



UNIVERSITETI I EVROPËS JUGLINDORE
УНИВЕРЗИТЕТ НА ЈУГОИСТОЧНА ЕВРОПА
SOUTH EAST EUROPEAN UNIVERSITY

Study program Sustainable Agribusiness

Faculty Business and Economics

Study Cycle First Cycle (Undergraduate)

ECTS 180

Description of the program

The primary aim of the Sustainable agribusiness program is to provide students with adequate knowledge of agribusiness enabling them becoming responsible factors in planning new policies in this area. The interdisciplinary program provides students with broad knowledge in the field of agribusiness and shows its impact on the global society. This program is focused on the company behavior, skills and activities in agribusiness. The program is oriented towards the practical application of the tools, techniques and concepts used in this field.

The Sustainable agribusiness program has the following main objectives:

- Development of entrepreneurship in agribusiness through the use of local human and real estate resources.
- Developing awareness about the environment and creating sustainable agricultural development.
- Training of professional staff in the field of agribusiness.
- Reduction of unemployment by promoting agricultural activities.
- Developing small and medium sized businesses in agriculture which can compete successfully in the EU and can adopt the relevant regulations on consumer protection.

Career

This program offers students the knowledge from all relevant fields related to agribusiness. Graduate students acquire basic knowledge about the economic, political, social and technological, which are able to change their lifestyle and work. They are capable of being successful in democratic free market economies, being involved in international labor markets, able to manage public and private companies to improve management of agribusiness in the country, professionally skilled and competent to take part in integration processes of the country in the European Union.

Learning outcomes

Knowledge and understanding

- Apply their knowledge and understanding of agribusiness by solving problems in new or unfamiliar environments;
- Independently research the agribusiness market by analysing their needs and managing plans, strategies, prices, promotional activities, and sales;
- Works in agribusiness industry and private sectors that operate in this market;
- Prepare and design plans, and carry out a necessary market research for getting authentic data for developing a sustainable agribusiness strategies.

Applying knowledge and understanding

- Demonstrate knowledge and understanding of subjects from the field of agribusiness and its sustainability;
- Demonstrate knowledge and understanding of agribusiness issues, like: sustainable development of agribusiness, environmental impacts on agribusiness, principles of sustainable tourism, environment and sustainable tourism, case studies of (un)sustainable agribusiness practices, etc.

Making judgement

- Evaluate and assess marketing implications for sustainable tourism such as service design, pricing strategies, media assessment, effective promotion and customer satisfaction in a systematic and creative way;
- Evaluate market conditions (market share, target customers, known and unknown environment) in order to plan products or services, to coordinate marketing activities within the touristic company and control and monitor those activities continuously within the company;
- Think critically on marketing issues (product, price, place, promotion, people) and business situations in agribusiness environments.

Communication skills

- Present marketing strategies and plans within the organization and to audiences from different institutions and organizations, along with using the proper media and form of expression for all the audience;
- Leading and initiating activities considering touristic plans and strategies;
- Choose the proper means of communication while producing, , promoting and selling products/serviles;
- Share and transfer the knowledge to new generations in the field of sustainable agribusiness.

Learning skills

- Identify personal need, and select proper learning resources for further knowledge and operate independently;
- Acquire new knowledge and skills autonomously;
- Carry out self initiatives independently researching market needs in order to fulfill customers' needs and wants.

List of courses

Semester 1

- [6.0 ECTS] **Microeconomics**
- [6.0 ECTS] **Agribusiness**
- [6.0 ECTS] **Introduction to Business**
- [6.0 ECTS] **Free elective subject 1**
- [3.0 ECTS] **Elective English language 1**
- [3.0 ECTS] **Elective subject**

Semester 2

- [6.0 ECTS] **Microbiology**
- [6.0 ECTS] **Physics**
- [6.0 ECTS] **Management for Agribusiness**
- [6.0 ECTS] **Free elective subject 2**
- [3.0 ECTS] **Elective English language 2**
- [3.0 ECTS] **Elective subject**

