

Handbook of modules for the study course Agribusiness, B.A.

October 2018

The most important details

Duration:	7 semesters full-time, 9 semesters part-time
Location:	Kleve
Qualification:	Bachelor of Arts, B.A.
Course Start:	Annually in the winter term
Language:	English
Practical Course:	Minimum of 8 weeks before the beginning of the 4th semester, longer practical experience in an agribusiness company or an agricultural or horticultural enterprise is recommended
Internship/ study abroad:	in the 6th semester
Bachelor thesis:	in the second half of the 7th semester (full time) in the 9 th semester (part time)
Calculation of workload:	1 CP equals 30 hours per semester
Examinations:	all examination types as detailed in §14, 17–20 General Examination Regulations for Bachelor Degree Programmes
Literature:	Literature mentioned in the module descriptions are first recommendations and do not replace the syllabus of the module.

This study programme is an



Curriculum Agribusiness, B.A. // Agribusiness, B.A.

Module No. // Modul-Nr.	Module /Subjects	CH SWS	Type						Ex/Prü	CP	CH / SWS					SS ST 6	WS WT 7
			L/V	S	E/Ü	LC/Pr	Pro	WS / WT 1			SS / WT 2	WS / WT 3	SS / ST 4	WS / WT 5			
AB_01	Sustainable Learning - Learning Sustainability Nachhaltiges Lernen - Nachhaltigkeit lernen	4	2		2			T	5	4							
AB_02	Sales and Marketing in Agribusiness Vertrieb und Marketing im Agribusiness	4	2	2				P	5	4							
AB_03	Basics of Agricultural Production Systems Grundlagen landwirtschaftlicher Produktionssysteme	5	3			2		P	5	5							
AB_04	Economics and Logistics Ökonomie und Logistik	4	2		2			P	5	4							
AB_05	Analysis and Interpretation of Data Analyse und Interpretation von Daten	4	2		2			P	5	4							
AB_06	Strategy and Management Strategie und Management	4	2	2				P	5		4						
AB_07	Basics of Horticulture Grundlagen des Gartenbaus	5	3			2		P	5		5						
AB_08	Business Economics Betriebswirtschaftslehre	4	2		2			P	5		4						
AB_09	Rural Development Ländliche Entwicklung	4	2	2				P	5		4						
AB_10	Accounting, Book Keeping and Taxation Rechnungswesen, Buchhaltung und Steuerlehre	4	2		2			P	5		4						
AB_11	Project Projekt	4		1			3	P	5		4						
AB_12	International Markets, Trade and Agricultural Policy Internationale Märkte, Handel und Agrarpolitik	4	3	1				P	5			4					
AB_13	Quality Management of Food and Flowers Qualitätsmanagement für Lebensmittel und Blumen	4	2		2			P	5			4					
AB_14	Environmental, Agricultural and Food Law Umwelt-, Agrar- und Lebensmittelrecht	4	2	2				P	5			4					
AB_15	Ethics and Philosophy in Life Sciences Ethik und Philosophie in den Lebenswissenschaften	3	1	2				P	5			3					
AB_16	Current Issues in Agribusiness Aktuelle Themen im Agribusiness	4		4				P	5			4					
AB_17	Management Accounting Controlling	4	2		2			P	5			4					
AB_18	Interpersonal and Intercultural Communication Interpersonelle und interkulturelle Kommunikation	4	2		2			P	5			4					
AB_19	Agricultural Extension and Consulting Landwirtschaftliche und Unternehmensberatung	4	2		2			P	5				4				
AB_20	Social and Labour Policy Arbeits- und Sozialpolitik	4	2	2				P	5				4				
AB_21	Supply Chain Management and Logistics Versorgungskettenmanagement und Logistik	4	2		2			P	5				4				
AB_22	Market Research and Marketing Marktforschung und Marketing	4	2		2			P	5				4				
AB_23	Elective Modules 1 Wahlpflichtkatalog 1	6	6					P	9					6			
AB_24	Human Resource Management Personalmanagement	4	2	2				P	5							4	
AB_25	Food Processing and Human Nutrition Lebensmittelverarbeitung und Ernährung	4	2		2			P	4							4	
AB_26	Resource Economics and Risk Assessment Ressourcenökonomie und Risikobewertung	4	2		2			P	5							4	
AB_27	Analysis of International and Regional Supply Chains Analyse internationaler und regionaler Wertschöpfungsketten	4					4	P	5							4	
AB_28	Integrated and Sustainable Management Systems Integrierte und nachhaltige Managementsysteme	4	2	2				P	5							4	
AB_29	Elective Modules 2 Wahlpflichtkatalog 2	6	6					P	9							6	
total credit hours // Semesterwochenstunden		121	62	22	24	6	7				21	25	27	22	26		30
										Credit points	25	30	35	29	33		58
											152					210	

AB_30: Internship or Study abroad (30 CP) // Auslandsstudiensemester oder Praxissemester (30 CP)
AB_31: Project with excursion // Projekt mit Exkursion (8 CP); AB_32: Bachelor Thesis // Bachelorarbeit (12 CP); AB_33: Colloquium // Kolloquium (8 CP)

Abbreviations: // Abkürzungen
CH = credit hours per week // SWS = Semesterwochenstunden
WS = winter term // Wintersemester
SS = summer term // Sommersemester
Ex/Prü = type of examination // Prüfungsart
CP = credit points (= ECTS-points)
L/V = Lecture // Vorlesung
S = seminar // Seminar
E/Ü = exercise // Übung
LC/Pr = lab course // Praktikum
Pro = project // Projekt
T = certificate // Testat (unbenotet)
P = examination (graded) // benotete Prüfung

	total	1.Sem	2.Sem	3.Sem	4.Sem	5.Sem	6.Sem	7.Sem
CH	121	21	25	27	22	26		
CP	210	25	30	35	29	33	30	28

Elective modules 1 Wahlpflichtkatalog 1		CH	CP	Ex
AB_23.1	Conflict Management and Moderation Konfliktmanagement und Moderation	2	3	P
AB_23.2	Advanced Logistics in Agribusiness Fortgeschrittene Logistik im Agribusiness	2	3	P
AB_23.3	Innovations in Agricultural Products, Food and Flowers Innovationen in landwirtschaftlichen, gartenbaulichen und Zierpflanzenprodukten	2	3	P
AB_23.4	Traceability of Agricultural Products Rückverfolgbarkeit landwirtschaftlicher Produkte	2	3	P
AB_23.5	Methods of Qualitative Social Research Methoden der qualitativen Sozialforschung	2	3	P
AB_23.6	Corporate Finance I Unternehmensfinanzierung I	2	3	P
AB_23.7	Module from any other Bachelor Study Course at Rhine-Waal University of Applied Sciences Wahlmöglichkeit Angebot HRW Bachelorstudiengänge	2	3	P
AB_23.8	Module from any other Bachelor Study Course at Rhine-Waal University of Applied Sciences Wahlmöglichkeit Angebot HRW Bachelorstudiengänge	2	3	P
3 elective modules amount to		6	9	

Ökonomie/ Recht Economics / Law
Agrarwissenschaft Agricultural Sciences
Sozialwissenschaften Social Sciences

Elective modules 2 Wahlpflichtkatalog 2		CH	CP	Ex
AB_29.1	Alternative Tourism Alternativer Tourismus	2	3	P
AB_29.2	Company Law Gesellschaftsrecht	2	3	P
AB_29.3	Corporate Finance II Unternehmensfinanzierung II	2	3	P
AB_29.4	Regional Marketing Regionalmarketing	2	3	P
AB_29.5	Entrepreneurship Existenzgründung	2	3	P
AB_29.6	Agribusiness Project Agribusinessprojekt	2	3	P
AB_29.7	Module from any other Bachelor Study Course at Rhine-Waal University of Applied Sciences Wahlmöglichkeit Angebot HRW Bachelorstudiengänge	2	3	P
AB_29.8	Module from any other Bachelor Study Course at Rhine-Waal University of Applied Sciences Wahlmöglichkeit Angebot HRW Bachelorstudiengänge	2	3	P
3 elective modules amount to		6	9	

Die Fakultät behält sich das Recht vor, eine Mindestteilnehmerzahl für das Zustandekommen eines Wahlpflichtkurses festzulegen. Die Möglichkeit des Erreichens der vorgeschriebenen Kreditpunktzahl bleibt unberührt. / The faculty reserves the right to determine a minimum number of participants for offering an elective subject. The possibility to obtain the required number of credit points remains unaffected.																			
Die Fakultät behält sich vor, das Wahlpflichtangebot im Laufe der Zeit bei neuen Entwicklungen in verschiedenen Feldern des Agribusiness durch weitere Fächer zu erweitern. / In case of new developments in the different fields of Agribusiness, the faculty reserves the right to expand the range of elective modules by further study courses over the time.																			

