

Tárgytematika / Course Description

Farm management II.

MENB_AVTA013

Tárgyfelelős neve /

Teacher's name: Kacz Károly ifj. Dr.

Félév / Semester: 2021/22/1

Beszámolási forma /

Assesment: Vizsga

Tárgy heti óraszám /

Teaching hours(week): 2/1/0

Tárgy féléves óraszám /

Teaching hours(sem.): 0/0/0

OKTATÁS CÉLJA / AIM OF THE COURSE

Aim of the course:

Through acquiring a relatively wide range of entrepreneurial and managerial knowledge, the Farm Business Management course gives participants the skills indispensable to succeed in business. Students will learn basics of ventures/enterprises, as the economic principles of farming; how to reveal, identify and analyse factors influencing operation and development of farm businesses as well as various management strategies and methods that are employed to keep a farm productive and profitable on long term. To be able to find the most effective use of resources - ways of production (as well as financing and marketing) - this course provides several tools for goal setting, planning, organizing, leading, controlling i.e. decision making, risk taking and administration. Farm managers should be aware of all physical-, economic- financial, etc. relations to determine the optimum level of input use and optimum production, including the best possible combinations of factors as well as allocation of scarce resources. Farm management is expected to operate the business in a dynamical environment, nowadays, including the requirements of government policies i.e. rural development, environment protection, land conservation and the challenges of climate changes.

TANTÁRGY TARTALMA / DESCRIPTION

Description (lectures and seminars):

- 1) Land – Ownership, Control and Use
- 2) Economics of Crop Production – Characteristics of the EU and Hungary
- 3) Economics of Animal Husbandry – Characteristics of the EU and Hungary
- 4) Economics of Agricultural Services – mechanisation, nutrient management, crop protection and irrigation
- 5) Short Food Supply Chains in Agriculture – Basics of Community Supported Agriculture
- 6) Introduction to Project Management
- 7) Managing Risk and Uncertainty
- 8) Business Model Canvas

- 9) Strategic Planning and Strategic Farm Management
 - 10) The Business Plan
 - 11) Whole-Farm Planning
 - 12) Farm Business Analysis
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SZÁMONKÉRÉSI ÉS ÉRTÉKELÉSI RENDSZERE / ASSESMENT'S METHOD

Assesment's method:

Following a successful completion of this course, participants should be able to analyse and discuss all aspects of making strategic and operative decisions (continuously) that are well established and needed:

- to organize and operate enterprises for agricultural production,
- to maximize returns from the farm business – secure economic efficiency and profitability on long term,
- to deal with all challenges and opportunities arising from the natural-, social/political- and global business environment.

Students will complete a final essay exam, team exercises, an online presentation, and discussion questions.

Grading scale:

- 5 excellent: 90-100%
 - 4 good: 80-89%
 - 3 average: 70-79%
 - 2 poor: 55-69%
 - 1 very poor: <55%
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KÖTELEZŐ IRODALOM / OBLIGATORY MATERIAL

Obligatory and suggested material:

R. D. Key – W. M. Edwards – P. A. Duffy (2016): Farm management, McGraw-Hill Education, Eighth International Edition, ISBN 978-981-4636-25-4

Material covered in lectures, handouts

Peter L. Nuthall (2010): Farm Business Management, The Core Skills, CABI, 2010. ISBN: 1845937368, 9781845937362

Peter L. Nuthall (2010): Farm Business Management, The Human Factor, CABI, 2010. ISBN: 9781845935986