Semester 3

- [6.0 ECTS] **Food Microbiology**
- [6.0 ECTS] **Mathematics and Statistics**
- [6.0 ECTS] **Practical work**
- [6.0 ECTS] **Free elective subject 3**
- [6.0 ECTS] **Elective English for Specific Purposes**

Semester 4

- [6.0 ECTS] **Planning in Agribusiness**
- [6.0 ECTS] **Mechanization and Technological Processes**
- [6.0 ECTS] **Practical work**
- [6.0 ECTS] **Elective subject 4/1**
- [6.0 ECTS] **Elective subject 4/2**

Semester 5

- [6.0 ECTS] **Animal Production**
- [6.0 ECTS] **Strategic Management in Agribusiness**
- [6.0 ECTS] **Practical work**
- [6.0 ECTS] **Elective subject 5/1**
- [6.0 ECTS] **Elective subject 5/2**

Semester 6

- [6.0 ECTS] **Total Quality Management**
- [6.0 ECTS] **Food Quality and Food Safe Standards**
- [6.0 ECTS] **Practical work**
- [6.0 ECTS] **Elective subject 6/1**
- [6.0 ECTS] **Elective subject 6/2**

Description of courses

Core courses

- **Microeconomics**

The course presents the principles of macroeconomics as part of a group of core subjects in business. He will cover the fundamentals of macroeconomic theory, i.e., theories concerning the functioning of the economy as a whole. It will focus on Gross domestic product, unemployment, inflation, business cycles, macroeconomic equilibrium, fiscal and monetary policies, balance of payments and etc. Will not only discuss the theoretical aspects, but they will be linked to reality in the country. The main reason for the study of macroeconomics is to introduce students to these subjects as well at local, regional and global level.

- **Agribusiness**

The course Agribusiness is designed to familiarize students with agribusiness, the way agribusiness is administered, agribusiness procedures and regulations, managing agribusiness opportunities, etc.

- **Introduction to Business**

The course is designed to familiarize students with the external and internal environment of the enterprise. However it will focus also on the financial, marketing and organizational functions of the company. Besides this, you will perceive the impact of the enterprise on the community in which it operates. This course introduces students to key concepts, models, debates and problems in studying business and management. Students will learn about how companies function in harmony with the environment. This course will also explain how to manage these businesses, presenting the strategies used for their management and decisions taken by a person being in the role of a manager.

- **Microbiology**

This subject studies bacteria and viruses, systematic and taxonomy of microorganisms, the requirements for their growth and nutrition, microbial ecology, their variability and genetics, physiology, metabolism, and pathology and genetics, applied bacteriology and immunity.

- **Physics**

This course acquaints students with the multitude of physical laws pertaining to agriculture, and how to maximize their effects and the benefits from them. Topics include: mechanics, linear and circular kinematics, dynamics, heat, electricity and magnetism, machines, fluid dynamics, meteorology, radioactivity and their application in agriculture and so on.

- **Management for Agribusiness**

This course is designed to acquaint students with the "language of management" (terms and theories) and the role of managers in the organization. Students will apply the acquired knowledge in various case studies concerning relevant aspects. The course will cover: the major schools and theories of management, understanding of management, process management as the main functions of management, as planning, organizing, leadership, motivation, management of human resources and control.

- **Food Microbiology**

This course is designed to teach students the relationships between organisms, food quality, preservation of fresh food and processing of food. It builds on the subject of microbiology from the first semester.

- **Mathematics and Statistics**

Through this course students will understand and apply the elements of descriptive statistics, probability theory, followed by a probability distribution of samples, calculation of distribution parameters, calculation and control of statistical hypotheses, hypotheses testing, analysis of variance linear analysis and analysis of time series, simple linear regression and correlation.

- **Practical work**

- **Planning in Agribusiness**

This course introduces students to the concept of business planning, the characteristics of the business plans and conduct identification and evaluation of opportunities for business development. Students will be able to analyze several case studies and practical experiences in this area.

