



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Agricultural Management and Marketing							
Course Code		OT126		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	3	Workload	70 (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 is to gain 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					
Name of Lecturer(s)		Ins. Ali Kemali ÖZÜĞÜR							

Assessment Methods and Criteria

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

Recommended or Required Reading

1	Rehber, E., Tipi, T., (2005): Tarımsal işletmecilik ve planlama. uludağ ün. yayınları yayın no: 2.05-049-0425
2	Çağlar, İ. Kılıç, S., (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	2	0	14	28
Assignment	4	0	5	20



Reading	4	0	5	20
Midterm Examination	1	0	1	1
Final Examination	1	0	1	1
Total Workload (Hours)				70
[Total Workload (Hours) / 25*] = ECTS				3
*25 hour workload is accepted as 1 ECTS				

Learning Outcomes

1	To be able to comprehend concept and scope of agricultural management
2	To be able to comprehend the capital structure of agricultural holdings
3	To be able to plan agricultural holdings
4	Annual operating results of agricultural holdings
5	marketing concept and methods

Programme Outcomes (Organic Agriculture)

1	To have university life, to use computer technology and to have skills for raising of scientific data
2	To produce according to organic agriculture rules
3	To know and apply starter to organic agriculture, and to get product certification
4	To know genetic for organic vegetable and animal species
5	To know and apply organic production principle and regulations and protection of environment
6	Understand and apply production techniques for organic vegetable and animal
7	To understand control methods for diseases and pests in organic agriculture
8	Having knowledge of quality control, preserving and marketing of organic products
9	To having knowledge equipments and methods for new agricultural technologies
10	To have knowledge of professional ethics and responsibility
11	Ability to work in team and individual
12	To communicate orally and in writing
13	To have adopt life-long learning importance and to have follow professional developments

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

	L1	L2	L3	L5
P2			5	
P5	4			
P9		4		
P11				2
P12				2

