

COURSE DETAILS

10103 Life Skills

(6 credits)

Course Learning Outcomes

1. To gain skills in communication, acquiring common knowledge, and using technology in everyday life.
2. To gain skills in thinking, analyzing and problem-solving in various situations.
3. To develop oneself in the areas of morality, ethics and human relations.

Course Description

To gain necessary life skills in society such as a hunger for knowledge, how to gain knowledge and continuously seek further self-development; be able to use technology efficiently; apply reasoning, analytical thinking, problem-solving, and negotiation skills; learn the principles of self-management, emotional control, and stress management; to develop oneself to have morality, ethics, proper human relationships, manners and etiquette.

10111 English for Communication

(6 credits)

Course Learning Outcomes

1. To be able to use English as a means for communication.
2. To study structures, vocabulary and important English idioms.
3. To equip students with skills in listening, speaking, reading and writing in English for accuracy and appropriateness in various situations

Course Description

Structure, vocabulary and English idioms used in listening, speaking, reading and writing English for communication.

10121 Human Civilization

(6 credits)

Course Learning Outcomes

1. To have knowledge on Eastern and Western civilization in terms of politics, economy, and society.
2. To understand human civilization in the past which is fundamental of the current civilization.
3. To realize and appreciate the values of human civilization.

Course Description

Knowledge on Eastern and Western civilization human has created in terms of politics, economy, society, wisdom, arts, as well as science and technology.

10131 Human Society

(6 credits)

Course Learning Outcomes

1. To understand the existence of human community and society.
2. To understand the political, legal, economic and social mechanisms affecting an organization of human society.
3. To promote the responsibility to the society and nation.

Course Description

Basic characteristics of being human; cohesion into communities and societies; human distribution and settlements; the components of society; human behavior in society; political, legal, economic and social mechanisms affecting the organization of human society; social problems and methods to solve them; promotion of a good society.

10141 Science, Technology and Environment for Life**(6 credits)*****Course Learning Outcomes***

1. To gain knowledge about the concepts, rules and development of science and technology, and how they influence of thought and human livelihood.
2. To gain knowledge about the evolution of living things and human beings.
3. To understand the relationship between humans, the environment, and the effects of science and technology on the environment.
4. To gain knowledge of the applications of science, technology, and mathematics in daily life.
5. To enhance scientific thinking and awareness of the need for environmental preservation.

Course Description

Concepts, theories, critical thinking, rules and development of science and technology; natural history concerning human beings; the parts of the human body; humans and the environment; hygiene and nutrition; the application of science, technology, and mathematics in everyday life.

10151 Thai Studies**(6 credits)*****Course Learning Outcomes***

1. To learn about Thailand's history, society, language and culture.
2. To be able to apply the course knowledge to daily life.
3. To understand and take pride in what it means to be Thai.

Course Description

Knowledge about Thai in terms of history, settlement, politics, economy, culture, religion and ritual, language and literature, arts and culture.

10152 Thailand and the World Community**(6 credits)*****Course Learning Outcomes***

1. To be able to gain knowledge on situations, trends and characteristics of economic, social and political relations and changes in the world community which affect Thailand.
2. To gain knowledge on the status of Thailand in the world community.
3. To be able to analyze the problem as a result of globalization in various aspects including political, economical, social and culture and impact on moral and ethic.

Course Description

Status of Thailand in social world; dynamic of social changes which affecting Thailand; problems and causes of problems arising as a result of globalization which cause the awareness, knowledge and understanding of the situation; be able to analyze the cause of problem and the impact of Thai society in various aspect including political, economic, social, moral and ethical.

10161 Thai for Communication**(6 credits)*****Course Learning Outcomes***

1. To be able to use Thai language as a tool for communication.
2. To improve language skill for communicate effectively and creatively.
3. To be able to use language in daily life and to pursuit of knowledge.

