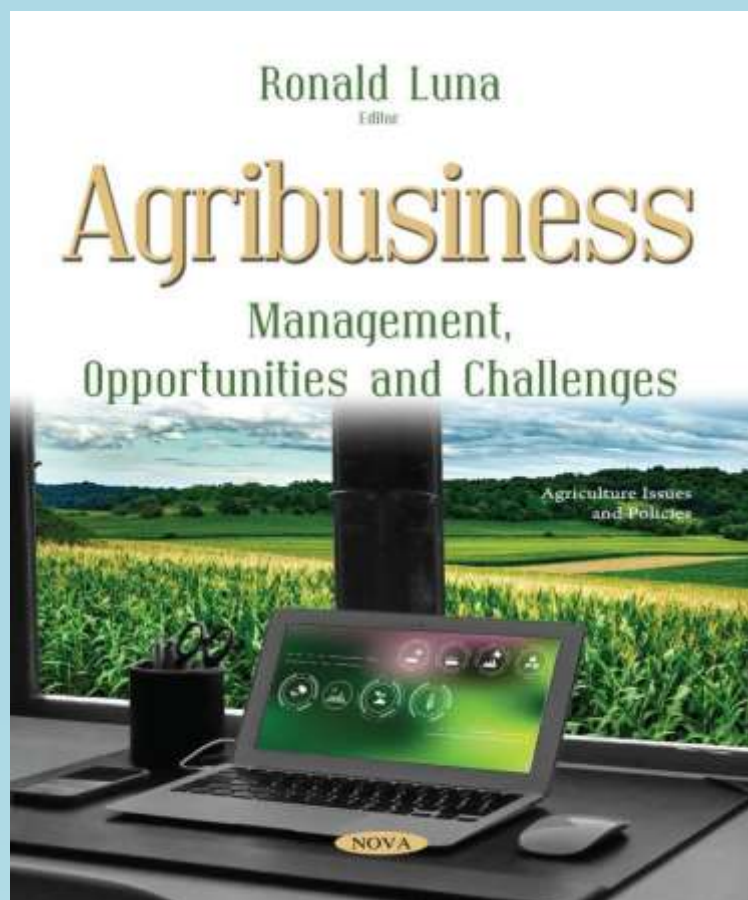# KQ03111: AGRIBUSINESS MANAGEMENT

Total credits 2: theory 2 - practice 0 - Self-study 4

EXPECTED LEARNING OUTCOMES

Notation	Course expected learning outcomes After successfully completing this course, students are able to	Program expected learning outcomes
Knowledge		
K1	Explain basic concepts and distinct features of agribusiness; the agribusiness systems; Types of agribusiness models	ELO1
K2	Analyze financial statements indicators; marketing activities; and resources management of the enterprises;	ELO1, ELO2
K3	Analyze real-life agribusiness situations to find out marketing opportunities; consumer behavior; and decisions of product, pricing, distribution and promotion	ELO2
Skills		
K4	Work independently; and effectively in groups: sharing, assigning and coordinating among team members, feedback skills, received-feedback skills, presentation skills	ELO12
K5	Problem solving from actual agribusiness situations	ELO12
Ethics and Attitude		
K6	Taking sense of responsibility and seriousness in learning	ELO15

Ronald Luna
Editor

Agribusiness
Management,
Opportunities and Challenges

COURSE DESCRIPTION

This course consists of five chapters: Introduction to Agribusiness Management; Types of agribusiness model; The financial statements (Income statement, Balance sheet, and Cash flow statement); Marketing activities; Resources management in agri-enterprises.

LEARNING METHODS

•Learning in class

•Team work

•Self learning

•E-learning

ASSESSMENT METHODS

•Grading: 10 points
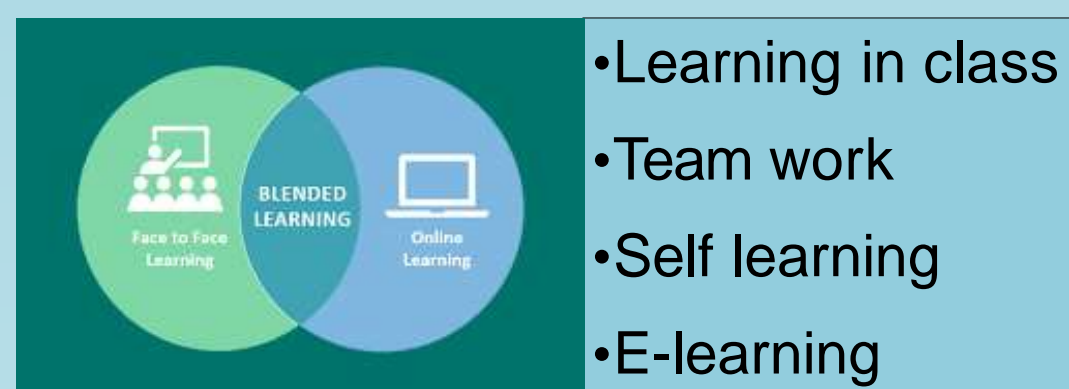• Attendance: 10%
•Formative assessment: 30%
•Final exam: 60%

STUDENT TASKS

•All students must attend at least 80% of total class hours.

•Read the relevant book chapters and handouts before going to the class.

•Participate actively in group discussion and presentation.

•Take final exam.

LECTURERS

1. PhD. Tran Thi Thu Huong
2. Assoc. Prof. Tran Huu Cuong
3. PhD. Nguyen Anh Tru
4. PhD. Nguyen Hung Anh

Department of Marketing
Faculty of Accounting and Business Management

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