

POLTAVA STATE AGRARIAN UNIVERSITY  
Department of Economy and International Economic Relations

## **SYLABUS**

(ELECTIVE COURSE)

### **Economies and Agribusiness Fundamentals**

Bachelor's degree

Educational and Scientific Institute of Economics, Management, Law and Information Technology



The author: Iulia Samoylyk, Professor of the Department of Economy and International Economic Relations, Doctor of Economic Science, Professor

Poltava  
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### The course characteristics and information about the author

The name of the course	Economies and Agribusiness Fundamentals
The department name	Economy and International Economic Relationship Department
The course Language	English
The information about the author	The lecturer: Iuliia Samoilyk, Doctor of Economic Science, Profesor, office 473, building № 4, e-mail: <a href="mailto:iuliia.samoilyk@pdaa.edu.ua">iuliia.samoilyk@pdaa.edu.ua</a> , <a href="https://www.pdau.edu.ua/people/samoilyk-yuliya-vasylivna">https://www.pdau.edu.ua/people/samoilyk-yuliya-vasylivna</a>
The level of higher education	Bachelor's degree
Prerequisites for studying the course	<p>Prerequisites for studying the course of “Economics and Agribusiness Fundamentals” are courses about economics, marketing and management, agronomy, technology, agriengineering fundamentals, which must be studied by higher education students within 1-4 semesters at the Bachelor's degree level.</p> <p>The study of this course is based on the laws of Ukraine, decrees of the President of Ukraine, resolutions of the Cabinet of Ministers of Ukraine and other regulations and documents that regulate and influence economy and agribusiness.</p>

### **Planned learning outcomes**

**The purpose of studying the course:** professional competencies and knowledge formation about economic laws, understanding of economic categories and the essence of economic relations, as well as business processes occurring in the agricultural market and the priorities of its development; formation of skills in assessing the business environment; identification of agrarian business features in Ukraine and other countries; assessing the competitiveness and development potential of national producers under economy globalization conditional.

**Main objectives of the course:** the formation of higher education students' knowledge of economic development and resource use, mastery of analytical skills and abilities to identify cause-and-effect relationships that arise in the process of economic activity; ideas about the current state, prospects for agribusiness development and priorities in the agricultural sector; basic principles of effective agribusiness; methods of assessing the external environment and economic risks; methods of substantiation of projects in the agricultural sphere; methods of marketing analysis and research of agricultural markets; approaches to assessing the globalization impact on the economy and agribusiness.

#### ***Competences:***

Universal:

UC 1. Ability to work with economic analytical data in a competitive environment, to collect the necessary information for the formation of competitive business projects.

Special:

SC 1. Ability to develop, justify and implement projects for the development of economic entities in the agrarian sphere

Program learning outcomes:

PLO 1. Analyze and identify the impact of factors on the efficiency of agricultural market entities, model their development.