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Study semester:	1 (full time)	Credit Points (ECTS):	5
	1 (cooperative)		
	1 (part time)		

Workload

Contact time		Self-study	
Lecture	30 h	Preparation for contact time	30 h
Exercise	30 h	Preparation for exams	60 h
Sum	60 h	Sum	90 h

Total workload: 150 h

Coordinator

Prof. Dr. Florian Wichern

Instructors

Prof. Dr. Dietrich Darr; Dipl.-Ing. Rüdiger Schmidt

Contents

Definitions, concepts and dimensions of sustainability and sustainable development; sustainability as a process; stakeholders and driving forces; introduction to methods of sustainability assessment; multi-, inter- and transdisciplinarity; basics of land use and supply chain systems; sustainable agroecosystems; people and team skills; time management; presentation skills; giving and receiving feedback; academic reading and academic writing

Intended learning outcomes

On successful completion of this module, students should

- know the relevant terms, definitions, concepts and dimensions of sustainability and sustainable development, with special emphasis on their relevance in agriculture¹
- know how to succeed at university¹
- be able to relate their knowledge about sustainability and sustainable development to agriculture and their own life²
- apply methods of self, time and project management individually and in groups³
- be able to critically discuss the perspectives and shortcomings of sustainability approaches in agriculture⁵
- be able to evaluate their personal learning progress and identify their own learning needs⁵

¹Knowledge; ²Comprehension; ³Application; ⁴Analysis; ⁵Synthesis and judgment

Teaching and learning methods

Seminar; self-study; group work; excursion; exercise; feedback

Entrance requirements

None

Reading list

Smale and Fowlie: How to Succeed at University

Rogers, Jalal and Boyd: An Introduction to Sustainable Development

The Philosophical Transactions of The Royal Society, Biological Sciences: Theme Issues Sustainable agriculture I & II

McIntyre et al. (eds.): International Assessment of Agricultural Knowledge, Science and Technology for Development (IAASTD): Global Report

Pears and Shields: Cite them right

Examination

Certificate

Teaching materials and media

Projector; white/black board; hand-outs; flipchart; visualisation aids for presentation; demonstration material; online tutorials; videos; video feedback

Areas of competence

Area of competence	Core area	Partly relevant	Of minor relevance
Professional competence	X		
Methodological competence	X		
Social competence	X		

last amended August 2015

Study semester:	1 (full time) 1 (cooperative) 1 (part time)	Credit Points ECTS):	5
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Workload

Contact time		Self-study	
Lecture	30 h	Preparation for contact time	40 h
Seminar	30 h	Literature review	20 h
		Preparation for exams	30 h
Sum	60 h	Sum	90 h

Total workload: 150 h

Coordinator

Prof. Dr. Marcel Friedrich

Instructors

Dr. rer. Pol. Marc Banaszak

Contents

Understanding consumer demand and preferences; marketing and sales in agribusiness; market information; sales management and sales techniques; psychological basics of advertisement; marketing management; principles of agrimarketing; international agriculture marketing; agrimarketing channels; marketing mix decisions; regional marketing

Intended learning outcomes

On successful completion of this module, students should

- understand demand and consumer preferences¹
- know the relevant concepts of sales and marketing¹
- be able to relate their knowledge about marketing and sales to the agribusiness value chains²
- apply sales and marketing concepts to discuss and solve agribusiness case studies³
- analyse the advantages and disadvantages of different marketing channels and marketing mixes for agribusiness enterprises⁴
- be able to critically discuss marketing and sales options in agribusiness contexts⁵

¹Knowledge; ²Comprehension; ³Application; ⁴Analysis; ⁵Synthesis and judgement

Teaching and learning methods

Lecture; seminar, self-study; group work and presentations; business case studies; field trip; excursion

Entrance requirements

None

Reading list

Norwood and Lusk: Agricultural Marketing and Price Analysis
Tanner, Honeycutt and Erffmeyer: Sales Management
Kotler and Armstrong: Principles of Marketing
Kohls and Uhl: Marketing of Agricultural Products
Maye, Holloway and Kneafsey: Alternative Food Geographies: Representation and Practice

Examination

Graded exam

Teaching materials and media

Projector; white/black board; hand-outs; flipchart/ pin-board; visualisation aids for presentation; demonstration material

Areas of competence

Area of competence	Core area	Partly relevant	Of minor relevance
Professional competence	X		
Methodological competence	X		
Social competence			X

last amended October 2018

Study semester:	1 (full time)	Credit Points ECTS):	5
	1 (cooperative)		
	1 (part time)		

Workload

Contact time		Self-study	
Lecture	45 h	Preparation for contact time	30 h
Lab course/Field course	30 h	Literature review	15 h
		Preparation for exams	30 h
Sum	75 h	Sum	75 h

Total workload: 150 h

Coordinator

Prof. Dr. habil. Jens Gebauer

Instructor

Prof. Dr. Steffi Wiedemann; Dr. Katja Kehlenbeck

Contents

plant production: environment; light and irradiation; photosynthesis; heat and cold stress; carbon dioxide; precipitation; soil erosion; drought stress; toxic compounds; salt stress; basics of livestock production: animal welfare; anatomy and physiology; animal nutrition; feeds and feeding; diseases; plant and animal breeding: genotype x environment interaction; breeding priorities; reproduction systems; molecular marker; gene transfer; plant protection: abiotic factors; weeds; fungi; bacteria; nematodes; viruses; slugs and snails; wildlife; agronomical and technological aspects of major crop and livestock production systems; profitability and economic performance of major crop and livestock production systems

Intended learning outcomes

On successful completion of this module, students should

- know crop plants¹
- know the relevant concepts of plant production¹
- know the relevant concepts in plant breeding¹
- know the relevant concepts in plant protection¹
- be able to relate their knowledge about plant production to its relevance in agribusiness²
- apply their knowledge in the planning of simple crop production systems³
- analyse agricultural management systems⁴

¹Knowledge; ²Comprehension; ³Application; ⁴Analysis; ⁵synthesis and judgement

Teaching and learning methods

Lecture; self-study; group work and presentation; field trip

Entrance requirements

None

Reading list

Sheaffer: Introduction to Agronomy: Food, Crops, and Environment
Schumann und D'Arcy: Essential Plant Pathology
Brown: An Introduction to Plant Breeding

Examination

Graded exam

Teaching materials and media

Projector; white/black board; hand-outs; lab equipment; flipchart; visualisation aids for presentation; demonstration material

Areas of competence

Area of competence	Core area	Partly relevant	Of minor relevance
Professional competence	X		
Methodological competence		X	
Social competence			X

last amended October 2016

Study semester:	1 (full time)	Credit Points (ECTS):	5
	1 (cooperative)		
	3 (part time)		

Workload

Contact time		Self-study	
Lecture	30 h	Preparation for contact time	30 h
Exercise	30 h	Literature review	30 h
		Preparation for exams	30 h
Sum	60 h	Sum	90 h

Total workload: 150 h

Coordinator

Prof. Dr. Dagmar Mithöfer

Instructors

Dr. Jana Lohmann

Contents

Principles of microeconomics and macroeconomics; markets; supply and demand; welfare; consumer behaviour; economic growth; economic fluctuations; public policy; introduction to supply chains; introduction to supply chain management and logistics

Intended learning outcomes

On successful completion of this module, students should

- know principles of micro- and macroeconomics¹
- know principles of supply chains, supply chain management and logistics¹
- be able to relate their knowledge in economics to aspects in business management and public policy²
- apply standard economic and analytical tools to micro- and macroeconomic questions^{3,4}
- document results and findings in a scientifically appropriate form^{4,5}

¹Knowledge; ²Comprehension; ³Application; ⁴Analysis; ⁵Synthesis and judgement

Teaching and learning methods

Lecture; self-study; exercises; group work and presentation

Entrance requirements

None

Reading list

Mankiw, Taylor: Economics

Harrison and van Hoek: Logistics Management and Strategy: Competing through the Supply Chain

Examination

Graded exam

Teaching materials and media

Projector; white/black board; hand-outs; flipchart; visualisation aids for presentation; demonstration material; A/V media

Areas of competence

Area of competence	Core area	Partly relevant	Of minor relevance
Professional competence	X		
Methodological competence	X		
Social competence			X

last amended September 2014

Study semester:	1 (full time)	Credit Points (ECTS):	5
	1 (cooperative)		
	1 (part time)		

Workload

Contact time		Self-study	
Lecture	30 h	Preparation for contact time	40 h
Exercise	30 h	Literature review	10 h
		Preparation for exams	40 h
Sum	60 h	Sum	90 h

Total workload: 150 h

Coordinator

Prof. Dr. Sylvia Moenickes

Instructors

Dr. Maria Gomes Vale; Dipl.-Geoökol. Steffen Zuther

Contents

Introduction to maths: one variable calculus and application; linear algebra including vector spaces, matrix operations and eigenvalues and eigenvectors; multivariate calculus; application and exercises with examples from decision making in agribusiness; sustainable agricultural production and engineering in agriculture

