AYDIN ADNAN MENDERES UNIVERSITY
COURSE INFORMATION FORM

Course Title	Title: Food Industry Management						
Course Code	ZTE520		Couse Level		Second Cycle (Master's Degree)		
ECTS Credit	8	Workload	204 *(Hours)*	Theory	3	Practice	0	Laboratory	0
Objectives of the Course	Development of agro-based industries in Turkey, investment in agro-industrial enterprises planning, functions of agro-based industries production, marketing and personnel management, the calculation of the profitability of the entity, criteria for the interpretation of events.						
Course Content	The basic concepts of agro-industries based 4, a detailed analysis of the marketing strategy in this sectors, correlations, and the correlations with each other sectors, information flow, distribution channels, horizontal-vertical components and examine the institutional structure.						
Work Placement	None						
Planned Learning Activities and Teaching Methods			Explanation (Presentation), Discussion, Case Study, Individual Study, Problem Solving				
Name of Lecturer(s)	Prof. Altuğ ÖZDEN						

Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	60

Recommended or Required Reading

1	Baker, G:A, Grunewald, O.Gorman,W. 2002. Introduction Food and Agribusiness Management. London
2	Kotler, P.2003.Marketing Management. Second Edition3. Güneş, E. Albayrak, M. Gülçubuk, B. 2002. Türkiye'de Gıda Sanayii. Ankara.
3	Robert Paarlberg, 2010, Food Politics: What Everyone Needs to Know
4	FAO-GTHB-KALKINMA BAKANLIĞI raporları

Week	Weekly Detailed Course Contents	
1	Theoretical	Job Management Strategy
2	Theoretical	Job management strategy
3	Theoretical	Job Management Strategy
4	Theoretical	Development of Quality Management delivery
5	Theoretical	Quality Control
6	Theoretical	Customer Relationship Management
7	Theoretical	Production Planning Decision-Making Method
8	Theoretical	Strategy, Systems and Concepts Integration
9	Intermediate Exam	Midterm
10	Theoretical	Systemic Behaviour
11	Theoretical	Management Decisions
12	Theoretical	Strategic Formatting
13	Theoretical	Management Advisory
14	Theoretical	Strategic Renewal and Transformation
15	Theoretical	Research Methods
16	Final Exam	final

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	4	3	98
Midterm Examination	1	42	2	44
Final Examination	1	60	2	62
			Total Workload (Hours)	204
		[Total Workload (Hours) / 25*] = **ECTS**		8

25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	To be able to analyse Agro-Industry Definition and Basic Economic Factors
2	To be able to Analyse the marketing Startegy/Design in Detail
3	To be able to understandthe Importance of Marketing Objectives, Infrastructure, Storage, Information Flow
4	To be able to gain Insight of Wholesale and Retail Distribution, Alternative Effectiveness of Food Marketing Systems
5	To be able to evaluate the Importance of Corporate Organization and Vertical Coordination

Programme Outcomes *(Agricultural Economics Master)*

1	To be able to comprehend and solve agricultural economic issues using Agricultural sciences and the basic principles of economic science.
2	To be able to access information, evaluate, interpret, and implement in the processes of the scientific research processes related to Agricultural economy.
3	To be able to integrate the relationship between the use of natural resources and productivity, with environmental, food safety and sustainability objectives
4	To be able to predict the effects of economic and political developments on the Turkish agricultural sector, to be able to view, comprehend and interpret national and international agricultural markets, to be able to apply the innovative methods.
5	To be able to communicate with all actors showing activity in the countryside at the required level of behavior science, to detect problems, and to be able to conduct joint project.
6	To be able to lead multi-disciplinary studies in agricultural sciences, to be able to enhance solutions in complex situations and to be able to take responsibility.
7	To be able to raise awareness about the new and developing practices of the job, to be able to review and learn these when needed.
8	To be able to use theoretical and practical information in agricultural economics.
9	To be able to design innovative solutions integrating the original ideas and methods in agriculture and the economy with the system, part or process designs.
10	To be able to articulate the idea, and the findings about the research topic verbal and written in an effective way.

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

	L1	L2	L3	L4	L5
P1	3	2	3	4	
P2	2				1
P3		3			
P4		4	2		2
P7		4	2		
P8	2	5		2	
P9			3		3
P10				2	