

SYLLABUS

Name of the course (as specified in the approved curriculum) Legal and economic aspects of business management			Number of ECTS credits 5
Name of the course in Polish Prawno-ekonomiczne aspekty zarządzania przedsiębiorstwem			
Unit providing the course Department of Law and Enterprise Management in Agribusiness			
Course co-ordinator Dr Dariusz Majchrzycki			
Field of study Animal Production Management	Level II – master studies	Profile Academic-general	Semester 1
TYPE OF CLASSES AND COURSE LOAD (Classes with teacher and student's own work)			
Mode of studies: full-time		Mode of studies: part-time	
- lectures	20	- lectures	-
- practical classes	20	- practical classes	-
- field classes	0	- field classes	-
- labs	0	- labs	-
- consultations	5	- consultations	-
- own student's work	55	- own student's work	-
- others	25	- others	-
Total number of hours		125	Total number of hours
OBJECTIVE OF THE COURSE			
The goal of the module is to: <ul style="list-style-type: none"> • familiarize students with basic knowledge of law principles in the food and food-processing sector; • provide and systematization of knowledge on the role of logistics in the agri-food supply chains; • familiarize students with elementary issues of marketing management in an enterprise operating in an environment of agribusiness, and identify the 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; 			
TEACHING METHODS			
Lectures: Lecture supported by multimedia presentation, exercises, and discussion. Classes: Preparation of a phased project verified by the teacher.			
Course learning outcomes			The reference to the study field learning outcomes
Knowledge	A graduate: O1: has an ordered knowledge of the specifics of management and logistics in the agri-food sector enterprises O2: has a thorough legal and economic knowledge adapted to the studied field of study, including the functioning and development of rural areas O3: has legal knowledge adapted to the studied field of study, including the food safety		AP2A_W02 AP2A_W08 AP2A_W09 AP2A_W14

Skills	<p>A graduate:</p> <p>O4: can independently make a basic economic analysis of logistics processes</p> <p>O5: can independently develop and provide a case analysis, taking into account the current conditions for the development of agri-food sector enterprises, logistics, and food safety</p> <p>O6: can search for and critically analyse different forms of information, in order to solve problems or practical tasks in the field of study. Can present the developed materials and their position through various forms of media</p>	<p>AP2A_U06</p> <p>AP2A_U07</p> <p>AP2A_U10</p>
Social competences	<p>A graduate:</p> <p>O7: is aware of the need to update the knowledge of logistics and the critical evaluation of the occurring phenomena</p> <p>O8: is able to think and act creatively and entrepreneurial</p> <p>O9: is aware of the need to update the knowledge of legal aspects of food production and processing</p> <p>O10: understands the need for learning throughout life</p> <p>O11: updates knowledge and cognitive skills, critically reviewing the collected information, and recognizes the need for constant updating of the legal and economic knowledge</p>	<p>AP2A_K01</p> <p>AP2A_K03</p> <p>AP2A_K04</p>
<p>Methods for verifying learning outcomes</p> <p>Multimedia presentation</p> <p>Discussion</p> <p>Phased project</p>		<p>Symbols of course learning outcomes</p> <p>O1-O11</p>
<p>TEACHING CONTENTS</p> <p>Legal aspects of food and the food-processing sector</p> <p>Lectures:</p> <p>basic law definitions; general principles, scope of regulation, product (food) safety and responsibilities, protection of consumers, food safety, contaminants in food and feedstuffs. food hygiene principles, HACCP, GHP/GMP, food safety management system, labelling, animal welfare, veterinary inspection.</p> <p>Logistics Aspects of Agri-Food Supply Chains</p> <p>Lectures:</p> <p>Essence and development of logistics and the agri-food sector. The specifics of logistics in the agri-food sector. Economic analysis of logistics processes</p> <p>Classes:</p> <p>preparation and presentation of case studies related to logistics in the agri-food supply chains of selected products</p> <p>Marketing management of an agribusiness enterprise</p> <p>Lectures:</p> <p>Strategic marketing - vision, mission, goals; market concept and principles of its operation, SWOT analysis, Ansoff matrix, strategies of shaping the fields of market,</p> <p>Risk –risk in agricultural production, ways to reduce the adverse price variance risk - risk management, market ways of reducing risk</p> <p>Classes:</p> <p>operational mix: product, place, price, promotion,</p> <p>Forward transaction, spot transaction, and forward market instruments as tools to manage exchange risk in agribusiness firms – practices</p>		
<p>Forms and criteria for completing the course</p> <p>Multimedia presentation</p> <p>Discussion</p> <p>Phased project</p>		<p>Percentage of a final grade</p> <p>80%</p> <p>20%</p>

Literature list

Core literature:

Sanchez M (2015): Food Law and Regulation for Non-Lawyers, Springer, Boston,

Steier G., Patel K.K. (2015): International food law and policy, Springer, Cham,

Steier G., Patel K.K. (2017): International Farm Animal, Wildlife and Food Safety Law, Springer, Cham,

Kotler P. (1977) Marketing - Management. Analyse, Planung und Kontrolle.

Hardaker, J. B., Huirne, R. B., Anderson, J. R., Lien, G. (2004). Coping with risk in Agriculture. Second Edition. CABI Publishing, https://www.researchgate.net/publication/264464532_Coping_With_Risk_in_Agriculture

Additional literature:

Kotler P., Armstrong G., Balasubramanian S. (2024): Principles of Marketing, Pearson Education Limited, wyd. XIX

Kotler P., Kevin Lane Keller: (2011). Marketing management, Prentice Hall.