

## Course (KQ03114): (MARKET AND PRICE)

### 1. General information

- Term: 3
- Credits: **Total credits 3 (Lecture: 3 – 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 checked="" type="checkbox"/>		Option 1 <input type="checkbox"/>		Option 2 <input type="checkbox"/>	
Compulsory	Elective	Compulsory	Elective	Compulsory	Elective	Compulsory	Elective
<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

- Prerequisite course(s): Principles of Economics

### 2. Course objectives and expected learning outcomes

#### \* *Course objectives:*

- Knowledge: The course aims to provide learners with an analysis of the operating principles of the agricultural commodity market based on the rules of a competitive economy and the application of tools to analyze the fluctuations of agricultural commodity prices.
- Skills: The course helps students gain skills related to information synthesis, analysis, and teamwork. Helping students can work independently, effectively, with professional ethics and a sense of responsibility for the environment and society and continue to improve their knowledge.
- Attitude: The course provides students with attitudes toward lifelong learning.

#### \* *Course expected learning outcomes*

Notation	Course expected learning outcomes After completing this course, students are able to:	PLO performance criteria
<b>Knowledge</b>		
CELO_1	Apply knowledge about supply and demand and the formation of prices in different market	1.2
CELO_2	Identify different factors that lead to price fluctuation in the various markets	3.3
<b>Skills</b>		
CELO_3	Build good relationships in a group working to achieve mutual goals	4.2
CELO_4	Have good behavior in a group working in a different environment and respect other culture	5.2
<b>Attitude</b>		
CELO_5	Perform the spirit of lifelong learning	10.2

### 3. Course description

Brief description of the course: This course provides students with knowledge and skills in markets and price mechanism, the ability to conduct research in price analysis and market analysis

#### 4. Teaching and learning & assessment methods

CELOs	CELO1	CELO2	CELO3	CELO4	CELO5
<b>Teaching and learning</b>					
Lecturing	x	x	x	x	x
<b>Progress Assessment</b>					
Rubric 1: Attendance (10 %)					x
Rubric 2: Exercises/Discussion/Answer questions (10 %)	x	x			x
Rubric 3: Group presentation (20%)			x	x	
Final exam (60%)	x	x			x

#### 5. Student tasks

- Attendance: All students attending this session must attend at least 75% of the class periods, and actively participate in discussions during class hours.
- Preparation for the lecture: All students attending this session must read reference books according to the contents of the syllabus before going to class.
- Exercises/discussion: All students attending this module must complete the exercises of chapters and additional practical debate.
- Group presentation: All students must participate in a group presentation.
- Final exam: All students must participate in final exams.

#### 6. Textbooks and references

**\* Textbooks/Lecture Notes:**

Trần Hữu Cường: Thị trường và giá cả nông sản, thực phẩm. NXB Nông nghiệp. 2009.

**\* Additional references:**

- o Jema Haji (2014) Module on Agricultural Marketing and Price Analysis, Haramaya University, School of Agricultural Economics and Agribusiness
- o Cornell William G. Tomek, Harry M, (2014), Agricultural Product Prices, 5 edition, Kaiser University Press;
- o Andrew Barkley, Paul W. Barkley (2013) Principles of agricultural economics. Routledge,

#### 7. Course outline

Week	Content	Course expected learning outcomes
1&2	<b>Chapter 1: Overview of course objectives, contents and related research approach</b>	

	<b>A/ Main contents: (6 hours)</b> <b>Theory: (4 hours)</b> 1.1. General introduction 1.2. Objects and contents of the course 1.3. Related research approaches <b>Seminar/Discussion/E-learning: (2 hours)</b> Discuss the difference between research approaches in this course	K1, K2, K3, K5, K6
	<b>B/ Self- study contents: (6 hours)</b> Read the lecture and briefly answer the questions asked by the instructor Select a research objectives of the course and discuss the application	K7, K8, K9
3&4	<b>Chapter 2. Supply, Demand, and Price</b>	
	<b>A/ Main contents:: (6 hours)</b> <b>Theory: (4 hours)</b> 2.1. Demand 2.2. Supply 2.3. Elasticity 2.4. The relationship between Elasticity of Demand and the Revenue 2.5. Application of Supply and Demand in Market Analysis <b>Seminar/Discussion/E-learning: (2 hours)</b> Describe the list factors that affect the change in supply and demand Divide the members into groups to prepare for essays/reports	K1, K2, K3, K5, K6
	<b>B/ Self- study contents: (12 hours)</b> What is the characteristics of supply and demand in the food market? Describe the list of factor that influence the change in supply and demand in the food market. Analyze the effects.	K7, K8, K9
5&6	<b>Chapter 3. Price mechanism in different market structures</b> <b>A/ Main contents:: 63 hours)</b> <b>Theory: (4 hours)</b> 3.1. The competitive markets 3.2. The classification of market competition 3.3. The price behaviors in different markets 3.4. Application in price analysis <b>Seminar/Discussion/E-learning luận: (2 hours)</b> Opportunities and challenges for the Vietnamese food market under the EVFTA agreement <b>B/ Self- study contents: (12 hours)</b> Read the lecture and briefly answer the questions asked by the instructor Learn about different price mechanism in different markets. Relates the price theory to the market integration under the EVFTA	K1, K2, K3, K5, K6
		K7, K8, K9
7&8	<b>Chapter 4. Analysis of price fluctuation</b>	
	<b>A/ Main contents:: (6 hours)</b> <b>Theory: (4 hours)</b> 4.1. Marketing Margin 4.2. Qualification 4.3. Price change over times 4.4. Price differences over distant market <b>Seminar/Discussion/E-learning: (2 hours)</b> Discuss the price changes due to marketing margin, product qualities, time frame, and distant markets?	K1, K2, K3, K5, K6

	<b>B/ Self- study contents: (12 hours)</b> Read the lecture and summarize the key contents according to the teacher's questions Learn about the price fluctuation.	K7, K8, K9
9	<b>Chapter 5. Methods of price setting</b>	
	<b>A/ Main contents: (5 hours)</b> <b>Theory: (4 hours)</b> 5.1. Factors that influence price setting in the companies 5.2. Different price setting methods 5.3. Pros and cons of different methods <b>Seminar/Discussion/E-learning: (1 hours)</b> Analyse the different factors that influence price decision of the companies	K1, K2, K3, K5, K6
	<b>B/ Self- study contents: (12 hours)</b> Read the lecture and answer briefly the questions asked by the lecturer Describe the pros and cons of different pricing methods	K7, K8, K9
10	<b>Chapter 6. Government intervention in the market</b>	
	<b>A A/ Main contents: (4 hours)</b> Theory: (3,0 hours) 6.1. Purposes of the intervention 6.2. Several intervention methods 6.3. The impacts of Government interventions on price and market <b>Seminar/Discussion/E-learning: (1 hours)</b> Analyse the impact of Gov direct and indirect intervention in the market	K1, K2, K3, K5, K6
	<b>B/ Self- study contents: (8 hours)</b> Read the lecture and answer briefly the questions asked by the lecturer Learn about the role and function of Government in different markets	K7, K8, K9