**Educational methods:**

PLO	Educational methods
<p>PLO 1. Analyze and identify the impact of factors on the efficiency of agricultural market entities, model their development.</p>	<p><b>Methods of organization and implementation of educational and cognitive activities:</b></p> <p>- <i>by knowledge source:</i>  EM 1 – verbal methods: lecture; story-explanation;  EM 2 – visual methods: demonstration; observation;  EM 3 – practical methods: practical work; settlement works, notes;</p> <p>- <i>by level of management:</i>  EMSR2 – work under the guidance of a teacher: independent work; problem solving; performance of practical tasks;</p> <p>- <i>by logic (EML):</i>  EML 1 – inductive – a method of teaching that provides a transition from partial to general, from specific to abstract (teacher presents and explains facts, gives examples, demonstrates experiments, visual aids, summarizing, deriving rules, laws, new concepts – students learn individual facts, draw conclusions, summarize educational material);  EML 2 – deductive – a method of teaching that provides a transition from general to partial, from abstract to specific, the process of logical transition from some assumptions, references to their consequences, conclusions, cites individual cases, specific tasks – students perceive general provisions, formulas, laws, then learn the conclusions, give their own examples);  EML 4 – analytical – a method of learning that involves the separation of part from the whole and has the following components: meaningful perception of information, separation of essential features and relationships, division into elements and finding the original structural unit; comprehension of connections, their synthesis;  EML 5 – synthetic – a method of learning that involves an imaginary or practical combination of elements isolated by analysis into a single whole and provides knowledge of the specific through the unity of the diverse and is carried out mainly at the theoretical level of knowledge;  EML 6 – comparison – a method of learning that consists in identifying similarities and differences between objects and phenomena and involves the following actions: identification of objects of comparison; identification of the main features; comparison; finding similarities or differences; symbolic design of comparison results (compilation of a table, plan, scheme or model);  MNL 7 – generalization – a method of learning that consists in the transition from less general to more general knowledge, abstraction and finding common features and involves the following actions: selection of typical facts, finding the main; comparison; primary conclusions, their theoretical interpretation; analysis of the dialectic of the development of the phenomenon; sign design of generalization results (formulas, models, trends, etc.);</p> <p><b>Innovative teaching methods:</b>  EMI 4 – computer and multimedia methods – remotely learning.</p>

**The curriculum of the course****Topic 1. The enterprise as the main economic relations subject**

A concept of the economics. A microeconomics and a macroeconomics. Global activities of the enterprise. Mission and goals of the enterprise. An enterprise's organizational structure. The economic legislation in Ukraine. The collective agreement, its main aspects. Theories and models of enterprises.

General principles of management. The main forms of the state economic policy implementation. Means and mechanisms of economic activity regulation. The concept of entrepreneurship. Principles of entrepreneurial activity. The state registration of business entities. The entrepreneurial activity state support.

Types of enterprise by individual classification criteria – purpose and nature of activity, form of ownership, ownership of capital in the statutory funds, method of the statutory fund formation, employees number and gross income from sales, level of dependence on another enterprise, industry affiliation, legal status and forms of management.

Concepts and signs of enterprises associations of. Organizational and legal forms of business associations: association, corporation, consortium, concern, cartel, syndicate, trust, associated enterprises, holding, financial group.

### **Topic 2. The resource potential of the enterprise**

Main definitions: labor resources, personnel, staff. Structure and classification of personnel. Determining the required number of enterprise's staff. Indicators of staff turnover at the enterprise. The personnel policy of the enterprise. The modern enterprise management system.

The labor productivity. Methods of calculating productivity, their advantages and disadvantages, areas of application. Classification of factors and reserves of productivity growth. System of calculations of the labor productivity possible growth. Methods of work motivation. Socio-economic essence of wages and its functions. The wage structure. Features of the organization of wages at the enterprise. Tariff system of wages. Forms and systems of wages. Features of staff bonuses.

The concept of enterprise capital. Division of means of production into fixed and current. Characteristic features and definitions of fixed and current assets as economic categories. Social property. Valuation of fixed assets at initial, replacement, full and residual value. Periodic revaluation of fixed assets. Classification of fixed assets. Characteristics of the fixed assets reproduction process. Physical and economic operation of fixed assets. Efficiency of fixed assets use. Working capital of the enterprise. Elemental composition of working capital. Characteristics of inventories, semi-finished products, work in progress, future expenses. Cost rationing and calculations of the required amount of working capital of the enterprise. Indicators and ways to better use raw materials, fuel, etc. Modern resource conservation policy. The working capital of enterprises, their circulation. The assessment of the working capital structure. The working capital classification. Rationing of working capital. The classification of standards. Principles of rationing. Methods of calculating standards. The efficiency of working capital. Measures to improve the efficiency of working capital.

### **Topic 3. The agrarian business in the system of economic relations**

The essence and relationships between the categories “business”, “entrepreneurial activity”, “agrarian business”, “agri-food business”. Basic principles of conducting agrarian business in the international market. The introduction to conceptual approaches to the formation of business models in the international agricultural market. Identifying the roles of stakeholders in international agribusiness. Identifying the features of economic relations that arise in the process of international agrarian business.

