



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Farm Management and Marketing							
Course Code		TRİ219		Coure Level		Short Cycle (Associate's Degree)			
ECTS Credit	3	Workload	76 (Hours)	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		This course provides students with the basic concepts of business and agricultural enterprises with different aspects of agricultural holdings, information on issues such as the planning of agricultural holdings.							
Course Content		The structure of agricultural holdings in Turkey, the basic business concepts, general information about the agricultural enterprises, given the basic concepts of marketing and marketing .							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Individual Study					
Name of Lecturer(s)									

Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	70

Recommended or Required Reading

1	Prof.Dr. Erkan REHBER- Yrd. Doç. Dr. Tolga TİPİ. (2005) Tarımsal işletmecilik ve planlama. Uludağ Ün. yayınları . yayın no:2.05-049-0425
2	Doç. Dr. İrfan ÇAĞLAR- Arş. Gör. Sabiha KILIÇ. (2008).Pazarlama. ISBN:978-975-591-813-6

Week	Weekly Detailed Course Contents	
1	Theoretical	In our country, the overall situation of agricultural holdings
2	Theoretical	Concepts of business and agricultural enterprises
3	Theoretical	Classification of agricultural holdings
4	Theoretical	Different aspects of agricultural holdings from other businesses
5	Theoretical	The capital structure of agricultural holdings
6	Theoretical	Annual results of agricultural holdings (gross domestic product of pure product, etc.).
7	Theoretical	The capital structure of agricultural holdings and activity analysis of the results
8	Intermediate Exam	MID-TERM
9	Theoretical	Factors affecting the work of agricultural holdings
10	Theoretical	the basic concepts and principles of agricultural holdings
11	Theoretical	The implementation of agricultural management concepts and principles of business decision making
12	Theoretical	Planning of agricultural holdings
13	Theoretical	Planning methods of agricultural holdings
14	Theoretical	Agricultural businesses marketing
15	Theoretical	Target Market Selection and demand forecast
16	Final Exam	FINAL EXAM

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	3	42
Assignment	4	0	6	24
Reading	2	0	4	8
Midterm Examination	1	0	1	1



Final Examination	1	0	1	1
Total Workload (Hours)				76
[Total Workload (Hours) / 25*] = ECTS				3
*25 hour workload is accepted as 1 ECTS				

Learning Outcomes

1	To be able to comprehend the concept and scope of agricultural management
2	To be able to comprehend the capital structure of agricultural holdings
3	To be able to comprehend the planning of agricultural holdings
4	Annual Activity Results of Agricultural Enterprises
5	Marketing scope and methods

Programme Outcomes (Apiculture)

1	Understand to bee family (ecology, behavior), needs and diseases of bees. To make needs for healthy colony.
2	Produce of bee and bee products with modern techniques
3	Understand and use of tools and equipments used in Apiculture
4	Understand to nectar and pollen vegetables
5	To know nomadic apiculture conditions
6	Packing of bee products
7	Application to hygienic rules in apiculture enterprise
8	To have information of professional ethics and responsibility
9	Ability to work in team and individual
10	To communicate orally and in writing

Contribution of Learning Outcomes to Programme Outcomes 1:Very Low, 2:Low, 3:Medium, 4:High, 5:Very High

	L1	L2	L3
P1		3	4
P2	4	4	
P3			4
P6			4
P8	4		