Course Description

Significance of language, idea and communication; the art of using word, sentence, idiom, phrase; development of listening, speaking, reading and writing skills to communicate effectively and creatively; using Thai language in daily life to pursuit of knowledge and transfer knowledge.

10162 Chinese for Communication**(6 credits)*****Course Learning Outcomes***

1. To gain knowledge about Standard Chinese phonology, Mandarin phonetic alphabet (Hanyu Pinyin), and be able to write and pronounce the alphabet correctly.
2. To gain knowledge about Chinese characters--as basic words or assembled ones--and sentence structure and grammar for general communication, including practice with writing Chinese characters.
3. To be able to use Chinese in everyday life.

Course Description

Standard Chinese phonology, Hanyu Pinyin transcription, basic words, and dialogues for everyday use, structural grammar, and learn and practice writing of 550 Chinese characters.

10163 Khmer for Communication**(6 credits)*****Course Learning Outcomes***

1. To possess knowledge on the phonology, letters, grammatical structure and basis sentence structure of Khmer.
2. To be able to use basic Khmer for communication in daily life.
3. To possess knowledge on Khmer words used in the Thai language.

Course Description

Khmer phonology; the practice of writing the Khmer alphabet; Crieng and Mul alphabets, basic Khmer words used in daily life; grammatical structure and basic sentence structure; listening, speaking, reading and writing skills for communication at the basic level; and Khmer words used in Thai language.

10164 Social and Culture in the ASEAN Community**(6 credits)*****Course Learning Outcomes***

1. To be able to understand ASEAN background and history.
2. To be able to understand the purpose of the integration of ASEAN member states.
3. To be able to understand social and cultural condition of ASEAN member states.
4. To be able to understand the role and relationship of ASEAN and other nations.

Course Description

ASEAN background and history; the integration of ASEAN member states; social and cultural condition of ASEAN member states; the role and relationship of ASEAN and other nations.

32408 Small Business Management and Retailing**(6 credits)*****Course Learning Outcomes***

1. To acquire understanding about definitions and operations of small business and problems concerning the business administration.
2. To acquire knowledge and ability on administration for retailing, both small and super retail stores.

Course Description

Role, concepts, and stages of small business planning; financial administration and control; market survey; sources of capital; site acquisition; sales promotion; pricing; inventories control; credit; risks; administration of accounts data; retail trade; shop management; personnel management; merchandise administration; sales administration and control administration in the retail trade.

32452 Human Resource Strategy and Learning Organization**(6 credits)*****Course Learning Outcomes***

1. To acquire knowledge about concept and principles for human resource.
2. To be able to integrate related topics to relatively specifying human resource strategy.
3. To acquire knowledge about learning organization.

Course Description

Human resource management strategy concepts for business organization; human resource management structure and system design; evaluation system development; leadership creation; high-competency team creation; human resource development techniques and principles; human resource development process and types.

Knowledge creating and collecting of employees in different levels; knowledge transmission from employee to organization; five basis of learning organization; personnel expertise; psychological model; shared vision; team learning; systematic thinking.

32493 Innovation Management and Sustainable Management**(6 credits)*****Course Learning Outcomes***

1. To acquire knowledge about innovation and innovation management for competitive advantage.
2. To acquire knowledge about management and development for organization sustainability.

Course Description

Concepts and theories on innovation management; innovation organization management; innovation management procedures; innovation change management; creativity management for innovation creation; innovation for organizational differentiation and competitive advantage; application of innovation in product and operation; patent grant management.

Concepts of management and development for organization sustainability; doing business based on sustainability; types of business management for sustainability; management strategies for sustainability; green business development; sufficiency economy philosophy for sustainability; morality and ethics in doing business for sustainability.

60120 Principles of Economics**(6 credits)*****Course Learning Outcomes***

1. To acquire knowledge concerning factors and basic of Economics problems.
2. To understand the roles and functions of various sectors in society, working mechanism and economic systems.
3. To comprehend concepts and theories of Microeconomics and Macroeconomics related to consumption, production, saving, investment and market equilibrium.
4. To be able to analyze basic economic problems and solution guidelines.

