

Title	Agromanagement		
Code	3MM11NAK01M		
Prerequisites	Intermediate level of English language skills, basic horticulture and economics knowledge		
Description	The subject is supposed to introduce the significant tendencies and participants, economic and social aspects of agro-business, but above all of horticulture sector. It is also about the detailed description of local and global circumstance of horticultural enterprises, specially focused on the analysis of their competitiveness. According to our priorities we also tend to practice the English technical terms, related expressions of the discipline and English agro-business technical language in general. The course covers the fields characterized by the key words such as follows; farm management, product management, product designations, agricultural land classification, product classification, sector analysis, market analysis, input sector, output sector, agro-markets, rural developments, etc.		
Lecturer	Dr. CSc Ernő Péter BOTOS, head of department, ass. professor, senior researcher, Márton Kocsis, assistant professor		
Semester	4th, spring	Contact hours/week	3+0
Level	MSc	ECTS	3
Teaching and Learning Methods:			
Reading:	<p>Compulsory literature:</p> <p>- Botos E.P. (2016): A bor piaca és gazdaságtana. Budapest, Bor-Kép, 404 p., ISB 978-963-87391-2-4 - David L. Debertin (2015): Agricultural Production Economics. Second Edition. 411 p. University of Kentucky. ISBN-13 978-1469960647</p> <p>Recommended literature:</p> <p>- Bálint J. et al (2009): Vidékfejlesztés; Vidékfejlesztés menedzsment és marketing. Budapest, Budapest Corvinus Egyetem, 402 p ISB 978-963-503-396-6</p> <p>- A. Barkley, P.W. Barkley (2013): Principles of Agricultural Economics. Routledge, London & New York. 347 p. ISBN: 978-0-415-54069-8</p> <p>- EuroStat website: http://ec.europa.eu/eurostat</p> <p>- FAO website: http://www.fao.org/home/en/</p>		
Assessment:	<ul style="list-style-type: none"> • self-research, own study written and edited, individual PPT presentation. Permanent consultancy related to the students' reports. • exam 		