



## Course Syllabus

<b>Course Code</b>	<b>Course Title</b>	<b>ECTS Credits</b>
MBAN-805	Economics Of Food Markets and Agricultural Products	7.5
<b>Prerequisites</b>	<b>Department</b>	<b>Semester</b>
None	School of Business	Fall, Spring, Summer
<b>Type of Course</b>	<b>Field</b>	<b>Language of Instruction</b>
Elective	Agricultural Economics	English
<b>Level of Course</b>	<b>Lecturer(s)</b>	<b>Year of Study</b>
2 <sup>nd</sup> Cycle	Dr. Aggelopoulos Stamatis	1 <sup>st</sup> or 2 <sup>nd</sup>
<b>Mode of Delivery</b>	<b>Work Placement</b>	<b>Corequisites</b>
Face-to-Face	N/A	None

### Course Objectives:

The main Objective of the course is to provide students with an understanding of a food business operating at international level Thus the course is divided in 5 parts as described below:

- 1st Part: International Economics and Trade
- 2nd Part: Environment
- 3rd Part: Marketing Strategy
- 4th Part: Logistics Operations
- 5th Part: Special issue: Global food Crises

### Learning Outcomes:

After completion of the course students are expected to be able to:

1. Analyze trade and investment policies and explain if and why international trade improves the welfare of all countries.
2. Identify the criticisms of classical trade theory and argument over alternative viewpoints of which business and economic forces determine trade patterns between countries.
3. Analyze the strategies to work with cultural differences
4. Evaluate the different laws regulating international trade
5. Suggest methods to select markets for international expansion,
6. Identify the appropriate strategy for expanding internationally
7. Use a series of demand management and forecast methods
8. Identify the impact of a food crisis at a business and country level

**Course Content:**

<ol style="list-style-type: none"> <li>1. Trade and Investment Policies</li> <li>2. The Theory of Trade and Investment:</li> <li>3. International Trade in Agricultural:</li> <li>4. Culture:</li> <li>5. Politics and Law:</li> <li>6. Economic Integration and Emerging Markets:</li> <li>7. Beginning International Marketing Activities:</li> <li>8. Product and Prices:</li> <li>9. International promotion and Distribution:</li> <li>10. Global Sourcing and Procurement:</li> <li>11. Location, Logistics and Distribution:</li> <li>12. Demand Management and Forecasting:</li> </ol>
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**Learning Activities and Teaching Methods:**

Power point and articulate presentations, lectures, case studies and exercises.
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**Assessment Methods:**

Exercises, Assignments, Final Exam
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**Required Textbooks / Readings:**

Title	Author(s)	Publisher	Year	ISBN
International Business 8 <sup>th</sup> Edition	Michael Czinkota, Ilkka A. Ronkainen, Michael H. Moffett	John Wiley & Sons, Inc	2011	978-0-470- 53065-8

**Recommended Textbooks / Readings:**

Title	Author(s)	Publisher	Year	ISBN
International Marketing 10th (tenth) Edition	Czinkota, Michael R. & Ronkainen, Ilkka A.	Cengage Learning	2012	978-113-362- 751-7
Operations and Supply Chain Management	Robert Jacobs , Richard Chase	The McGraw- Hill/Irwin	2010	978-007-352- 522-8

Agricultural marketing and price analysis	Norwood, F. B. and Lusk, L. J.	Pearson Education, Inc.	2007	978-013-221-121-5
International Economics (10th Edition)	Krugman P. Obstfeld M. & Melitz M.	Prentice Hall	2014	978-013-342-364-8