Course Description

Basic economic problems leading to labor divisions in society and economic systems; mechanisms, concepts and theories of micro and macroeconomics in consumption, production, savings and investment of government and private sectors; analysis of the relationships and equilibrium of various markets of both closed and open economies; general guidelines for dealing with basic economic problems.

90201 Farm Management**(6 credits)*****Course Learning Outcomes***

1. Have basic knowledge about of farm management.
2. Analyze factors related to farm management.
3. Apply knowledge real farm management.

Course Description

Management principles and economic principles applied to farm management; factors determined types of farm; management of farm production factors; principles and practices in good farming; starting up a farm business; planning and budgeting a farm; management of farm credits; farm activities record; farm performances analysis; farm product market management; application of knowledge in farm management to agricultural extension and development.

90204 Fundamental of Agriculture, Natural Resources and Environment**(6 credits)*****Course Learning Outcomes***

1. To provide knowledge of agriculture, natural resources, and the environment.
2. To promote understanding of the relationship among natural resources, the environment and agriculture.
3. To provide technological knowledge related to agriculture, natural resources, and the environment.

Course Description

The course outline will cover: Fundamentals of agriculture, natural resources, and environment. Relation of natural resources, environment, and agriculture. Technologies associated with agriculture, natural resources, and the environment.

90307 Crop Production**(6 credits)*****Course Learning Outcomes***

1. To provide basic knowledge of entire system of crop production.
2. To provide knowledge of crop production management process.
3. To provide knowledge of adding value, distribution and trading of crop products.

Course Description

Basic knowledge of crop production, principles of crop production management, cropping system, concepts of crop production decision, crop production planning and farm layout, inputs management, plant propagation and sapling preparation, soil preparation and crop planting, cultural practice, harvest and post-harvest managements, value adding, distribution and trading of crop products.

91109 Fundamentals of Agricultural Extension and Development**(6 credits)*****Course Learning Outcomes***

1. To have knowledge and understanding about basic problems, agricultural society conditions, trends and general policies in agriculture.
2. To have knowledge and understanding about concepts, theories, and principles about agricultural extension and development.
3. To have knowledge and understanding about development, extension officers, organizations, agricultural extension and development, and target groups in various areas.

Course Description

Farmer society conditions; changes in Thai farmer society and agricultural policies; concepts, philosophies, objectives, theories, and principles of agricultural extension and development; sustainable agricultural development; roles, duties, and human resource development; agricultural extension agencies; farmers, groups, organizations, networks, target institutions, volunteers development in agricultural extension and development; models, channels, communication technology, and agricultural extension and development methods; orientation, follow-up, and evaluation; management and agricultural development projects in urban area, suburban area, and rural area.

91307 Agricultural Community Development**(6 credits)*****Course Learning Outcomes***

1. To have knowledge and understanding about concepts, philosophy, principles and processes in agricultural community development.
2. To have knowledge and understanding and to analyze community development policies.
3. To have knowledge and understanding about groups and target departments related to agricultural community development.
4. To have knowledge and understanding about models, methods, follow-up and evaluation in agricultural community development.
5. To have knowledge about problems and trends in agricultural community development.

Course Description

Concepts and theories about human and community; agricultural community dynamic; concepts, philosophy, principles, and processes of agricultural community development; study and analysis about agricultural community; policies related to community development; groups and target departments related to agricultural community development; models, method, follow-up and evaluation of agricultural community development; changes in agricultural community; problems and solutions in agricultural community development; strategic direction of Thai agricultural community development in the future.

