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| **STUDY PROGRAMME:** | **Professional Undergraduate Study Programme *Agriculture*** Specific field of study: Management in agriculture |
| **Course:** | PRINCIPLES OF AGRICULTURAL MANAGEMENT |
| **Course code:** 161596**Course status**: compulsory  | **Semester: III** | **ECTS credits: 5** |
| **Course holder:**  | **Kristina Svržnjak,** Ph.D., professor of professional studies |
| **Modes of delivery:** | **Number of hours**  |
| Lectures | 30 |
| Excersises, | 20 |
| Seminars | 10 |

**Course objectives:** To acquaint students with basic concepts of management and the application of strategic and operational management in the agricultural sector

**Course content**

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|  | **Course unit** | **Modes of delivery:** | **Places of delivery** |
| **L** | **E** | **S** |
| 1. | Management in agriculture and manager (concept and definition of manager and management, meaning, goals, tasks, activities, environment and life cycle of agricultural economy, skills and roles of managers, differences between effectiveness and efficiency) | 4 |  |  | Classroom or IT Classroom |
| 2. | Managerial and business functions of the agricultural economy (Planning, organizing, directing/leading and controlling as managerial functions and production, marketing, finance and people management as business functions of the agricultural economy, decision-making and decision-making, time management) | 4 |  |  | Classroom or IT Classroom |
| 3. | The relation between strategic and operational management (basic differences and characteristics of strategic and operational management, time management) | 2 |  |  | Classroom or IT Classroom |
| 4. | Basics of strategic management of the agricultural economy (Strategic planning, environmental analysis, SWOT analysis, brainstorming, vision, mission, policy and goals of the agricultural economy, strategy creation, strategy models) | 4 |  |  | Classroom or IT Classroom |
| 5. | Basics of operational management of the agricultural economy (Operational planning, strategy implementation, strategy operationalization, Gantt diagram, control and audit). Time management | 4 |  |  | Classroom or IT Classroom |
| 6. | Entrepreneurial management (entrepreneurship vs. management, farmers as entrepreneurs and as managers, entrepreneurial traits, basic features of a good entrepreneur, ideas for an agricultural business, different options for entering the business, how to make the optimal entrepreneurial decision, needs for capital, equipment and personnel). | 4 |  |  | Classroom or IT Classroom |
| 7. | Entrepreneurial management in Croatian agriculture (organizational forms of agricultural holdings, registration of agricultural holdings, examples of good practice, institutional support and the possibility of applying for projects for agricultural entrepreneurs). | 2 |  |  | Classroom or IT Classroom |
| 8. | Marketing management in agriculture (marketing orientation and marketing system, market, market and sales potential, market analysis, strategic and operational marketing, marketing in practice based on examples of good practice on agricultural farms). | 2 |  |  | Classroom or IT Classroom |
| 9. | Simulation of the business case of an agricultural company, from the establishment of the company to the decision of which strategy to take for the future, creating a strategy and, based on the strategy, creating tactical and operational plans, creating a Gantt diagram. |  | 2 |  | Classroom or IT Classroom |
| 10. | Working in groups - how to make a decision, individually or in a group, what it means to work in a group and what are the roles, implementation of the Belbin test. |  | 2 |  | Classroom or IT Classroom |
| 11. | Working in groups - creating a SWOT analysis for a specific business case of an agricultural company |  | 2 |  | Classroom or IT Classroom |
| 12. | Working in groups - brainstorming according to a defined topic, for example "How to attract customers to buy a certain product"The possibility of field training at some of the economic fairs where the promotional options of agricultural farms that they use in their marketing strategy will be observed. |  | 5 |  | Classroom or IT Classroom |
| 13. | Presentation of the results of work in groups (exercises no. 9-12).Discussion |  | 2 |  | Classroom |
| 14. | Examples of good practice of entrepreneurial ventures in Croatia and the countries of the European Union - individual work of students. The possibility of field training on an agricultural farm as an example of good practice in Croatia. |  | 4 |  | IT Classroom |
| 15. | Searching the databases of DZSHR, TISUP - individual work of students needed for decision-making. |  | 2 |  | IT Classroom |
| 16. | Institutions in the function of the development of agricultural entrepreneurship, students' familiarity with the mentioned institutions, evaluation of individual institutions with regard to the impact on the development of agricultural entrepreneurship. The possibility of field teaching in one of these institutions or a guest lecturer from one of the analyzed institutions. |  | 4 |  | Classroom or IT Classroom or venue out of KUAS |
| 17. | Presentation of the results of individual work (exercises no. 14-16).Discussion |  | 2 |  | Classroom  |
| 18. | Individual ten-minute presentation by students according to a selected topic about management in agriculture (time management)Discussion |  |  | 10 | Classroom |

**L=Lectures, E=Excersises, S=Seminars**

**Learning outcomes (LO)**

LO 1. Present basic concepts about management

LO 2. Plan the business of the agricultural economy through different methods (SWOT analysis, brainstorming, Gantt diagram, teamwork)

LO 3. Formulate the key factors for determining the goals of the agricultural economy

LO 4. Select the necessary data for making business decisions and developing ideas for agricultural business through searching relevant databases

LO 5. Self-assess time management

LO 6. Present own research results to a wider audience

Course holder:

Kristina Svržnjak, Ph.D., professor of professional studies

Križevci, July 2024