Introduction to applied statistics: probability theory; distributions; descriptive statistics; inferential statistics; correlation, regression; comparison of means; visualization; application to and examples from agricultural market research

Intended learning outcomes

On successful completion of this module, students should

- understand the basics of maths and statistics¹
- know the covered methods of data analysis¹
- understand differences in methods of analysis and display of data²
- apply methods of data analysis and display to agricultural data^{3, 4}
- critically assess examples of data display⁵

¹Knowledge; ²Comprehension; ³Application; ⁴Analysis; ⁵Synthesis and judgement

Teaching and learning methods

Lectures; self-study; group work; exercise; feedback

Entrance requirements

None

Reading list

Milton: Head first data analysis

Ekstrom and Sorensen: Introduction to statistical data analysis for the life sciences

Soo Tang Tan: Applied mathematics for the managerial, life and social sciences

Bulmer: Principles of Statistics

Simon and Blume: Mathematics for Economists

Examination

Graded exam

Teaching materials and media

Projector; white/black board; hand-outs; flipchart; visualisation aids for presentation; demonstration material

Areas of competence

Area of competence	Core area	Partly relevant	Of minor relevance
Professional competence	X		
Methodological competence	X		
Social competence			X

last amended October 2018

Study semester:	2 (full time) 2 (cooperative) 2 (part time)	Credit Points (ECTS):	5
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Workload

Contact time		Self-study	
Lectures	30 h	Preparation for contact time	40 h
Seminars	30 h	Literature review	20 h
		Preparation for exams	30 h
Sum	60 h	Sum	90 h

Total workload: 150 h

Coordinator

Prof. Dr. Dietrich Darr

Instructors

Dipl.-Ing. Sabine Neuberger

Contents

Introduction to agribusiness; industry evolution and industry life cycle; introduction to strategy; sources of competitive advantage; impact of the external environment; Porter's Five-Forces analysis; Porter's generic strategies; resources, capabilities and competencies; time-value of money; capital budgeting; decision-making under uncertainty; vertical integration; diversification strategy; internationalization strategy; Corporate Social Responsibility

Intended learning outcomes

On successful completion of this module, students should

- understand the role of managers in successful agribusiness enterprises¹
- comprehend the principles of value creation and competitive advantage in agribusiness²
- be able to apply concepts of strategic management to typical challenges of agribusiness enterprises³
- analyse business cases, discuss strategic options and develop recommendations⁴
- be able to critically discuss aspects of ethical and socially responsible management in the agribusiness context⁵

¹Knowledge; ²Comprehension; ³Application; ⁴Analysis; ⁵Synthesis and judgement

Teaching and learning methods

Lecture; case study discussions; spreadsheet exercises; self-study; group work and presentations; excursion

Entrance requirements

Pass of the Excel test administered at the beginning of the semester

Reading list

Beierlein, Schneeberger and Osburn: Principles of Agribusiness Management
Grant: Contemporary strategy analysis
Campbell, Edgar and Stonehouse: Business Strategy – an Introduction

Examination

Graded exam

Teaching materials and media

Projector; white/black board; hand-outs; flipchart/ pin-board; visualisation aids for presentation;
demonstration materials

Areas of competence

Area of competence	Core area	Partly relevant	Of minor relevance
Professional competence	X		
Methodological competence	X		
Social competence			X

last amended April 2018

Study semester:	2 (full time)	Credit Points (ECTS):	5
	2 (cooperative)		
	2 (part time)		

Workload

Contact time		Self-study	
Lecture	45 h	Preparation for contact time	30 h
Lab course/Field course	30 h	Literature review	15 h
		Preparation for exams	30 h
Sum	75 h	Sum	75 h

Total workload: 150 h

Coordinator

Prof. Dr. Jens Gebauer

Instructors

Dr. Katja Kehlenbeck

Contents

Horticultural products: fruits; vegetables; ornamentals; tree nursery products; horticultural production systems: open field production; greenhouse production; cultivation in soil and without soil; product quality; harvesting techniques; nomenclature and systematics of horticultural plants; propagation techniques

Intended learning outcomes

On successful completion of this module, students should

- know the relevant horticultural products and production systems¹
- be able to relate their knowledge about horticulture production systems to agribusiness²
- be able to critically discuss the opportunities and challenges in horticulture⁵

¹Knowledge; ²Comprehension; ³Application; ⁴Analysis; ⁵Synthesis and judgement

Teaching and learning methods

Lecture; self-study; group work and presentation; field trip

Entrance requirements

None

Reading list

Jackson, Looney, Morley-Bunker and Thiele: Temperate and Subtropical Fruit Production
 Davies: Organic Vegetable Production: A Complete Guide
 Dole and Wilkins: Floriculture: Principles and Species
 Davidson: Nursery Management: Administration and Culture

Examination

Graded exam

Teaching materials and media

Projector; white/black board; hand-outs; lab equipment; flipchart; visualisation aids for presentation; demonstration material

Areas of competence

Area of competence	Core area	Partly relevant	Of minor relevance
Professional competence	X		
Methodological competence		X	
Social competence			X

last amended October 2016

Study semester:	2 (full time)	Credit Points (ECTS):	5
	2 (cooperative)		
	2 (part time)		

Workload

Contact time		Self-study	
Lecture	30 h	Preparation for contact time	30 h
Exercise	30 h	Literature review	30 h
		Preparation for exams	30 h
Sum	60 h	Sum	90 h

Total workload: 150 h

Coordinator

Prof. Dr. Dagmar Mithöfer

Instructors

Prof. Dr. Dagmar Mithöfer

Contents

Business economics with special reference to businesses in the agrifood sector; business objectives; the behaviour of firms; production economics; (farm) management economics; costs of production; budgeting; enterprise selection; linear programming; entrepreneurship

Intended learning outcomes

On successful completion of this module, students should

- know the relevant concepts and principles of business economics¹
- be familiar with all functional areas of a business¹
- be able to relate their knowledge of general objectives to management decisions in the agricultural production²
- apply standard analytical tools to examine production economics decisions and enterprise choice with the firm³
- document results and findings in a scientific appropriate form⁴
- analyse the relevant processes in a business⁴
- be able to design concepts for various business areas⁵

¹Knowledge; ²Comprehension; ³Application; ⁴Analysis; ⁵Synthesis and judgement

Teaching and learning methods

Lecture; exercise; self-study; group work; business case studies

Entrance requirements

None

Reading list

Pindyck and Rubinfeld: Microeconomics
Olson: Economics of Farm Management in a Global Setting
Norwood and Lusk: Agricultural Marketing and Price Analysis
Zimmerman: Accounting for Decision Making and Control

Examination

Graded exam

Teaching materials and media

Projector; white/black board; hand-outs; flipchart; visualisation aids for presentation; demonstration material; A/V media

Areas of competence

Area of competence	Core area	Partly relevant	Of minor relevance
Professional competence	X		
Methodological competence	X		
Social competence			X

last amended April 2018

Study semester:	2 (full time)	Credit Points (ECTS):	5
	2 (cooperative)		
	4 (part time)		

Workload

Contact time		Self-study	
Lectures	30 h	Preparation for contact time	40 h
Seminars	30 h	Literature review	20 h
		Preparation for exams	30 h
Sum	60 h	Sum	90 h

Total workload: 150 h

Coordinator

Prof. Dr. Dietrich Darr

Instructors

Anna Kreter

Contents

Introduction to rural development; human-ecological systems; economic development theories; measures of development; strategies for rural development; financing of rural development; rural tourism; values, attitudes; behaviour; social-ecological dilemmas; approaches to encourage pro-environmental behaviour

Intended learning outcomes

On successful completion of this module, students should

- understand major economic and sociological concepts relevant to rural development and natural resource management¹
- understand determinants of human pro-environmental behavior¹
- comprehend contemporary challenges of sustainable development in rural areas²
- analyse human-ecological dilemmas and be able to develop appropriate strategies to solve them^{3,4}
- be able to critically discuss sustainable rural development issues in the context of agriculture and natural resource management⁵

¹Knowledge; ²Comprehension; ³Application; ⁴Analysis; ⁵Synthesis and judgement

Teaching and learning methods

Lecture; seminar; self-study; group work and presentation; excursion; experiments

Entrance requirements

None

Reading list

Koger, Winter: The psychology of environmental problems: psychology for sustainability
Singh: Rural development: principles, policies and management
Scholz: Environmental literacy in science and society: from knowledge to decisions
Clayton, Myers: Conservation psychology - understanding and promoting human care for nature
Norton, Alwang and Masters: Economics of agricultural development

Examination

Graded exam

Teaching materials and media

Projector; white/black board; hand-outs; flipchart/ pin-board; visualisation aids for presentation; demonstration materials

Areas of competence

Area of competence	Core area	Partly relevant	Of minor relevance
Professional competence	X		
Methodological competence		X	
Social competence			X

last amended April 2017

Study semester:	2 (full time)	Credit Points (ECTS):	5
	2 (cooperative)		
	4 (part time)		