91326 Agroforestry**(6 credits)*****Course Learning Outcomes***

1. To gain knowledge and comprehension about land use principles, for crop production and animal production in the agroforestry system.
2. To acquire knowledge and comprehension about the consideration and selection of trees and crops and/or livestock adapted to the agroforestry system.
3. To describe the relationship among Agroforestry system components.
4. To describe the ecological balance and plant physiology.
5. To be able to apply knowledge in the planning and design of agroforestry farm based on local conditions.

Course Description

The course outline will cover: Principal of agroforestry. Composition and classification. Ecological perspectives of Agroforestry systems. The ecological and physiological relationship among trees and crops and/or livestock in the Agroforestry systems. The environmental impact of the Agroforestry. Agroforestry management. The Agroforestry planning and design. Production management in Agroforestry systems.

91357 Fundamentals of Environment**(6 credits)*****Course Learning Outcomes***

1. To obtain knowledge and comprehension about the fundamentals and different aspects of environment.
2. To obtain knowledge and comprehension of the environmental dynamic process and sustainability.
3. To obtain knowledge and comprehension about the theory of integration and cohabitation of the environment.
4. To obtain knowledge and comprehension of the interactions between the environment and society.

Course Description

The course outline will cover: Fundamentals of environment. Role and function of environment affecting the ecological and social systems. The dynamic and process of environment that influences environmental sustainability. Environmental conservation. Environmental management tools.

91363 Forest Resource Management**(6 credits)*****Course Learning Outcomes***

1. To obtain knowledge and comprehension of forest resource management concepts.
2. To obtain knowledge and comprehension of forest resource management in the environmental aspects.
3. To obtain knowledge and comprehension of forest resource management in the social aspects.
4. To obtain knowledge and comprehension of forest resource management in the economic aspects.
5. To be able to apply knowledge for sustainable forest management.

Course Description

The course outline will cover: Introduction to forestry, and conservation of forest resources and environment. Concepts of forest resource management in environmental, social, and economic aspects. Fundamental of forest resource management, to be applied in sustainable forest management.

91366 Forest Resources Management for Economic**(6 credits)*****Course Learning Outcomes***

1. To obtain knowledge and comprehension of principles of forest investment and analysis, and forest evaluation.
2. To be able to apply knowledge for commercial forest plantations management.
3. To obtain knowledge and comprehension about ecotourism and recreation in forest land and natural attractions.
4. To be able to apply knowledge to sustainable management of ecotourism and recreation in forest land and natural attractions.

Course Description

The course outline will cover: Forest Investment and Marketing. Investment analysis and forest evaluation. Fundamentals of forest plantation. Silvicultural practices. Forest plantation management planning. Forest plantation management tools and technologies. Sustainable forest management standards. Concepts and principles of ecotourism and recreation in forest land and natural attractions. Ecotourism and recreation management. Sustainable ecotourism and recreation development.

91427 Community Forestry**(6 credits)*****Course Learning Outcomes***

1. To obtain knowledge and comprehension of the background, concepts, principles, and the importance of community forestry.
2. To obtain knowledge and comprehension of community forestry approaches.
3. To be able to apply appropriate knowledge and technology for successfully community forestry operation.

Course Description

The course outline will cover: Principles and concepts of community forestry. Community organizations and stakeholders. Community study and analysis. Development of community forestry organizations and networks. Participatory forest resource management planning. Techniques and tools for community forestry. Community forests and management.

91465 Agro-Tourism Management**(6 credits)*****Course Learning Outcomes***

1. Have general knowledge of agro-tourism management.
2. Have knowledge of factors relating to feasibility analysis, planning, and evaluation of agro-tourism management.
3. Have knowledge of various organizations relating to agro-tourism management.
4. Have ability in the way of agro-tourism management and promotion at community and national levels.

Course Description

Meaning and importance of agro-tourism; evolution, concepts, theories, and principles relating to agro-tourism management; models and characteristics of agro-tourism management; factors relating to agro-tourism; feasibility analysis, planning, and evaluation of agro-tourism management; organizations relating to agro-tourism management; a case study of organizations relating to agro-tourism management; the way of agro-tourism management and promotion at community, regional and national levels.

