



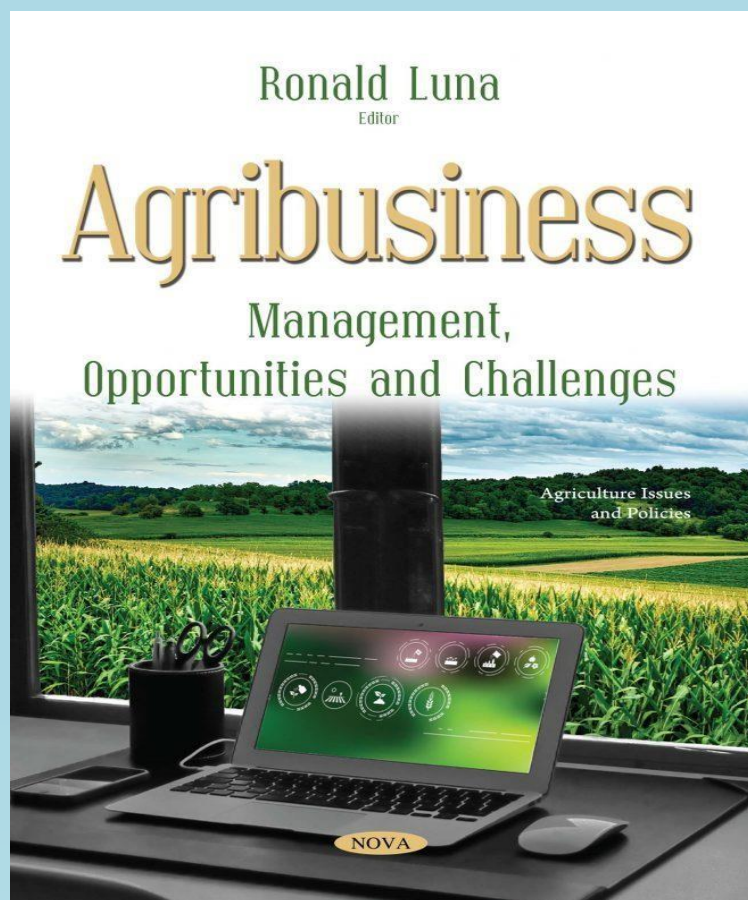
# KQ03111: AGRIBUSINESS MANAGEMENT



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
<b>Knowledge</b>		
CELO1	Explain basic concepts and distinct features of agribusiness; the agribusiness systems; Types of agribusiness models	ELO1
CELO2	Analyze financial statements indicators; marketing activities; and resources management of the enterprises;	ELO1, ELO2
CELO3	Analyze real-life agribusiness situations to find out marketing opportunities; consumer behavior; and decisions of product, pricing, distribution and promotion	ELO2
<b>Skills</b>		
CELO4	Work independently; and effectively in groups: sharing, assigning and coordinating among team members, feedback skills, received-feedback skills, presentation skills	ELO12
CELO5	Problem solving from actual agribusiness situations	ELO12
<b>Ethics and Attitude</b>		
CELO6	Taking sense of responsibility and seriousness in learning	ELO15



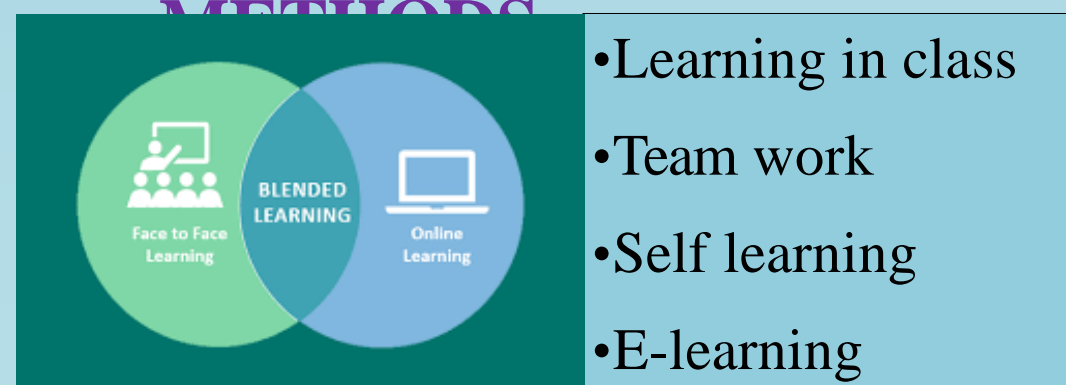
## STUDENT TASKS

- 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.

## 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



## ASSESSMENT METHODS

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

## 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**