Workload

Contact time		Self-study	
Lecture	30 h	Preparation for contact time	40 h
Exercise	30 h	Literature review	30 h
		Preparation for exams	20 h
Sum	60 h	Sum	90 h

Total workload: 150 h

Coordinator

Prof. Dr. Frank Schmitz

Instructors

Prof. Dr. Frank Schmitz

Contents

Fundamentals of financial and management accounting; cost and results accounting; balancing and balance sheet preparation; cost control and reporting; accounting policy and management tools; performance analysis and benchmarking; accounting on farms and in agribusiness; company law and legal forms of agribusiness enterprises; regulations and legal framework of accounting in agriculture; basics of book keeping and special aspects in agriculture and agribusiness; basics of taxation and taxation law; taxation in agriculture and agribusiness

Intended learning outcomes

On successful completion of this module, students should

- know the relevant legal frameworks and regulations¹
- know the basic methods in accounting and book keeping¹
- know different approaches to financial and management accounting and their strengths and weaknesses^{1,2}
- be able to apply the learned methods of accounting, book keeping and taxation in the agribusiness or farm context³
- analyse financial data and critically evaluate the applied methodologies⁴
- be able to critically discuss possibilities and shortcomings of financial and management accounting⁵

¹Knowledge; ²Comprehension; ³Application; ⁴Analysis; ⁵Synthesis and judgement

Teaching and learning methods

Lecture; self-study; group work; excursions; case studies; lab course; field trip

Entrance requirements

None

Reading list

Jones: Accounting

Dyson: Accounting for non-accounting students

Lebas: Financial accounting and reporting: A global perspective

Examination

Graded exam

Teaching materials and media

Projector; white/black board; hand-outs; lab equipment; flipchart; visualisation aids for presentation; demonstration material; A/V media

Areas of competence

Area of competence	Core area	Partly relevant	Of minor relevance
Professional competence	X		
Methodological competence	X		
Social competence			X

last amended August 2015

Study semester:	2 (full time)	Credit Points (ECTS):	5
	2 (cooperative)		
	2 (part time)		

Workload

Contact time		Self-study	
Seminar	15 h	Preparation for contact time	35 h
Project	45 h	Literature review	35 h
		Preparation for exams	20 h
Sum	60 h	Sum	90 h

Total workload: 150

Coordinator

Prof. Dr. Dietrich Darr

Instructors

Mirjam Bosmann; Dr. rer. pol. Marc Banaszak; Prof. Dr. Marcel Friedrich

Contents

Concepts of entrepreneurship; business plans and business planning; marketing research and marketing plans; operational plans; application of relevant concepts in developing a business plan for an enterprise of the region

Intended learning outcomes

On successful completion of this module, students should

- know the relevant concepts and tools of entrepreneurship¹
- be familiar with issues related to the establishment of an agribusiness enterprise²
- analyse the potential market and competitiveness of a proposed business³
- conduct financial analyses⁴
- be able to develop a business plan⁵

¹Knowledge; ²Comprehension; ³Application; ⁴Analysis; ⁵Synthesis and judgement

Teaching and learning methods

Seminar; group work and presentation; self-study; excursion

Entrance requirements

None

Reading list

Bygrave and Zacharakis: Entrepreneurship
Burke: Fundamentals of Project Management: Tools and Techniques
Wickham: Strategic Entrepreneurship
Marotti: Entrepreneurship and Small Business Management

Examination

Graded exam

Teaching materials and media

Projector; white/black board; hand-outs; flipchart; pin-board

Areas of competence

Area of competence	Core area	Partly relevant	Of minor relevance
Professional competence	X		
Methodological competence	X		
Social competence	X		

last amended April 2018

Study semester:	3 (full time)	Credit Points (ECTS):	5
	5 (cooperative)		
	3 (part time)		

Workload

Contact time		Self-study	
Lectures	45 h	Preparation for contact time	40 h
Seminars	15 h	Literature review	20 h
		Preparation for exams	30 h
Sum	60 h	Sum	90 h

Total workload: 150 h

Coordinator

Prof. Dr. Dietrich Darr

Instructors

Prof. Dr. Dietrich Darr

Contents

Introduction to agricultural policy and trade; global agricultural markets and trade; global agricultural trade and development; agricultural policy as public policy; land policy; EU Common Agricultural Policy; agricultural cooperatives; agricultural policy in other global regions

Intended learning outcomes

On successful completion of this module, students should

- know the relevant concepts of international agriculture commodity markets, trade and agricultural policy¹
- understand the role of governments and other stakeholders in the agricultural policy arena²
- be able to apply basic concepts of political sciences to current developments in the agriculture sector³
- be able to analyse and critically discuss the impact of agricultural and trade policy in a global context⁵

¹Knowledge; ²Comprehension; ³Application; ⁴Analysis; ⁵Synthesis and judgement

Teaching and learning methods

Lecture; seminar, self-study; group work and presentation; excursion

Entrance requirements

None

Reading list

Peterson: A Billion Dollars a Day: The Economics and Politics of Agricultural Subsidies

Hill B: Understanding the Common Agricultural Policy

Hill M: The public policy process

Examination

Graded exam

Teaching materials and media

Projector; white/black board; hand-outs; flipchart/ pin-board

Areas of competence

Area of competence	Core area	Partly relevant	Of minor relevance
Professional competence	X		
Methodological competence		X	
Social competence			X

last amended April 2013

Study semester:	3 (full time)	Credit Points (ECTS):	5
	5 (cooperative)		
	3 (part time)		

Workload

Contact time		Self-study	
Lecture	40 h	Preparation for contact time	40 h
Exercise	20 h	Literature review	20 h
		Preparation for exams	30 h
Sum	60 h	Sum	90 h

Total workload: 150 h

Coordinator

Prof. Dr. Dagmar Mithöfer

Instructors

N.N.

Contents

Product quality criteria in food and flowers; factors influencing product quality of food and flowers production; methods of storing foods to maintain quality, safe and hygienic work practices when handling food (GMP, GHP), functional properties of foods; food safety; management systems of food safety (HACCP); quality control, mathematical methods to analyse quality

Intended learning outcomes

On successful completion of this module, students should

- know relevant quality criteria for product and process quality in food and flower production²
- know methods of storing foods and flowers to maintain quality^{1,2}
- be able to assess the product and process quality of food products and flowers³
- develop concepts and strategies for quality in agricultural and agribusiness companies³
- analyse⁴ and improve⁵ quality along the supply chains in agribusiness
- evaluate and critically discuss concepts of product and process quality in the context of food and flower production⁵

¹Knowledge; ²Comprehension; ³Application; ⁴Analysis; ⁵Synthesis and judgement

Teaching and learning methods

Lecture; seminar; exercise; self-study; group work

Entrance requirements

None

Reading list

H. Martens and M. Martens: Multivariate Analysis of Quality
Vaclavik and Christian: Essentials of Food Science

Examination

Graded exam

Teaching materials and media

Projector; white/black board; hand-outs; flipchart; visualisation aids for presentation; demonstration material; A/V media; case studies

Areas of competence

Area of competence	Core area	Partly relevant	Of minor relevance
Professional competence	X		
Methodological competence	X		
Social competence			X

last amended October 2018

Study semester:	3 (full time)	Credit Points (ECTS):	5
	5 (cooperative)		
	5 (part time)		

Workload

Contact time		Self-study	
Lectures	30 h	Preparation for contact time	40 h
Seminars	30 h	Literature review	20 h
		Preparation for exams	30 h
Sum	60 h	Sum	90 h

Total workload: 150 h

Coordinator

Prof. Dr. Dietrich Darr

Instructors

Steffen Mies

Contents

History, principles and political background of environmental, agricultural and food law; basics of law; relevant national, European and international legal frameworks and regulations; regulatory and enforcement strategies; special aspects of environmental, agricultural and food law in Europe (e.g. property rights in agriculture, laws on agricultural inputs, administrative law, company law, criminal law, labour law); administration of environmental, agricultural and food law in Europe; compliance and non-compliance

Intended learning outcomes

On successful completion of this module, students should

- know the basic legal frameworks of environmental, agricultural and food law¹
- understand the relevant approaches for regulation and enforcement of agricultural, environmental and food law²
- be able to determine when and where farmers and agribusiness enterprises need to seek legal advice in the fields of environmental, agricultural and/or food law³
- critically discuss the impact of European and international law and regulations on agribusiness value chains⁵

¹Knowledge; ²Comprehension; ³Application; ⁴Analysis; ⁵Synthesis and judgement

Teaching and learning methods

Lecture; seminar; exercise; self-study; group work and presentation; excursion

Entrance requirements

None

Reading list

Bell, McGillivray: Environmental law
Fortin: Food regulation – law, science, policy and practice
Atwood, Thompson, Willett: Food law
Schneider: Food, farming and sustainability – readings in agricultural law