92116 Fundamentals of Co-operatives**(6 credits)*****Course Learning Outcomes***

1. To give knowledge about the meaning, ideology, principles and co-operatives practice.
2. To give knowledge about the history of co-operatives.
3. To give knowledge about the operational structure, administration of each type of co-operative and professional ethics of co-operatives.
4. To give knowledge of economic, social and cultural factors related to co-operative development and co-operative movement.

Course Description

General economic and social conditions; formation of co-operatives; meaning, general principles, structures, objectives, functions, establishment, and management of co-operatives; government and co-operatives; co-operatives laws; the national economic and social development plan with respect to co-operatives; finance and financial problems; general policies in developing co-operatives; factors affecting co-operatives; problems in the operation of co-operatives and their solutions.

92117 Co-operatives for Social and Economic Development**(6 credits)*****Course Learning Outcomes***

1. To give knowledge concepts and philosophy of principles of urban and rural society development as well as policy, direction and strategy of economic and social development.
2. To give knowledge and understanding factors involved the development, the potency of co-operative development and urban and rural development.
3. To give knowledge and understanding the strategy of co-operative development as apart of national economic and social development.

Course Description

Concepts, philosophy, and principles of social, urban, and rural development as well as direction and strategies of development, the environment of society, factors involved the development, the direction and potency of social, urban, and rural development as well as the strategy of co-operatives for social and economic development.

92320 Co-operatives Operational and Management**(6 credits)*****Course Learning Outcomes***

1. To give students knowledge and understanding the definition and importance of business administration as well as Ideology principle and co-operative practices.
2. To give students the knowledge and understanding principles and co-operatives organization and management.
3. Able to apply the knowledge for co-operatives organization and management.

Course Description

The Principle of co-operatives management; management process; managerial responsibilities in organizing, implementing, planning, co-ordinating, controlling, marketing management production and operation financial management and accounting and human resource management in co-operative promoting inspection monitoring development of co-operative and co-operative management.

93256 Skill Training in Crop Production**(6 credits)*****Course Learning Outcomes***

1. To give students knowledge and skills in the whole crop production process.
2. To give students practical training in crop production.

Course Description

Practical application of principles and methods of crop production to develop skills in growing, handling, harvesting and post-harvest.

93353 Innovation and Management of Commodity Crops**(6 credits)*****Course Learning Outcomes***

1. To enable students to classify crop products.
2. To provide basic knowledge of harvest and post-harvest managements of crop products.
3. To provide knowledge of value added management.
4. To provide basic knowledge of logistic management of crop products.
5. To enable students to apply innovation and technology on crop production management.

Course Description

Classification of crop products, physiology of postharvest crop products, applying of innovation and technology on harvest and postharvest managements of crop products, processing and value added of crop products. Logistic management of various crop products, crop product managements corresponding to trading standards and regulations.

93456 Cereal and Forage Crop Production Management for Business**(6 credits)*****Course Learning Outcomes***

1. To enable students to explicate principles of cereal and forage crop production management.
2. To enable students to decision for cereal and forage crop productions conform with potential and circumstance of business.
3. To enable students to choose appropriate technology for cereal and forage crop productions conform with crop production and environmental conservation circumstances.
4. To enable students to explicate value adding and standards of cereal and forage crop production.

Course Description

Category of cereal and forage crops; concepts of production management, marketing, production input, production processes managements, production and post-harvest techniques; standards relevance to value added; decision of and appropriate technology selection for productions of importance cereal and forage crops of Thailand concerning production and environmental conservation circumstances, as well as relevance to potential of business.

93457 Industrial Crop Production Management**(6 credits)*****Course Learning Outcomes***

1. To give students knowledge and understanding of industrial crop production management.
2. To give students the ability to make informed decisions on which industrial crops are suitable and economically feasible for different environments.
3. To give students the ability to choose appropriate industrial crop production technology for different conditions and to conserve the environment.

