



COURSE SYLLABUS
First Semester Academic Year 2018

1. Faculty of Economics Department of Economics

2. Course code 01111319 **Course name** Fundamental Agri-enterprise

Total credits 3 credits

Prerequisite 01111111 Principles of Microeconomics

Section 1 Day and Time Wednesday 13.00-16.00 **Room:** 5606

3. Lecturer: Assoc.Prof. Winai Puttakul, Ph.D. (fecownp@ku.ac.th)
Decharut Sukkumnoed, Ph.D. (tonklagroup@yahoo.com)
M.L.Davivongs Kuntornrat, Ph.D. (kuntornrat.d@ku.th)
Sophon Yamklin, Ph.D. (sophon.y@ku.th)

4. Office hours for consultation with students:

By appointment with each instructor (via e-mail above)

5. Course Objective(s)

1. To understand fundamental and role of agri-enterprise and agricultural subsystems
2. To be able to applied the knowledge to set up a business in food or agricultural enterprises
3. To be agri-enterprise entrepreneur having responsibility to social and environment

6. Course Description

Business environment of agricultural industry. Supply chain management for agricultural and food enterprises. Finance, marketing, and management issues in agricultural and food production.

7. Course Outline

1. Introduction to Agribusiness (Business of Agribusiness)
2. Managing agribusiness
3. Economics for agribusiness managers
4. The organization of agribusiness
5. International agribusiness
6. Strategic market planning
7. The marketing mix
8. Tools for making decisions in agribusiness
9. Understanding and analyzing financial statements
10. Financing the agribusiness
11. Tools for evaluating capital investment decisions
12. Production planning and management
13. Supply chain management for agribusiness
14. Managing organizational structures
15. Managing human resources in agribusiness

8. Teaching Method(s): Lecture, games, case discussions, assignments, quizzes, group projects

9. Teaching Aids/Materials

Powerpoint slides, documents, Video-audio materials and real and simulated samples. All class materials can be download via Google Classroom. Joining code for this semester is: see in first class

10. Measure(s) of Achievement

1. Assignment and Class attendance	40%
2. Exam	
Mid-term examination	30%
Final examination	<u>30%</u>
Total	100%

11. Grading

A criterion combines with statistical method. The lecturer retains his right to grade basing on his criteria and discrete judgment.

12. Textbook & Readings:

Main textbook: Freddie Barnard, Jay Akridge, Frank Dooley and John Foltz, 2012, Agribusiness Management, Fourth Edition, Routledge, Taylor & Francis Group, London and New York.

13. Class Schedule

Week	Sec 410	Chapters	Content	Instructor
1	8-Aug	1	Business of Agribusiness	Dr.Sophon
2	15-Aug	2	Managing agribusiness	Dr.Sophon
3	22-Aug	3	Economics for agribusiness managers	Dr.Sophon
4	29-Aug	4	The organization of agribusiness	Dr.Sophon
5	5-Sep	5	International agribusiness	Dr.Sophon
6	12-Sep	6	Strategic market planning	Dr. Decharut
7	19-Sep	7	The marketing mix	Dr. Decharut
Midterm: check with EEBA office for exact schedule				
8	3-Oct	8	Tools for making decisions in agribusiness	Dr. Decharut
9	10-Oct	14	Production planning and management	Dr. Winai
15-26 August: graduation rehearsal & graduation ceremony week (tentative)				
10	31-Oct	15	Supply chain management for agribusiness	Dr. Winai
11	7-Nov	16	Managing organizational structures	Dr. Decharut
12	14-Nov	17	Managing human resources in agribusiness	Dr. Decharut
13	21-Nov	9-10	Understanding and analyzing financial statements	Dr. Kuntornrat
14	28-Nov	11	Financing the agribusiness	Dr. Kuntornrat
15	5-Dec	12-13	Tools for evaluating capital investment decisions	Dr. Kuntornrat
Final Exam: check with EEBA office for exact schedule				

* This syllabus is subject to change at the discretion of the instructor.