Examination

Graded exam

Teaching materials and media

Projector; white/black board; hand-outs; flipchart; case studies

Areas of competence

Area of competence	Core area	Partly relevant	Of minor relevance
Professional competence	X		
Methodological competence			X
Social competence			X

last amended August 2015

Study semester:	3 (full time)	Credit Points (ECTS):	5
	5 (cooperative)		
	3 (part time)		

Workload

Contact time		Self-study	
Lecture	15 h	Preparation for contact time	30 h
Seminar	30 h	Literature review	30 h
		Preparation for exams	45 h
Sum	45 h	Sum	105 h

Total workload: 150 h

Coordinator

Prof. Dr. Florian Wichern

Instructors

Dr. Milena Valeva

Contents

Logic, argumentation and science; the nature of reality; knowledge and truth; religion and political philosophy; theories of ethics and morality; ethical and moral reasoning; technology assessment; ethics in food security, food safety and biomass production; ethics in life sciences

Intended learning outcomes

On successful completion of this module, students should

- know the basic concepts and theories of philosophy and ethics¹
- know how to plan and conduct a seminar on a relevant topic of life sciences ethics¹
- be able to identify moral reasoning²
- apply ethical concepts as an instrument for moral reasoning³
- analyse texts and presentations for moral reasoning of topics relevant in life sciences⁴
- be able to critically discuss relevant topics of life sciences ethics in the context of a sustainable development of agriculture⁵

¹Knowledge; ²Comprehension; ³Application; ⁴Analysis; ⁵Synthesis and judgement

Teaching and learning methods

Seminar; self-study; group work; feedback

Entrance requirements

None

Reading list

Comstock: Life Science Ethics

Solomon: The Big Questions: A Short Introduction to Philosophy

Rachels: The Elements of Moral Philosophy

Various case studies and scientific publications

Examination

Graded exam

Teaching materials and media

Projector; white/black board; hand-outs; flipchart; visualisation aids for presentation; demonstration material

Areas of competence

Area of competence	Core area	Partly relevant	Of minor relevance
Professional competence		X	
Methodological competence	X		
Social competence	X		

last amended August 2015

Study semester:	3 (full time)	Credit Points (ECTS):	5
	5 (cooperative)		
	3 (part time)		

Workload

Contact time		Self-study	
Seminars	60 h	Preparation for contact time	30 h
		Literature review	30 h
		Preparation for exams	30 h
Sum	60 h	Sum	90 h

Total workload: 150 h

Coordinator

Prof. Dr. Dagmar Mithöfer

Instructors

Philipp Leenen, B.Sc.

Contents

Introduction to current issues in agribusiness; case studies of, e.g. waste and waste reduction in agrifood value chains; economics of genetically modified crops; water management in agribusinesses; climate change and agribusinesses; standards, trade and development; supply chain management, governance; identification of analytical and management tools addressing these problems

Intended learning outcomes

On successful completion of this module, students should

- be aware of current issues in agribusiness¹
- be able to relate their knowledge of analytical and management tools to specific cases²
- apply standard analytical tools to examine current issues in agribusiness³
- document results and findings in a scientifically appropriate form⁴
- analyse the relevant processes in agribusiness⁴
- be able to propose solutions and recommendations for further action⁵

¹Knowledge; ²Comprehension; ³Application; ⁴Analysis; ⁵Synthesis and judgement

Teaching and learning methods

Seminar; group work; case studies; self-study; field trip/ excursion

Entrance requirements

None

Reading list

Topical reading material for the subjects covered during the module

Examination

Graded exam

Teaching materials and media

Projector; white/black board; hand-outs; flipchart; visualisation aids for presentation; demonstration material; A/V media

Areas of competence

Area of competence	Core area	Partly relevant	Of minor relevance
Professional competence	x		
Methodological competence	x		
Social competence		X	

last amended October 2016

Study semester:	3 (full time)	Credit Points (ECTS):	5
	5 (cooperative)		
	5 (part time)		

Workload

Contact time		Self-study	
Lectures	30 h	Preparation for contact time	40 h
Exercises	30 h	Literature review	20 h
		Preparation for exams	30 h
Sum	60 h	Sum	90 h

Total workload: 150 h

Coordinator

Prof. Dr. Frank Schmitz

Instructors

Dr. Courage Ijehede

Contents

Introduction to managerial accounting; job costing; process costing; activity-based costing; cost-volume-profit; inventory costing and capacity analysis; incremental analysis; pricing; budgetary planning; budgetary control and responsibility; standard cost and balanced scorecard; capital budgeting; management control systems; sustainability accounting

Intended learning outcomes

On successful completion of this module, students should

- know the relevant concepts of management accounting¹
- understand importance of management accounting for business steering²
- apply management accounting concepts to discuss agribusiness case studies³
- interpret business performance and outcomes for agribusiness enterprises⁴
- be able to critically discuss the role of management accounting for business steering and environmental protection in agribusiness⁵

¹Knowledge; ²Comprehension; ³Application; ⁴Analysis; ⁵Synthesis and judgement

Teaching and learning methods

Lecture; self-study; group work and presentations; business case studies; excursion

Entrance requirements

Accounting, book keeping and taxation (AB_10)

Reading list

Weygandt, Kimmel and Kieso: Management Accounting

Examination

Graded exam

Teaching materials and media

Projector; white/black board; hand-outs; flipchart; pin-board; visualisation aids for presentation; demonstration materials

Areas of competence

Area of competence	Core area	Partly relevant	Of minor relevance
Professional competence	X		
Methodological competence	X		
Social competence			X

last amended October 2018

Study semester:	3 (full time)	Credit Points (ECTS):	5
	1 (cooperative)		
	5 (part time)		

Workload

Contact time		Self-study	
Lectures	30 h	Preparation for contact time	40 h
Exercise	30 h	Literature review	20 h
		Preparation for exams	30 h
Sum	60 h	Sum	90 h

Total workload: 150 h

Coordinator

Prof. Dr. Dietrich Darr

Instructors

Douglas Beard

Contents

Introduction; culture and interpersonal communication; perception of self and others; listening; verbal messages; non-verbal messages; visualizing of complex data; managerial communication; emotional messages and conflict; conversational messages; interpersonal power and influence; intercultural communication competence

Intended learning outcomes

On successful completion of this module, students should

- know the relevant concepts and principles of interpersonal communication¹
- be familiar with concepts used to describe cultural differences between countries²
- be able to effectively and appropriately begin, sustain and conclude conversations in various business contexts³
- be able to constructively handle emotional conversations^{3,4,5}
- be able to apply and neutralize influencing tactics and strategies in business contexts^{3,4,5}

¹Knowledge; ²Comprehension; ³Application; ⁴Analysis; ⁵Synthesis and judgement

Teaching and learning methods

Lecture; exercise; role play; video feedback; self-study; group work and presentation

Entrance requirements

None

Reading list

Munter: Guide to Managerial Communication
Parhizgar: Multicultural Behavior and Global Business Environments
DeVito: The Interpersonal Communication Book
Zelaszny: Say it with Charts

Examination

Graded exam

Teaching materials and media

Projector; white/black board; hand-outs; flipchart; pin-board; teaching videos; video camera

Areas of competence

Area of competence	Core area	Partly relevant	Of minor relevance
Professional competence			X
Methodological competence		X	
Social competence	X		

last amended October 2018

Study semester:	4 (full time)	Credit Points (ECTS):	5
	4 (cooperative)		
	4 (part time)		

Workload

Contact time		Self-study	
Lectures	30 h	Preparation for contact time	40 h
Exercises	30 h	Literature review	20 h
		Preparation for exams	30 h
Sum	60 h	Sum	90 h

Total workload: 150 h

Coordinator

Prof. Dr. Dietrich Darr

Instructors

Dipl.-Ing. Sabine Neuberger

Contents

Role and scope of agriculture extension and business consulting; principles of human behaviour and behaviour change; perception and defence mechanisms; agriculture extension paradigms; selected extension approaches and models; diffusion of innovations theory; agriculture innovation systems and stakeholders in agriculture extension; innovations and innovation networks in agriculture; extension methods; agricultural extension as public vs. private good; pluralistic extension systems; agricultural extension in Germany; the business consulting process and the role of advisers; the role of business consulting firms; basic skills and competencies of business consultants; principles of project management

Intended learning outcomes

On successful completion of this module, students should

- know how agricultural innovations are typically generated, disseminated, adopted and modified¹
- understand the advantages and disadvantages of major extension approaches, models, and methods²
- apply the concepts and frameworks of advisory communication and project management to a hypothetical client situation in the context of agribusiness³
- be able to analyse current phenomena in agriculture extension in light of economic and political developments⁴
- be able to critically discuss the (partially competing) roles typically played by agricultural advisors⁵

¹Knowledge; ²Comprehension; ³Application; ⁴Analysis; ⁵Synthesis and judgement

Teaching and learning methods

Lecture; self-study; group work and presentation; business case studies; excursion