4. To enable students to manage industrial crop production efficiently.

Course Description

Types of industrial crops; concepts of production management, marketing, production factors, production processes, production techniques and post-harvest management; decision making and selection of appropriate industrial crop production technology to match the needs of commerce, the environment and environmental conservation.

93458 Flowering and Ornamental Plant Production Management for Business (6 credits)

Course Learning Outcomes

1. To gain basic knowledge of flowering and ornamental plants.
2. To gain knowledge of flowering and ornamental plant's business and marketing.
3. To be able to make decision on production of flowering and ornamental crops for business.
4. To be able to apply appropriate technology for flowering and ornamental plant production management.
5. To gain knowledge of value added on flowering and ornamental plant products.

Course Description

Basic knowledge of flowering and ornamental plants, production business, marketing of flowering and ornamental plant, making decision on flowering and ornamental plant production, production processes, flowering and ornamental plant production technology and applying appropriate technology, value added on flowering and ornamental plant.

93461 Animal Products and Marketing Management (6 credits)

Course Learning Outcomes

1. To provide knowledge about the management of animal products and the processing that add values to livestock products.
2. To provide knowledge about the markets of animal products and its marketing management.

Course Description

This course will teach about the management of important animal products and by-products, the processing that add value to the products from livestock, its markets and marketing management as well as trade regulations and conditions.

93462 Swine and Poultry Production Management (6 credits)

Course Learning Outcomes

1. To provide knowledge about the swine production management.
2. To provide knowledge about the poultry production management.
3. To apply the obtained knowledge in swine production.
4. To apply the obtained knowledge in poultry production.

Course Description

This course will cover the lessons about the production systems, planning procedures, and management in swine production, starting from the management of production factors to the launching of products to the markets.

The course will also cover the lessons about the production systems, planning procedures, and management in poultry production, starting from the management of production factors to the launching of products to the markets.

93463 Ruminant Production Management**(6 credits)*****Course Learning Outcomes***

1. To provide knowledge about the ruminant production management.
2. To apply the obtained knowledge in ruminant production management.

Course Description

The course will cover the lessons about the production systems, planning procedures, and management in ruminant production, starting from the management of production factors to the launching of products to the markets.

93465 Aquaculture Management**(6 credits)*****Course Learning Outcomes***

1. To provide knowledge about the aquatic animal production management.
2. To apply the obtained knowledge in aquatic animal production management.

Course Description

The course will cover the lessons about the production systems, planning procedures, and management in aquatic animal production, starting from the management of production factors to the launching of products to the markets.

93466 Technology in Animal Production Management**(6 credits)*****Course Learning Outcomes***

1. To provide knowledge about the related technologies in the animal production.
2. To be capable of applying technological knowledge to animal production management.

Course Description

The course will cover about the importance, principles, and application of related technologies in animal production, starting from farm management, transportation, product processing, and marketing.

93467 Fruit Production Management**(6 credits)*****Course Learning Outcomes***

1. To provide knowledge and understanding of fruit production management.
2. To provide knowledge and ability in fruit produce decision according to potential and business environment.
3. To provide knowledge and ability in using technology for fruit production suitable to environment and conservation.

Course Description

This course will provide knowledge of fruit, Types of fruit tree, production management concepts, marketing, production factors, production process management, production techniques and postharvest practices. Decision and using technology for economic importance fruit trees production in Thailand to suit the production environment and environmental conservation are according to potential of business.

93468 Vegetable Production Management**(6 credits)*****Course Learning Outcomes***

1. To provide knowledge and understanding of vegetable production management.
2. To provide knowledge and ability in vegetable produce decision according to potential and business environment.

3. To provide knowledge and ability in using technology for vegetable production suitable to environment and conservation.