### **Topic 4. A market and products. Features of the agrarian market and its infrastructure**

Identifying of the market essence and characterizing the types of markets. The market structure. Features of a market economy. Study of basic market theories. The essence of A. Smith's and D. Ricardo's theory. Current market theories. Characteristics of the market system, environment, market paradigms. The structure of the market mechanism. The essence and features of international competition. Types of competition. Study of the components of the international agricultural market infrastructure. Infrastructure functions.

Identifying the nature and features of agricultural and agri-food markets. Market functions in the international environment. Assessing the external habitat of international agribusiness entities. The microenvironment. The macroenvironment. Factors determining the complexity of assessing the external environment in international markets. Features of environmental monitoring. Environmental

forecasting. Formation of stages of analysis of the external environment. SWOT analysis as the main method of assessing the external environment.

### **Topic 5. Globalization impacts on agribusiness. World rating indicators and international comparisons**

Finding out the essence and genesis of globalization. Identifying the patterns of globalization processes. Finding out the peculiarities of economic globalization. The evaluation of the activities of transnational corporations in the context of economic globalization. Substantiation of directions for solving global problems of mankind. The anti-globalism and its impact on the international agricultural market. The classification of countries by the nature of socio-economic relations and the development of the agricultural sector in these countries.

The estimation of the population by world's regions as potential consumers and producers of agricultural products. Gross Domestic Product. Gross domestic product at purchasing power parity. The Deep and Comprehensive Free Trade Areas (DCFTA), the Global Competitiveness Report (KOF), the Global Innovation Index (GII). Index of Economic Freedom, Integrated Index of Globalization Development.

### **Topic 6. The competition and the competitiveness in agribusiness**

The essence of competition. Economic theories of competition. Types of competition. Features of pure competition. The nature of monopolies. Natural monopolies. International monopolies. Transnational corporations. The essence of competitiveness. Factors of competitiveness. Levels of competition. Competitive advantages. Features of international competition. National market. World market. International market. Global market. Types of competitors in international markets. The protectionist policy in agricultural markets. The competitiveness of the enterprise. The product competitiveness. The competitiveness of the industry. The competitiveness of the country.

Identifying the features of the international agri-food sector of the economy and its structure. The assessing the state of the international agri-food market. Trends in the development of the agri-food sector of the economy in the international dimension.

### **Topic 7. Grain and oil markets**

Characteristics of grain market segments. Volumes and structure of world grain consumption. Directions of grain products processing. Related to the grain industry. Demand and supply in the grain market. Features of the corn market. Features of the winter wheat grain market. Features of the oat and rye market. Features of the functioning of the legume market. Major grain producers worldwide. The main consumers of grain and grain products. International restrictions on the production and sale of grain. Assessing the potential of the national grain producer in the global segment of this market.

Characteristics of oilseeds and oil market segments. Volumes and structure of world oil consumption. World sunflower oil market. World olive oil market. World rapeseed oil market. Areas of processing of oil products. Related to the oil industry. Demand and supply in the oil market. Ukraine's position on the world market of sunflower and sunflower oil. Export potential of sunflower oil of Ukraine. Features of olive oil imports to Ukraine and other countries. Features of development of non-traditional segments of the oil market in Ukraine (rapeseed oil, linseed oil, grape oil, pumpkin, nut oil). Mental features of oil consumption. Assessing the potential of the national producer of oilseeds and oils in the global segment of this market.

### **Topic 8. Vegetables, fruits and berries markets**

Characteristics of vegetable, fruit and berry market segments. Volumes and structure of world consumption of vegetables, fruits, berries. Mental features of consumption of vegetables, fruits, berries. World citrus market. World market of fruits and berries of temperate climate. World market of melons. World indoor vegetable market. Global trends in the creation of vertical farms.