Entrance requirements

None

Reading list

Hoffmann and Christinck: Rural Extension Vol. I: Basic Issues and Concepts
Hoffmann, Christinck and Lemma: Rural Extension Vol. II: Examples and Background Materials
Leeuwis and van den Ban: Communication for Rural Innovation: Rethinking Agricultural Extension
Ison and Russell: Agricultural Extension and Rural Development: Breaking out of Knowledge Transfer Traditions
Friga and Rasiel: The McKinsey Mind: Understanding and Implementing the Problem-solving Tools and Management Techniques of the World's Top Strategic Consulting Firm

Examination

Graded exam

Teaching materials and media

Projector; white/black board; hand-outs; flipchart/ pin-board; visualisation aids for presentation; demonstration materials

Areas of competence

Area of competence	Core area	Partly relevant	Of minor relevance
Professional competence	X		
Methodological competence	X		
Social competence	X		

last amended April 2018

Study semester:	4 (full time)	Credit Points (ECTS):	5
	4 (cooperative)		
	6 (part time)		

Workload

Contact time		Self-study	
Lectures	30 h	Preparation for contact time	40 h
Seminar	30 h	Literature review	30 h
		Preparation for exams	20 h
Sum	60 h	Sum	90 h

Total workload: 150

Coordinator

Prof. Dr. Dagmar Mithöfer

Instructors

Dr. Christoph Ehlert

Contents

Economic, social and labour policies; their relevance to the agribusiness sector and global value chains; social welfare; market failure; public choice; European social policy; structural funds; European social fund; public health policy; labour demand; labour supply; wage differentials; human capital; labour mobility; unionised labour; income inequality; unemployment; EU labour policy; European and international labour market

Intended learning outcomes

On successful completion of this module, students should

- know European economic, social and labour policies with relevance to the agribusiness sector¹
- be familiar with pros and cons of different policies¹
- be able to relate their knowledge on European economic, social and labour policies to global value chains and development implications²
- apply analytical tools to assess alternative policy settings³
- document results and findings in a scientifically appropriate form^{4,5}

¹Knowledge; ²Comprehension; ³Application; ⁴Analysis; ⁵Synthesis and judgement

Teaching and learning methods

Lecture; self-study; group work, seminar

Entrance requirements

Economics and logistics (AB_04)

Reading list

Ehrenberg and Smith: Modern Labor Economics: Theory and Public Policy
Borjas: Labor Economics
Cahuc and Zylberberg: Labor Economics
Geyer: Exploring European Social Policy

Examination

Graded exam

Teaching materials and media

Projector; white/black board; hand-outs; flipchart; visualisation aids for presentation; demonstration material; A/V media

Areas of competence

Area of competence	Core area	Partly relevant	Of minor relevance
Professional competence	x		
Methodological competence	x		
Social competence			x

last amended September 2014

Study semester:	4 (full time)	Credit Points (ECTS):	5
	4 (cooperative)		
	4 (part time)		

Workload

Contact time		Self-study	
Lecture	30 h	Preparation for contact time	40 h
Exercise	30 h	Literature review	30 h
		Preparation for exams	20 h
Sum	60 h	Sum	90 h

Total workload: 150 h

Coordinator

Prof. Dr. Dagmar Mithöfer

Instructors

Prof. Dr. Dagmar Mithöfer

Contents

Understanding supply chains in agribusiness; the role of logistics in supply chains; supply chain relationships, performance of supply chains; supply chain drivers and metrics; demand and supply management; design of supply chain networks in agribusiness

Intended learning outcomes

On successful completion of this module, students should

- know the relevant supply chain management concepts¹
- know supply chain drivers and metrics¹
- be able to relate their knowledge on supply chain management to business cases²
- apply analytical tools to supply chains and logistics processes³
- document results and findings in a scientifically appropriate form⁴
- be able to design supply chain networks

¹Knowledge; ²Comprehension; ³Application; ⁴Analysis; ⁵Synthesis and judgement

Teaching and learning methods

Lecture; self-study; group work; case studies; IT lab exercises; simulation exercises

Entrance requirements

None

Reading list

Coyle, Landley, Novack and Gibson: Managing Supply Chains: A Logistics Approach
Chopra and Meindl: Supply Chain Management: Strategy, Planning and Operation
Bourlakis and Weightman: Food Supply Chain Management
Mayle, Holloway and Kneafsey: Alternative Food Geographies

Examination

Graded exam

Teaching materials and media

Projector; white/black board; hand-outs; flipchart; visualisation aids for presentation; demonstration material; A/V media

Areas of competence

Area of competence	Core area	Partly relevant	Of minor relevance
Professional competence	x		
Methodological competence	x		
Social competence		X	

last amended April 2018

Study semester:	4 (full time)	Credit Points (ECTS):	5
	4 (cooperative)		
	6 (part time)		

Workload

Contact time		Self-study	
Lecture	30 h	Preparation for contact time	40 h
Exercise	30 h	Literature review	30 h
		Preparation for exams	20 h
Sum	60 h	Sum	90 h

Total workload: 150 h

Coordinator

Prof. Dr. Dagmar Mithöfer

Instructors

Prof. Dr. Dagmar Mithöfer

Contents

Marketing of food and flowers; marketing environment; analysis of marketing strategies of agribusiness firms; marketing research; consumer studies; designing research studies; measurement; sampling; data analysis; reporting

Intended learning outcomes

On successful completion of this module, students should

- know and explain marketing strategies¹
- be familiar with conditions and constraints of different market research tools¹
- be able to relate their knowledge on marketing strategies and marketing research to business cases²
- apply market research tools³
- document results and findings in a scientifically appropriate form⁴
- be able to design a marketing research study⁵

¹Knowledge; ²Comprehension; ³Application; ⁴Analysis; ⁵Synthesis and judgement

Teaching and learning methods

Lecture; exercises; self-study; group work and presentation; excursion; case studies

Entrance requirements

Sales and marketing in Agribusiness (AB_02)

Reading list

Kohls and Uhl: Marketing of Agricultural Produce
Dahlstrom: Green Marketing Management
Zikmund and Babin: Essentials of Marketing Research
McGivern: The Practice of Market Research
Hair, Black, Babin and Anderson: Multivariate Data Analysis

Examination

Graded exam

Teaching materials and media

Projector; white/black board; hand-outs; flipchart; visualisation aids for presentation; demonstration material; IT Lab; data sets

Areas of competence

Area of competence	Core area	Partly relevant	Of minor relevance
Professional competence	x		
Methodological competence	x		
Social competence		X	

last amended April 2018

Study semester:	4 (full time)	Credit Points (ECTS):	3
	4 (cooperative)		
	6 (part time)		

Workload

Contact time		Self-study	
Lecture	15 h	Preparation for contact time	20 h
Exercise	15 h	Literature review	20 h
		Preparation for exams	20 h
Sum	30 h	Sum	60 h

Total workload: 90 h

Coordinator

Prof. Dr. Dietrich Darr

Instructors

Staatswiss. Rudolf Röhrli

Contents

Introduction to conflict; introduction to conflict management; tools for conflict mapping and analysis; processes and character of conflict; conflict management strategies and skills; feedback; moderation techniques; group dynamics and individual roles; learning processes in groups; counselling and leadership skills

Learning outcomes

On successful completion of this module, students should

- know typical sources of conflict between agribusiness stakeholders and society¹
- understand principles and tools for managing conflicts²
- be able to apply selected tools to map and analyse a conflict situation^{3,4}
- be able to critically discuss contemporary societal conflict in the agribusiness context⁵

¹Knowledge; ²Comprehension; ³Application; ⁴Analysis; ⁵Synthesis and judgement

Teaching and learning methods

Lecture; self-study; group work and presentation; role plays; case studies; excursion

Entrance requirements

None

Reading list

Sidaway: Resolving Environmental Disputes – From Conflict to Consensus

Maser and Pollio: Resolving Environmental Conflicts

Castro and Nielsen: Natural Resource Conflict Management Case Studies: An Analysis of Power, Participation and Protected Areas

Examination

Graded exam

Teaching materials and media

Projector; white/black board; hand-outs; flipchart; pin-board; visualisation aids for presentation; demonstration material

Areas of competence

Area of competence	Core area	Partly relevant	Of minor relevance
Professional competence		X	
Methodological competence	X		
Social competence	X		

last amended April 2018

Study semester:	5 (full time)	Credit Points (ECTS):	3
	7 (cooperative)		
	7 (part time)		

Workload

Contact time		Self-study	
Lecture	30 h	Preparation for contact time	20 h
		Literature review	20 h
		Preparation for exams	20 h
Sum	30 h	Sum	60 h

Total workload: 90 h

Coordinator

Prof. Dr. Dagmar Mithöfer

Instructors

Prof. Dr. Dagmar Mithöfer

Contents

Advanced supply chains and logistics in food and flower markets; logistics of perishable goods; fleet management; retail logistics; telematics, information and communication logistics technology in agribusiness; strategies to optimize logistics in agribusiness; practical examples for food and flowers

