

SYLLABUS (OF A COURSE/MODULE)

Course/module (as specified in the approved curriculum for the field of study) Module 2 – Basics of Law and Management		ECTS 4	Catalogue number
Name in Polish Moduł 2 -Podstawy prawa i administracji			
Unit(-s) providing the course/module (Institute/Department) Management and Law Department Finances and Accounting Department			
Head of course/module dr Dariusz Majchrzycki			
Field of study Animal Husbandry	Level II – master studies	Profile Academic-general	Semester I
Specialisation Animal Production Management	MSc Specialisation Animal Production Management		
TYPE OF CLASSES/LECTURES AND THE NUMBER OF HOURS (organised classes/lectures and self-study)			
Type of studies: full-time		Type of studies: extramural	
- lectures	20	- lectures	
- practical / lab	20	- classes	
- other - tutored	20	-	
		-	
-		-	
- Self-study	40	- Self-study	
Total number of hours:		100	Total number of hours:
OBJECTIVE OF COURSE/MODULE			
The goal of the module is to: <ul style="list-style-type: none"> familiarize students with elementary issues of marketing management in an enterprise operating in an environment of agribusiness, and identify most commonly used marketing tools; indication of the price risk existing on the agricultural market and ways of its elimination, as well as familiarize with the functioning of futures markets; familiarize students with basic knowledge of law principles, with an indication of the basic legal instruments in the field of animal production; provide and systematizing of knowledge on the role of logistics in the supply chain of food 			
TEACHING METHODS			
Lecture supported by multimedia presentation, exercises, discussion, presentation of case studies by students			
LEARNING OUTCOMES		Reference to field outcomes	Reference to area outcomes
Knowledge	E1 – has an ordered knowledge of logistics management in the agri-food sector	Z2A_W13 Z2A_W14	R2A_W02 R2A_W07
	E2 – has a thorough legal and economic knowledge adapted to the studied field of study, including the functioning and development of rural areas	InzA_W03 InzA_W04	R2A_W09
Skills	E3- can independently develop and provide a case analysis, taking into account the current conditions for the development of agri-food sector logistics	Z2A_U01 Z2A_U02 Z2A_U13 Z2A_U14	R2A_U01 R2A_U02
	E4- can search for and critically analyse different forms of information, in order to solve the problems or practical tasks in the field of the study. Can present the developed materials and their position through various forms of media	InzA_U06 InzA_U04 InzA_U07	
Social competences	E5- is aware of the need to update the knowledge of logistics and critical evaluation of the occurring phenomena	Z2A_K02 Z2A_K10	R2A_K01 R2A_K08
	E6- is able to think and act in creatively and entrepreneurial	Z2A_K11	R2A_K07
	E7- understands the need for learning throughout life	InzA_K02	
	E8- updates knowledge and cognitive skills, critically reviewing the collected information, recognizes the need for constant updating of the legal and economic knowledge		

Methods to verify learning outcomes <ul style="list-style-type: none"> - Multimedia presentation - Discussion 	Outcome Reference Numbers E1, E4, E5, E4, E7, E8,
TEACHING CONTENT	
<p>Marketing management of an agribusiness enterprise <u>The content of lectures (4h):</u> Strategic Marketing - vision, mission, goals; market concept and principles of its operation; operational marketing, marketing mix, product (service / product), the concept of price, distribution <u>The content of exercises (6h):</u> SWOT analysis, Ansoff matrix, strategies of shaping the fields of market, promotion (Public relations, advertising, personal promotion, sales promotion)</p> <p>Market forms of price risk reduction on the agricultural market – transactions on forward markets <u>The content of lectures (2h):</u> risk – the scope and definitions, risk in agricultural production, ways to reduce the adverse price variance risk - risk management, market ways of reducing risk (diversification of production; risk fund, property insurance, horizontal integration, vertical integration, etc. Risk transfer through forward market tools <u>The content of exercises (2h):</u> forward transaction, spot transaction and forward market instruments as tools to manage exchange risk in agribusiness firms – practices</p> <p>Legal aspects of animal production <u>The content of lectures (4h):</u> basic law definitions; livestock farming regulations; farm animals health and law protection; feedstuff legislation; animal welfare; legal aspects of animal preservation</p> <p>Agri-Food Logistics Management <u>Treści programowe wykładów (4h):</u> istota i rozwój logistyki w zarządzaniu. Rola i znaczenie logistyki w łańcuchach dostaw żywności. Logistyka systemów dystrybucji w sektorze rolno-spożywczym. <u>Treści programowe ćwiczeń (4h):</u> przygotowanie i prezentacja analizy przypadku związanego z logistyką w łańcuchu dostaw wybranego produktu produkcji zwierzęcej <u>The content of lectures (4h):</u> essence and development of logistics management. The role and importance of logistics in the food-supply-chain. Logistics of distribution systems in the agri-food sector. <u>The content of exercises (4h):</u> preparation and presentation of case studies related to logistics in the supply chain of selected product of livestock production</p>	
Forms and criteria for passing of course/module Multimedia presentation Discussion	Percentage of final mark 80% 20%
LIST OF LITERATURE	
<p>Christopher M., 2005. <i>Logistics and Supply Chain Management</i>, Prentice Hall, New York.</p> <p>CSCMP, 2015. CSCMP Council of Supply Chain Management Professionals, http://cscmp.org/about-us/supply-chain-management-definitions, access January 28, 2015</p> <p>Drucker P. 2007. <i>Practice in Management</i>. Routledge, Taylor&Francis, Elsevier Ltd. Oxford, Butterworth Heinema.</p> <p>European Communities. 2008. <i>Food: from farm to fork statistics</i>. European pocketbooks. Luxembourg.</p> <p>Gebresenbet G., Bosona T., 2012. <i>Logistics and Supply Chains in Agriculture and Food, Pathways to Supply Chain Excellence</i>, Dr. Ales Groznik (Ed.), ISBN: 978-953-51-0367-7, InTech, Available from: http://www.intechopen.com/books/pathways-to-supply-chain-excellence/logistics-chains-in-food-andagriculture-sector</p> <p>Griffin R. 2011. <i>Management</i>. Texas A&M University</p> <p>Hoag D. L. 2009. <i>Applied Risk Management in Agriculture</i>. CRC Press</p> <p>Kotler P., Kevin Lane Keller: 2011. <i>Marketing management</i>, Prentice Hall.</p> <p>OECD 2011. <i>Managing Risk in Agriculture. Policy Assessment and Design</i>. http://www.oecd-ilibrary.org/agriculture-and-food/managing-risk-in-agriculture_9789264116146-en</p> <p>Moynagh J. 2000. <i>EU regulation and consumer demand for animal welfare</i>. AgBioForum, 3(2&3), 107-114. Available on the World Wide Web: http://www.agbioforum.org.</p> <p>Myrcek-Kadłubicka E. 2012. <i>Lexicon of Law Terms</i>. Wydawnictwo C.H. Beck</p> <p>OECD/WTO 2013. <i>Aid for Trade and Value Chains in Agrifood</i> http://www.wto.org/english/tratop_e/devel_e/a4t_e/global_review13prog_e/agrifood_47.pdf, access January 22, 2015</p> <p>The World Factbook, https://www.cia.gov/library/publications/the-world-factbook/geos/pl.html#Econ, access January 12, 2015.</p>	