Directions of the vegetables processing, fruits, berries. Related to the fruit and vegetable sector. Demand and supply in the market of vegetables, fruits, berries. Ukraine's position on the world market

of vegetables, fruits and berries. Export potential of Ukraine in the production of vegetables, fruits and berries. Features of the vegetables, fruits, berries import to Ukraine. Features of non-traditional segments of the fruit and vegetable sector development. The assessment of the potential of national production of vegetables, fruits and berries in the world segment of this market.

### **Topic 9. Dairy and meat markets**

Characteristics of dairy market segments. Volumes and structure of world consumption of milk and dairy products. Mental features of consumption of milk and dairy products. Specifics of export and import of dairy products. Features of the dairy farming development in Ukraine and the world. Trends of the dairy industry development in Ukraine and the world. Demand and supply in the market of milk and dairy products. Ukraine's position on the world market of milk and dairy products. The assessing the national producer of milk and dairy products potential in the global segment of this market.

Characteristics of meat and meat products market segments. Volumes and structure of world consumption of meat and meat products. Mental characteristics of consumption of meat and meat products. Specifics of export and import of meat and meat products. Development features of meat cattle breeding, pig breeding, horse breeding, goat breeding, sheep breeding, poultry breeding in Ukraine and the world. Trends in the development of the meat processing industry in Ukraine and around the world. Development of exotic livestock and breeding in Ukraine and the world. Demand and supply in the meat and meat products market. Ukraine's position on the world market of meat and meat products. The assessing the potential of the national producer of meat and meat products in the global segment of this market.

### **Topic 10. Seeds, fertilizers, plant protection products, agricultural machinery markets**

Specifics of the working capital market for agriculture. Characteristics of current market segments for agriculture. Systems of technologies in agriculture and their impact on the need for working capital. Technical, technological and economic characteristics of seeds. World seed producers. Prospects for the development of national selection and seed production. Problems of using genetically modified organisms. The role of fertilizers and plant protection products in ensuring crop yields. Demand and supply in the market of seeds, fertilizers, plant protection products. Specifics of export and import of seeds, fertilizers, plant protection products. Ukraine's position on the world market of seeds, fertilizers, plant protection products. Assessing the potential of the national producer of seeds, fertilizers, plant protection products in the global segment of this market.

Specifics of the agricultural machinery market. Characteristics of agricultural machinery market segments. Agricultural technology systems and their impact on the need for agricultural machinery. Technical, technological and economic indicators of agricultural technology. Types and classification of agricultural machinery. World manufacturers of agricultural machinery. Prospects for the development of national agricultural machinery and equipment for the agricultural sector. Market of components for agricultural machinery. Demand and supply in the market of agricultural machinery. Specifics of export and import of agricultural machinery. Ukraine's position on the world market of agricultural machinery. Competitiveness of the national producer in the world market of agricultural machinery. Assessing the potential of the national manufacturer of agricultural machinery in the global segment of this market. Digital technologies in the agricultural sector.

### **Topic 11. Exchange trade and pricing of agricultural products**

Types of exchanges and basic principles of exchange trade. Features of commodity exchanges. The Agricultural Exchange. Rules of trade on the agricultural exchange. Law of Ukraine "On Commodity Exchanges". Participants in stock trading. Forward and futures contracts. Stock indices. Pricing on agricultural exchanges. Types of prices. Factors in the formation of prices for agricultural products. The role of state regulation in pricing. The structure of prices for agricultural products. Spot price. Exchange agreement. Features of agricultural products under exchange agreements deliveries. Characteristics of the largest agricultural exchanges, in particular the Chicago and New York commodity exchanges. Ukrainian Agrarian Exchange. Prospects for the exchange trade development in Ukraine.

Advantages and disadvantages of stock trading. Prospects for the national agricultural producer to go public. Features of exchange trade in small agricultural producers. Auctions and their types. Mental features of stock trading and auctions.