Intended learning outcomes

On successful completion of this module, students should

- know the relevant advanced concepts of logistics in food and flower markets¹
- apply logistic concepts and tools to the special demand in agribusiness^{2,3,4}
- document and present results and findings in a scientifically appropriate form^{4,5}

¹Knowledge; ²Comprehension; ³Application; ⁴Analysis; ⁵Synthesis and judgement

Teaching and learning methods

Lecture; self-study; group work, case studies, excursion

Entrance requirements

None

Reading list

Bourlakis, Vlachos and Zeimpekis: Intelligent Agrifood Chains and Networks
 Christopher: Logistics and Supply Chain Management

Examination

Graded exam

Teaching materials and media

Projector; white/black board; hand-outs; flipchart; visualisation aids for presentation; demonstration material; A/V media

Areas of competence

Area of competence	Core area	Partly relevant	Of minor relevance
Professional competence	X		
Methodological competence	X		
Social competence		X	

last amended October 2016

Study semester:	4 (full time)	Credit Points (ECTS):	3
	4 (cooperative)		
	6 (part time)		

Workload

Contact time		Self-study	
Lectures	30 h	Preparation for contact time	20 h
		Literature review	20 h
		Preparation for exams	20 h
Sum	30 h	Sum	60 h

Total workload: 90 h

Coordinator

Prof. Dr. Marcel Friedrich

Instructors

Prof. Dr. Marcel Friedrich

Contents

Introduction to innovation and innovation management; psychology and prerequisites of innovation; methods of innovation system analysis and management; creativity techniques; change management

Learning outcomes

On successful completion of this module, students should

- know the relevant concepts innovation management¹
- know the relevant creativity techniques¹
- understand the prerequisites of innovation and change management in a business context¹
- be able to relate their knowledge about innovation and modern marketing to the agribusiness context²
- apply innovation strategies to products and services in agribusiness case studies³
- analyse⁴ and critically discuss⁵ the advantages and disadvantages of innovation management for agribusiness enterprises

¹Knowledge; ²Comprehension; ³Application; ⁴Analysis; ⁵Synthesis and judgement

Teaching and learning methods

Lecture; seminar; self-study; group work and presentation; business case studies; field trip; excursion

Entrance requirements

None

Reading list

Trott: Innovation management and new product development

Maital and Seshadri: Innovation management: Strategies, concepts, and tools for growth and profit

Maye, Holloway and Kneafsey: Alternative Food Geographies: Representation and Practice

Examination

Graded exam

Teaching materials and media

Projector; white/black board; hand-outs; flipchart; pin-board; visualisation aids for presentation; demonstration materials

Areas of competence

Area of competence	Core area	Partly relevant	Of minor relevance
Professional competence		X	
Methodological competence	X		
Social competence			X

last amended April 2016

Study semester:	4 (full time)	Credit Points (ECTS):	3
	4 (cooperative)		
	6 (part time)		

Workload

Contact time		Self-study	
Lecture	30 h	Preparation for contact time	25 h
		Literature review	20 h
		Preparation for exams	15 h
Sum	30 h	Sum	60 h

Total workload: 90 h

Coordinator

N.N.

Instructors

N.N.

Contents

Traceability concept; tracing geographical and production system of agricultural products; tracing methods (special emphasis on stable isotopes); current use of the methods; traceability and consumer protection

Intended learning outcomes

On successful completion of this module, students should

- know principles of traceability and stable isotope analysis¹
- know tracing methods¹
- understand the functioning, use and limitations of tracing methods²
- apply the methods to practical problems³

¹Knowledge; ²Comprehension; ³Application; ⁴Analysis; ⁵Synthesis and judgement

Teaching and learning methods

Lecture; self-study; group work; lab course; field trip; excursion

Entrance requirements

None

Reading list

Lees: Food authenticity and traceability

Examination

Graded exam

Teaching materials and media

Projector; white/black board; hand-outs; lab equipment; flipchart; visualisation aids for presentation; demonstration material; A/V media

Areas of competence

Area of competence	Core area	Partly relevant	Of minor relevance
Professional competence	X		
Methodological competence	X		
Social competence			X

last amended April 2017

Study semester:	4 (full time)	Credit Points (ECTS):	3
	4 (cooperative)		
	6 (part time)		

Workload

Contact time		Self-study	
Lecture	30 h	Preparation for contact time	20 h
		Literature review	20 h
		Preparation for exams	20 h
Sum	30 h	Sum	60 h

Total workload: 90 h

Coordinator

Prof. Dr. Dietrich Darr

Instructors

Peter Gerlitz

Contents

Introduction to qualitative and quantitative empirical social research; selected research methods (e.g., focus groups, in-depth interviews, case study research, social network research); qualitative data analysis

Learning outcomes

On successful completion of this module, students should

- know the difference between qualitative and quantitative social research¹
- know selected methods of qualitative empirical social research¹
- be able to relate their knowledge to the agribusiness context²
- apply their knowledge of social research methods to the agribusiness context³
- analyse⁴ and critically discuss⁵ the advantages and disadvantages of qualitative empirical social research methods

¹Knowledge; ²Comprehension; ³Application; ⁴Analysis; ⁵Synthesis and judgement

Teaching and learning methods

Lecture; seminar; self-study; group work and presentation; field trip

Entrance requirements

None

Reading list

Yin: Case Study Research: Design and Methods
Scott and Carrington: The SAGE Handbook of Social Network Analysis
Newman: Social Research Methods: Qualitative and Quantitative Approaches

Examination

Graded exam

Teaching materials and media

Projector; white/black board; hand-outs; flipchart; pin-board; visualisation aids for presentation; demonstration material

Areas of competence

Area of competence	Core area	Partly relevant	Of minor relevance
Professional competence			X
Methodological competence	X		
Social competence			X

last amended April 2018

Study semester:	4 (full time)	Credit Points (ECTS):	3
	4 (cooperative)		
	6 (part time)		

Workload

Contact time		Self-study	
Lecture	30 h	Preparation for contact time	20 h
		Literature review	20 h
		Preparation for exams	20 h
Sum	30 h	Sum	60 h

Total workload: 90 h

Coordinator

Prof. Dr. Marcel Friedrich

Instructors

Prof. Dr.-Ing. Alfred Baston

Contents

Goals and governance of a company; introduction of Corporate Financing; sources of finance; cost of capital; making investment decisions; financial planning and working capital management; characteristics of corporate finance in agribusiness

Intended learning outcomes

On successful completion of this module, students should

- know the relevant concepts and principles of Corporate Financing¹
- be familiar with models to calculate cost of capital¹
- understand the effect of financing and investment decisions in financial statements²
- be able to apply concepts and frameworks of corporate finance to the context of agribusiness³
- be able to analyze the financial situation of companies in agribusiness based on the financial statement⁴
- be able to critically discuss strategies in corporate finance in the agribusiness context⁵

¹Knowledge; ²Comprehension; ³Application; ⁴Analysis; ⁵Synthesis and judgement

Teaching and learning methods

Lecture; self-study; group work

Entrance requirements

None

Reading list

Brealey et al.: Fundamentals of corporate finance
Brealey et al.: Principles of corporate finance
Ehrhardt and Brigham: Corporate finance
Watson and Head: Corporate finance
Berk and DeMarzo: Corporate finance

Examination

Graded exam

Teaching materials and media

Projector; white/black board; hand-outs; flipchart; visualisation aids for presentation; demonstration material; A/V media

Areas of competence

Area of competence	Core area	Partly relevant	Of minor relevance
Professional competence	X		
Methodological competence			X
Social competence		X	

last amended April 2018

AB 23.7 Module from any Bachelor Study Course at Rhine-Waal University of Applied Sciences

Study semester:	4 (full time) 4 (cooperative) 6 (part time)	Credit Points (ECTS):	3
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Workload

Contact time		Self-study	
Lecture	30 h	Preparation for contact time	20 h
		Literature review	20 h
		Preparation for exams	20 h
Sum	30 h	Sum	60 h

Total workload: 90 h

Coordinator

Prof. Dr. Peter F. W. Simon

Instructors

All lecturers of the university

Contents

Depending on the chosen module to be elected from all study courses of Rhine-Waal University

Intended learning outcomes

On successful completion of this module, students should

- acquire knowledge from other areas of the university and deepen or enlarge their horizon¹
- understand the importance of getting information beyond their specialisation²
- be able to implement alternative ways and approaches to problem solving³
- compare contents and learning outcomes of other study courses with their own achievements⁴

¹Knowledge; ²Comprehension; ³Application; ⁴Analysis; ⁵Synthesis and judgement

Teaching and learning methods

Depending on chosen module

Entrance requirements

Depending on chosen module

Reading list

Depending on chosen module

Examination

Graded exam

Teaching materials and media

Depending on chosen module

Areas of competence

Area of competence	Core area	Partly relevant	Of minor relevance
Professional competence	X		
Methodological competence		X	
Social competence			X

last amended September 2014

AB_23.8 Module from any Bachelor Study Course at Rhine-Waal University of Applied Sciences