- **Mechanization and Technological Processes**

This course provides students with knowledge concerning the structure and function of the most used mechanical and electrical installations related to the agricultural sector. This course has great practical application, and allows students to learn how to run, maintain such machinery, their safety and how can they get permission to control these machines and machinery.

- **Practical work**

- **Animal Production**

This course will deal with the specifics of the environment for growth and breeding of domestic animals, the biology, ecology and economic importance of animals, the diseases that occur in animals and the first aid to be used. Certain diseases, mutations, pathogenic organisms, hygiene, sanitation, vaccination, and funeral procedures of the livestock will also be presented.

- **Strategic Management in Agribusiness**

The course is designed to acquaint students with various strategies as a reason why organizations surpass their competitors and obtain a proper competitive advantage. This course does not apply exclusively to strategic planning, but also of strategic analysis. Students will learn the process of strategic management formulating the mission and philosophy, evaluation of external and internal environment of the company and analysis of the competitive position of the company from the agricultural sector, the methods of analyzing this sector and competitors in their framework, development plan and implementation strategy.

- **Practical work**

- **Total Quality Management**

The aim of the course is to enable students to understand the essence of total quality management its importance and advantages of its use. The course will be referring to products and services and will also present the consequences of poor quality and the benefits of good quality. The procedures and theories of total quality management will be taught from the classical, Western and Japanese points of view. The subject of the study will be the elements of total quality management. We analyze the most important techniques related to total quality

management, the way of its implementation as well as the necessary criteria for the most prestigious awards for excellence in the world.

- **Food Quality and Food Safe Standards**

Quality assurance systems enable application and verification of control measures that are aimed at providing security and safety as well as food quality. They are necessary in every link of the food production chain.

- **Practical work**

Elective courses

- **Chemistry**

This course applies the basic knowledge in the field of chemistry for agricultural purposes and is divided into general, organic and inorganic chemistry parts. It covers such topics as chemical changes in the soil, the structure of the atom, Avogadro hypothesis and its application, molecular weight, equivalent weight, electrolysis, acids, alkaline substances, oxidation, reduction, etc.

- **Botany**

This course taught plants, including their structure, development, genetics, ecology and evolution. The laboratory modules are concerned with field work and making experiments. Students will be trained on how to use the microscope and prepare from the analysis of various bacteria, viruses, fungi, etc.

- **Marketing for Agribusiness**

The aim of this course is to convey the students the most efficient modern marketing procedures, practices and techniques an effective management tool for all these in an ever changing global environment. It will also show its necessity and its dynamic and stimulating effect on the performance of companies operating in the tourism sector, the marketing decisions that managers make about the strategies that apply and the consequences of those strategies, of marketing planning, marketing tactics and marketing control. Starting from the fact that the main concern of every company should be the consumer and his needs and desires, it is necessary to make the right marketing decisions by the level of the enterprise as a whole, and also down to the lower levels of the company.

- **Business Contracts**

This course studies the application of business law in terms of meeting the companies own needs. Some of the topics to be covered are: the history of law, contract formation, different types of contracts, consumer protection, negotiation of contracts and their performance. The course provides also an introduction to the basics of today's legal system and its impacts on individuals. Students will acquire and apply their knowledge in different activities in the classroom in terms of developing skills in critical thinking. Topics include: legal ethics, judicial system, contracts, debts, claims and bankruptcy.

- **Food Chemistry**

This subject deals with the nature and chemical behavior of food ingredients, including proteins, lipids, carbohydrate, minerals, water, enzymes, pigments and additional elements that are put in food to provide flavor. In this case special emphasis is placed on the chemical and physical changes that occur during food production.

- **Good Agricultural Practices**

The increasing occurrence of diseases originating from agricultural products creates the need for such a subject. Pollution can occur anywhere in the production chain of agricultural products, including at places where they are sold. This course focuses on good agricultural practices that apply to farms, cultivated land, as well in packing facilities in order to reduce the risks of microbiological damage and contamination.

