



Short Program of Course:

Academic Year: 2021 – 2022

Agribusiness management policies

**"Agricultural Business Management"
2–year Vocational Programme (120 ECTS)**

Type of activity	hours
Lectures:	37
Seminars:	15
Exercises:	
Laboratory:	
Fieldwork practice:	
Clinical practice:	
Sportive practice:	

Credits:	4
Discipline:	B

Total workload	4 x 25 = 100
Class workload:	52
Individual workload:	48

Code:	AGR-A-15B
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Description of Course

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| 1 | Topic I: Governance structures of Agribusiness enterprises 1.1 Introduction
1.2 Transaction Cost Economics 1.3 Transaction costs 1.3.1 Transaction costs |
| 2 | Topic I: Governance structures of Agribusiness enterprises 1.3.2 Attributes of transactions
1.3.3 Specifics of the property 1.3.4 Uncertainty 1.3.5 Frequency |
| 3 | TOPIC II: Vertical growth and integration in Agribusiness firms 2.1 Introduction
2.2 Growth objectives and their goals. 2.3 Qualities of objectives
2.4 Identify growth strategies 2.4.1 Sustainable growth strategies.
2.4.2 Vertical integration |
| 4 | TOPIC II: Vertical growth and integration in Agribusiness firms 2.4.3 Horizontal integration 2.4.4 Concentric
diversification 2.4.5 Conglomerate diversification |
| 5 | TOPIC II: Vertical growth and integration in Agribusiness firms 2.4.6 Concentration on a single product
2.4.7 Development of new products 2.4.8 Market development 2.4.9 Renovation |
| 6 | TOPIC III: Supply Chain Management 3.1 Introduction
3.2 What is a cluster? 3.3 Common Elements of Clusters. 3.4 Clusters as an instrument of partnership between
actors. |

7	TOPIC III: Supply Chain Management 3.5 Cluster practices in the region. 3.6 Clusters in Albania. Concrete cases. Discussions.
8	TOPIC IV: Product Policy 4.1 What is the product? 4.2 Product Dimensions? 4.3 Number of products in an agribusiness enterprise. 4.4 Production and Sale of Consumer Products.
9	TOPIC IV: Product Policy 4.1 Enterprise customer orientation. 4.2 Planning and developing new products. 4.3 Product life cycle. 4.4 The technique of abandoning obsolete products.
10	TOPIC V: PRICE POLICY 5.1 Price Support (or Support) Policy. 5.2 Favorable pricing policy. 5.3 Differentiated pricing policy. 5.4 Types of prices. 5.5 Pricing strategy.
11	TOPIC VI: Sustainable and commercial production system in Agriculture 6.1 Elements and factors that determine the agricultural production system. 6.2 Sustainability of agricultural systems in developed and developing countries. 6.3 Agricultural production systems in Albania. 6.4 Linking the farm to the market. 6.5 A socio-economic profile of agricultural farms in Albania.
12	TOPIC VII: Characteristics of Albanian farms in the transition period. Policies of companies and Commercial Cooperatives 7.1 The concept of farm size. 7.2 Concrete statistical data on the number and size of farms and links to the agricultural market and exports. Questions and discussions.
13	TOPIC VII: Characteristics of Albanian farms in the transition period. Policies of companies and Commercial Cooperatives 7.3 The necessity for the creation of large enterprises to increase the degree of mechanization, to better organize the market and to increase the efficiency in production 7.4 Problems of Extensive Agriculture and Agroindustry.
14	TOPIC VIII: Real estate investment policy. 8.1 Real estate and their characteristics, methods of their valuation. 8.2 Characteristics of real estate investment. 8.3 General policies for the protection of property, inheritance and alienation.
15	TOPIC IX Agribusiness Lending 9.1 Explain the terms related to lending in agriculture. 9.2 Stages and procedures of borrowing 9.3 Documents needed for borrowing. 9.4 The work of the loan officer to clarify the interest rate. 9.5 Determination of monthly loan installments.