**Topic 12. The international agricultural policy and state regulation in the agricultural sector**

Characteristics of agricultural policy. The policy of protectionism in the world. State regulation of the economy and agrarian business. Customs policy and quota system. Learning the rules of Incoterms. Areas of state support for the agricultural sector. The influence of the state on the formation of agricultural policy. Mandatory criteria for state influence. Components of agricultural policy and their combination. The state policy on the development of productive forces and economic relations in agrarian business. Pricing of agricultural products in domestic and foreign markets. Formation of the state reserve. Grants and subsidies in different countries. Tax system in the agricultural sector. Programs to support the agricultural sector development. Basic approaches to assessing the level of state support for the agricultural sector. The fiscal policy in the agricultural sector. The world experience of the state regulation in the agricultural sphere. The impact of European integration on the development of the agricultural sector. Regulation of the world agri-food system. Common agricultural policy of the European Union.

Organizational and legal forms of agricultural market participants. Types of agricultural formations associations. Organization of economic activity of small subjects of the agri-food market: farms, family farms, personal subsidiary farms. Forms of agri-industrial integration in Ukraine and the world. The assessment of the main factors of production in domestic and foreign markets. Structure and estimation of costs and revenues in the international integration. The world experience of agri-industrial integration and cooperation. The assessing the investment attractiveness of agribusiness.



### The education results evaluation

PLO	Forms of control
PLO 1. Analyze and identify the impact of factors on the efficiency of agricultural market entities, model their development.	<ul style="list-style-type: none"> <li>- oral examination;</li> <li>- test current control;</li> <li>- performing tasks of independent work (preparation of articles, speeches, reports, presentations);</li> <li>- solving problems and situational tasks (cases).</li> </ul>

### Providing the subject of the course of successful mastering of program learning outcomes for graduates

#### Забезпечення тематикою дисципліни успішного опанування програмних результатів навчання для здобувачів вищої освіти

Теми занять	Program learning outcomes	
	PLO 1	Total
Topic 1. The enterprise as the main economic relations subject	+	+
Topic 2. The resource potential of the enterprise	+	+
Topic 3. The agrarian business in the system of economic relations	+	+
Topic 4. A market and products. Features of the agrarian market and its infrastructure	+	+
Topic 5. Globalization impacts on agribusiness. World rating indicators and international comparisons	+	+
Topic 6. The competition and the competitiveness in agribusiness	+	+
Topic 7. Grain and oil markets	+	+
Topic 8. Vegetables, fruits and berries markets	+	+
Topic 9. Dairy and meat markets	+	+
Topic 10. Seeds, fertilizers, plant protection products, agricultural machinery markets	+	+
Topic 11. Exchange trade and pricing of agricultural products	+	+
Topic 12. The international agricultural policy and state regulation in the agricultural sector	+	+
<b>Total</b>	<b>12</b>	<b>12</b>
the maximum percentage in the final grade of the discipline, %	100	100
the minimum percentage in the final grade of the discipline, %	60	60

The criterion for successful learning is the achievement by the higher education student of the minimum threshold levels of grades for each planned learning outcome.

**Criterion for successful studying of program learning outcomes**

<b>Program learning outcomes</b>	<b>Percentage in the final grade for the course, %</b>	<b>Maximum points of grade</b>	<b>Minimum threshold level of scores</b>
PLO 1. Analyze and identify the impact of factors on the efficiency of agricultural market entities, model their development.	100	100	60
<b>Total</b>	<b>100</b>	<b>100</b>	<b>60</b>

One of the obligatory elements of the educational process is the systematic current control of mastering competencies and the final assessment of the level of program learning outcomes achievement.