Course Description

This course will provide knowledge of vegetable, types of vegetable, production management concepts, marketing, production factors, production process management, production techniques and postharvest practices. Decision and using technology for economic importance vegetable production in Thailand to suit the production environment and environmental conservation are according to potential of business.

93471 Sustainable Agriculture

(6 credits)

Course Learning Outcomes

1. To provide students with basic knowledge about sustainable agriculture.
2. To provide knowledge in term of forms, principles, and elements of various sustainable agriculture systems.
3. To provide knowledge in all part of the management of various sustainable agriculture systems and understand in case study.

Course Description

The origin and development of Sustainable Agriculture meaning and Importance, Conceptual framework, Basic principles general principles Approach to components of the feasibility of sustainable agricultural conditions. Forms, principles, and components of various sustainable agriculture systems Sustainable agriculture management and case studies such as shifting cultivation system management and case studies. Integrated Agricultural System Management and case example Agroforestry system management and case studies Management of natural agriculture and case studies Agricultural Management, New Theory, and Case Examples Sophisticated agriculture management and case studies Organic farming management and case studies and the management of agriculture that is more than organic agriculture and example cases, etc.

94329 Fundamentals of Agribusiness and Entrepreneurship

(6 credits)

Course Learning Outcomes

1. In order to have knowledge and understanding of agribusiness and agribusiness management.
2. In order to have knowledge and understanding about agribusiness entrepreneurship.
3. In order to be able to apply knowledge to agribusiness and entrepreneurship.

Course Description

The concept and importance of agribusiness; agribusiness system from the production factor business, agricultural production business, agricultural processing business and agricultural products distribution business; including support in the operation of agricultural business; concept of agribusiness management; organization and organizational behavior in agribusiness; Human Resource Management in agribusiness.

The concept and importance of entrepreneurship; types of entrepreneurs in agribusiness; entrepreneurship strategy creativity and the adaptation of agribusiness to change; modern business; characteristics of agribusiness operations in Thailand and abroad and having good governance and ethics in agribusiness operations.

94330 Agribusiness Operations and Processing Management

(6 credits)

Course Learning Outcomes

1. In order to have knowledge and understanding of operational management.
2. In order to have knowledge and understanding about agricultural product processing.
3. In order to be able to apply knowledge to the agribusiness operations.

Course Description

Concepts and roles of operations management; functions of agribusiness operations; action planning; location selection; production process planning; productivity concept; quality control and production efficiency of agricultural products.

Agricultural product processing concept; post-harvest management; methods and technology of agricultural processing; processing of agricultural products as food and non-food; innovative agricultural processing; establishment of an agricultural processing factory; ethics and responsibilities of agricultural; processing operator privatization with sustainability in mind.

94431 Agricultural Marketing Management**(6 credits)****Course Learning Outcomes**

1. To give students knowledge and understanding of marketing principles and agricultural marketing management.
2. To give students knowledge and understanding of marketing planning and determining agricultural marketing strategies.
3. To enable students to apply their knowledge to agricultural marketing management.

Course Description

Principles of agricultural marketing; the marketing system; agricultural marketing policies and measures; roles and functions of marketing; the marketing process including marketing analysis, planning, market segmentation, targeting and positioning; marketing mix strategies; marketing implementation and controls; and guidelines to develop agricultural marketing management.

94432 Information and Research in Agribusiness**(6 credits)****Course Learning Outcomes**

1. To give students knowledge and understanding of information and information technology in agribusiness.
2. To give students knowledge and understanding of agribusiness research methods.
3. To enable students to apply knowledge of information and research for decision making in agribusiness.

Course Description

Definition and importance of agribusiness information; database of agribusiness; information searching, technology and modern information technology, for example, cloud computing technology, digital technology and application to agribusiness.

Definition and importance of agribusiness research; agribusiness research methods based on statistical principles; basic statistics; data collection; data analysis; reporting results; application of agribusiness research to decision making.