- **Positive Production Practices**

Positive manufacturing practices are used in manufacturing and testing of food products, because people use them. There are some regulations that should be respected during the production of these products. This course examines regulatory measures and their implementation in laboratory studies and production processes.

- **Living Environment and Ecology**

This course examines the relationship between environment and economics, focusing on how the economy can identify key aspects of environmental problems. Economic concepts are used to find a solution to pollution, management of resources, and the possibility for sustainable development.

- **Business Ethics and Social Responsibility**

This course deals with ethical norms and principles of companies and their role in the society. It considers the business activities and practices in terms of moral norms, in order to realize better business results. The purpose of this subject is to discuss the role and the function of ethics in business, methods of ethical analysis in companies, etc.

- **Accounting for Agribusiness**

This course covers the following topics: international accounting standards, capital, fixed assets and stocks, funds, bonds, securities, receivables from customers, active time limitations, obligations to suppliers, short and long term stocks, passive time limitations, materials' inventory, products, merchandise, material and immaterial costs, wage costs and amortization, determination of liability for VAT and income tax, determining the financial result. It deals also with calculating the costs of products and services, types of costs, calculation and recording of direct and indirect costs, determining the cost of custom work (JOC), determining of the cost process (PC), the allocation of indirect costs based on the ABC method (ABC), the determination of the critical point of profitability (CVPA), master budgets, flexible budgeting, capital budgeting, cost control, cost centers, profit centers, investment centers, making business decisions based on relevant information and so on.

- **Industrial capacity and production and processing of crops**

The importance of crops in the past, present and future development of agriculture in the world will be reviewed in terms of the manufacturer and buyer. The topics will deal with issues like quality of the environment, world population and hunger, food safety, production and so on. Fundamental principles of classification of plants and seeds, plant structure, growth of the crops will be presented during the lectures.

- **Production and Processing of Milk and Meat**

This course deals with the management of farms and marketing of farm products, product trends and consumers' demand. It begins with a presentation of physiological processes occurring in the development, growth, digestion, reproduction, lactation of the livestock, and treats also their genetic and physiological adaptations to the environment. We will make the analysis and preparation of files, organization and development of meat products, protection and so on.

- **Production and Processing of Fruits and Vegetables**

This course deals with small fruits like strawberries, blueberries, raspberries, and others as well with their production technology, marketing, storage and processing. In the practical part of the subject, students will plan, plant, treat and develop such crops. In this way students will be able to meet the quality requirements for exporting such products.

- **Economic Analysis in Agribusiness**

The course focuses on the analysis of economic conditions in the agribusiness, at the investment opportunities, the development of agribusiness, and the role of this sector in the national economy. The topics included are: the analysis of financial and investment activities, profitability, growth, economic value and evaluation of debt.

- **Systems for Food Safety**

The main purpose of this course is to provide students with basic knowledge of the role of veterinary medicine in food production in relation to animal products, and certain safety systems for food of vegetal origin. The principles and concepts of the HACCP will be presented as well the preventive measures which can be taken to ensure the quality and protection of food products.

- **Operations and Supply Chain Management**

The subject refers to the creation of the agricultural products and services and their delivery to the consumers. Since this is actually the main activity of the companies, it can be concluded that operative management has tremendous importance in the work of the company. Therefore, each student should know the role, objectives and activities of the operational management. The marketing is to find customers and to inform them about the product. Still operations management is the one who will bear the responsibility for the consumer satisfaction or disappointment from which the whole organization depends.

- **Production Management**

The subject deals with the production and processing of agricultural products and services. The topics relate the formation of the product, setting an adequate price of the product, creating a production process for producing specific products and the technology needed for the production.

- **Risk Management in Agribusiness**

The course covers the major developments of fundamental concepts and functions of capital market intermediaries, instruments, principles of organization and operation, their role in the economy in general and the financial system of national economies in particular. These markets and financial instruments are of recent date and function in the developed economies of the West. Their occurrence and development encourages the development of the real sector, the optimal use and allocation of the scarce resources, and affects the macroeconomic variables.