**Forms of learning outcomes assessment (full-time)**

Програмні результати навчання	Форми контролю									
	oral examination;		test current control;		performing tasks of independent work (preparation of articles, speeches, reports, presentations);		solving problems and situational tasks (cases);		Total	
	max	min	max	min	max	min	max	min	max	min
PLO 1. Analyze and identify the impact of factors on the efficiency of agricultural market entities, model their development.	15	25	15	25	15	25	15	25	60	100
<b>Total</b>	<b>15</b>	<b>25</b>	<b>15</b>	<b>25</b>	<b>15</b>	<b>25</b>	<b>15</b>	<b>25</b>	<b>60</b>	<b>100</b>

**Distribution of points for assessing knowledge  
(full-time form of study, final semester control - test)**

Назва теми	Types of the work				Total
	oral examination	test current control	performing tasks of independent work (preparation of articles, speeches, reports, presentations);	solving problems and situational tasks (cases);	
Topic 1. The enterprise as the main economic relations subject	-	-	2	2	9
Topic 2. The resource potential of the enterprise	4	5	2	3	9
Topic 3. The agrarian business in the system of economic relations	2	2	2	2	8
Topic 4. A market and products. Features of the agrarian market and its infrastructure	2	2	2	2	8
Topic 5. Globalization impacts on agribusiness. World rating indicators and international comparisons	-	-	2	2	8
Topic 6. The competition and the competitiveness in agribusiness	4	4	2	2	8
Topic 7. Grain and oil markets	2	2	2	2	8
Topic 8. Vegetables, fruits and berries markets	-	2	2	2	8
Topic 9. Dairy and meat markets	4	2	2	2	8
Topic 10. Seeds, fertilizers, plant protection products, agricultural machinery markets	-	-	2	2	8
Topic 11. Exchange trade and pricing of agricultural products	4	4	2	2	8
Topic 12. The international agricultural policy and state regulation in the agricultural sector	3	2	3	2	10
<i>Total</i>	25	25	25	25	100

**Academic integrity:**

Applicants for higher education must adhere to the Code of Academic Integrity and the Code of Ethics for Teachers and Applicants for Higher Education of the Poltava State Agrarian University. Observance of academic integrity by students of education includes: independent performance of educational tasks, tasks of current and final control of learning outcomes (for persons with special educational needs this requirement is applied taking into account their individual needs and capabilities); references to sources of information in the case of the use of ideas, developments, statements, information; compliance with the law on copyright and related rights; providing reliable information about the results of their own educational (scientific, creative) activities, used research methods and sources of information.

### Deadlines and compilations:

Practical tasks, tasks on independent work, which are passed in violation of deadlines without good reason, are evaluated at a lower score (-30%). Reassignments of current and final control take place for good reasons with the permission of the directorate.

### References

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8. KOF Globalisation Index. web-site. URL: <https://www.kof.ethz.ch/en/forecasts-and-indicators/indicators/kof-globalisation-index.html>
9. Major agribusiness website. <https://latifundist.com/rating>
10. Official site of Organic Standard LLC. URL: [www.organicstandard.com.ua](http://www.organicstandard.com.ua)
11. Official site of the European Commission. URL: [http://ec.europa.eu/taxation\\_customs](http://ec.europa.eu/taxation_customs)
12. Official site of the State Fiscal Service of Ukraine. URL: <http://sfs.gov.ua>
13. Official site of the statistical service of the European Union (EUROSTAT). URL: <http://epp.enrostat.ec.europa.euportal/pageportal/eurostat/home/>
14. Official site of the Union of Producers of Organic Certified Products. веб-сайт. URL: [www.organicukraine.org.ua](http://www.organicukraine.org.ua)
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18. The Global Competitiveness Report. web-site. URL: <http://www3.weforum.org/docs/GCR2017-2018/05FullReport/TheGlobalCompetitivenessReport2017%E2%80%932018.pdf>
19. The global risks report 2018 web-site. URL: <https://www.weforum.org/reports/the-global-risks-report-2018>
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21. Ukrstat / Economic Statistics / Economic activities / Agriculture, forestry and fishing households-households. Official site of the State Statistics Service of Ukraine. web-site. URL: <http://www.ukrstat.gov.ua>
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