94433 Professional Experience in Agribusiness and Entrepreneurial Management**(6 credits)****Course Learning Outcomes**

1. To enable students to apply agribusiness principles, methods, and theories in the agribusiness course to use in practice.
2. To build knowledge and abilities for agribusiness planning, management, and systematic problem solving and decision making.
3. To promote practical application of principles of human relations, group interactions and community relations.

4. To develop morals and professional ethics in agribusiness operations.

Course Description

Application of principles and methods of agribusiness management to entrepreneurship; starting an agribusiness, agribusiness information, agribusiness management in production, accounting and finance, marketing, human resources, using case studies and simulations to develop agribusiness; human relations and teamwork as well as being virtuous; ethics in agribusiness operations.

94462 International Agribusiness

(6 credits)

Course Learning Outcomes

1. To give students knowledge and understanding of principles and theories related to international agribusiness.
2. To give students knowledge and understanding of international agribusiness management.
3. To enable students to apply their knowledge to international agribusiness management.

Course Description

Principles and theories related to international business; international trade in the national and global levels; international corporations related to agribusiness; and the roles of the public sector to international agribusiness; information for international agribusiness management; international agribusiness strategies; cross cultural consumer behavior to agricultural products; international agribusiness management including marketing, finance, logistics, and agricultural goods standards for international trades; export and import; and relevant laws and regulations.

94463 Accounting and Finance in Agribusiness

(6 credits)

Course Learning Outcomes

1. To gain knowledge of business accounting.
2. To gain knowledge of financial management.
3. To enable to apply knowledge gained to operations in agribusiness.

Course Description

Concepts of accounting; accounting records; financial reports; financial statement analysis and tax accounting for agribusiness.

Concepts of financial management; financial markets and institutions; financial plan; current assets and non-current assets management; capital acquisition; financial structures and cost of capital; financial control; credit management in agribusiness.

94464 Management of Logistics and Supply Chains in Agribusiness

(6 credits)

Course Learning Outcomes

1. To give students knowledge and understanding of logistics management.
2. To give students knowledge and understanding of supply chain management.
3. To enable students to apply knowledge gained to agribusiness operation.

Course Description

Concepts of basic constructs being management factors supporting logistics and supply chain activities and operations; customer requirements and services, procurement and delivery, inventory management, warehousing, multimodal transportation, supplier and customer relationships, network design, performance measurements, related information systems, competitive status and potential evaluation for business capacity building in response to customer requirements, increasing safety and confidence, and resulting in cost reduction depending on logistics activities.

94465 Agribusiness and Entrepreneurial Development**(6 credits)*****Course Learning Outcomes***

1. To give students knowledge of agribusiness development and entrepreneurial management.
2. To enable students to determine appropriate strategies and methods for agribusiness development and entrepreneurial management.
3. To enable students to apply the knowledge to develop business models and agribusiness development plan.

Course Description

Concepts of agribusiness development and entrepreneurial management leading to competitive advantage; development of business models for agricultural goods and services; agribusiness development strategies; research and development; utilizations of innovations in agribusiness; knowledge management; entrepreneurship development including entrepreneurial orientation and competence; development of organizational culture and leadership to bring agribusiness to sustainable growth.

94466 New Venture Creation, Decision Making and Risk Management in Agribusiness (6 credits)***Course Learning Outcomes***

1. To give students knowledge of new venture creation, decision making and risk management in agribusiness.
2. To enable students to analyze and plan for new venture creation, decision making and risk management in agribusiness.
3. To enable students to apply knowledge and skills of new venture creation, decision making and risk management in agribusiness.

Course Description

Concepts and methods of new venture creation; analysis of opportunities and threats in agribusiness; practice of planning for new venture creation; study of business feasibility; decision making for production, marketing and finance; practice of applying case studies. Concepts of risk and risk management in agribusiness; practice of risk analysis and risk management in agribusiness.

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