Study semester:	4 (full time) 4 (cooperative) 6 (part time)	Credit Points (ECTS):	3
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Workload

Contact time		Self-study	
Lecture	30 h	Preparation for contact time	20 h
		Literature review	20 h
		Preparation for exams	20 h
Sum	30 h	Sum	60 h

Total workload: 90 h

Coordinator

Prof. Dr. Peter F. W. Simon

Instructors

All lecturers of the university

Contents

Depending on the chosen module to be elected from all study courses of Rhine-Waal University

Intended learning outcomes

On successful completion of this module, students should

- acquire knowledge from other areas of the university and deepen or enlarge their horizon¹
- understand the importance of getting information beyond their specialisation²
- be able to implement alternative ways and approaches to problem solving³
- compare contents and learning outcomes of other study courses with their own achievements⁴

¹Knowledge; ²Comprehension; ³Application; ⁴Analysis; ⁵Synthesis and judgement

Teaching and learning methods

Depending on chosen module

Entrance requirements

Depending on chosen module

Reading list

Depending on chosen module

Examination

Graded exam

Teaching materials and media

Depending on chosen module

Areas of competence

Area of competence	Core area	Partly relevant	Of minor relevance
Professional competence	X		
Methodological competence		X	
Social competence			X

last amended September 2014

Study semester:	5 (full time)	Credit Points (ECTS):	5
	7 (cooperative)		
	5 (part time)		

Workload

Contact time		Self-study	
Lectures	30 h	Preparation for contact time	40 h
Exercise	30 h	Literature review	20 h
		Preparation for exams	30 h
Sum	60 h	Sum	90 h

Total workload: 150 h

Coordinator

Prof. Dr. Dietrich Darr

Instructors

Dr. Heinz Hinrich Schmidt

Contents

Introduction to Human Resource Management; equal opportunities and diversity; recruiting and talent management; selecting employees; training and development; performance management; compensation and benefits; people leadership; change management

Intended learning outcomes

On successful completion of this module, students should

- know the typical tasks and responsibilities of Human Resource managers¹
- understand the principles of leadership and coaching in Human Resource management²
- be able to apply appropriate communication and behaviour strategies in typical employer-employee interactions³
- be able to critically discuss strategies to attract, hire, retain and manage employees⁵

¹Knowledge; ²Comprehension; ³Application; ⁴Analysis; ⁵Synthesis and judgement

Teaching and learning methods

Lecture; exercise; role play; video feedback; self-study; group work and presentation

Entrance requirements

None

Reading list

Daft: Leadership

Dessler: Fundamentals of Human Resource Management

Billikopf: Labor Management in Agriculture

Examination

Graded exam

Teaching materials and media

Projector; white/black board; hand-outs; flipchart/ pin-board; teaching videos; video camera

Areas of competence

Area of competence	Core area	Partly relevant	Of minor relevance
Professional competence	X		
Methodological competence		X	
Social competence	X		

last amended September 2015

Study semester:	5 (full time)	Credit Points (ECTS):	4
	7 (cooperative)		
	5 (part time)		

Workload

Contact time		Self-study	
Lecture	30 h	Preparation for contact time	20 h
Lab course/Field course	30 h	Literature review	20 h
		Preparation for exams	20 h
Sum	60 h	Sum	60 h

Total workload: 120 h

Coordinator

Prof. Dr. Florian Kugler

Instructors

Prof. Dr. Florian Kugler

Contents

Nature of foods; basics of human nutrition; technological influences on food availability; processing of selected products (e.g. milk, meat, cereals, vegetables, fruits, wine); nutritional values as influenced by technology; eating habits; nutritional advices; food politics; influences on food choices

Intended learning outcomes

On successful completion of this module, students should

- know and understand the nature of food and human nutrition^{1,2}
- be able to evaluate the importance of food to human health^{1,2}
- know the basics of different processing methods and their weak and strong points concerning food quality and human nutrition^{1,2}
- apply the knowledge in developing solutions for case studies and questions in food technology³
- be able to analyse effects of selected processed foods on human nutrition⁴
- be able to critically discuss possibilities and shortcomings of contemporary developments in human nutrition under different economic and cultural conditions⁵

¹Knowledge; ²Comprehension; ³Application; ⁴Analysis; ⁵Synthesis and judgement

Teaching and learning methods

Lecture; self-study; group work; excursion; case studies; lab course; field trip

Entrance requirements

None

Reading list

Moffat and Prowse: Human Diet and Nutrition in a Biocultural Perspective: Past meets Present
Campbell-Platt: Food Science and Technology

Examination

Graded exam

Teaching materials and media

Projector; white/black board; hand-outs; lab equipment; flipchart; visualisation aids for presentation; demonstration material; A/V media

Areas of competence

Area of competence	Core area	Partly relevant	Of minor relevance
Professional competence	X		
Methodological competence	X		
Social competence			X

last amended April 2015

Study semester:	5 (full time)	Credit Points (ECTS):	5
	7 (cooperative)		
	7 (part time)		

Workload

Contact time		Self-study	
Lecture	30 h	Preparation for contact time	45 h
Exercise	30 h	Literature review	20 h
		Preparation for exams	25 h
Sum	60 h	Sum	90 h

Total workload: 150

Coordinator

Prof. Dr. Dagmar Mithöfer

Instructors

Prof. Dr. Dagmar Mithöfer

Contents

Environment and economics; markets and welfare; market failure; cost benefit analysis; sustainable development; policy instruments; decisions under risk and uncertainty; risk measures; concepts in environmental risk assessment and risk management

Intended learning outcomes

On successful completion of this module, students should

- know the relevant concepts and principles of natural resource and environmental economics¹
- be familiar with concepts of risk and uncertainty¹
- be able to relate their knowledge of risk to management decisions in the agrifood sector and natural resource use²
- apply cost benefit analysis to projects in the agribusiness and environmental sector³
- document results and findings in an appropriate form⁴
- analyse the relevant processes in a business⁴
- be able to design recommendations for private and public decision makers⁵

¹Knowledge; ²Comprehension; ³Application; ⁴Analysis; ⁵Synthesis and judgement

Teaching and learning methods

Lecture; self-study; group work and presentation; exercises, case studies

Entrance requirements

Economics and logistics (AB_04)

Reading list

Tietenberg and Lewis: Environmental & Natural Resources Economics
Pearce, Atkinson and Mourato: Cost Benefit Analysis and the Environment: Recent Developments
Hardaker, Huirne and Anderson: Coping with Risk in Agriculture

Examination

Graded exam

Teaching materials and media

Projector; white/black board; hand-outs; flipchart; visualisation aids for presentation; demonstration material; A/V media

Areas of competence

Area of competence	Core area	Partly relevant	Of minor relevance
Professional competence	X		
Methodological competence	X		
Social competence			X

last amended April 2013

Study semester:	5 (full time)	Credit Points (ECTS):	5
	7 (cooperative)		
	7 (part time)		

Workload

Contact time		Self-study	
Project & presentation	60 h	Preparation for contact time	45 h
		Literature review	20 h
		Preparation for exams	25 h
Sum	60 h	Sum	90 h

Total workload: 150 h

Coordinator

Prof. Dr. Dagmar Mithöfer

Instructors

Prof. Dr. Dagmar Mithöfer

Contents

This module applies knowledge and skills of the previous module to the analysis of agribusinesses with the aim to discuss and solve current challenges in regional and international supply chains.

Intended learning outcomes

On successful completion of this module, students should

- be able to apply knowledge from the courses listed under entrance requirements to analyse agribusiness cases and particular supply chains¹⁻⁴
- present at a seminar and discuss findings from the agribusiness case and supply chain analysis and defend their conclusions⁵

¹Knowledge; ²Comprehension; ³Application; ⁴Analysis; ⁵Synthesis and judgement

Teaching and learning methods

Self-study; group work, excursion; case studies; seminar presentation

Entrance requirements

Supply chain management and advanced logistics (AB_21)

Reading list

Will be provided by lecturer

Examination

Graded exam

Teaching materials and media

Projector; white/black board; hand-outs; flipchart; visualisation aids for presentation; demonstration material; A/V media

Areas of competence

Area of competence	Core area	Partly relevant	Of minor relevance
Professional competence	X		
Methodological competence	X		
Social competence	X		

last amended October 2013

Study semester:	5 (full time)	Credit Points (ECTS):	5
	7 (cooperative)		
	7 (part time)		

Workload

Contact time		Self-study	
Lecture	30 h	Preparation for contact time	40 h
Seminar	30 h	Literature review	20 h
		Preparation for exams	30 h
Sum	60 h	Sum	90 h

Total workload: 150 h

Coordinator

Prof. Dr. Rudolf Schumachers

Instructors

Dr. Bernd Kimpfel

Contents

Historical development of integrated and sustainability management; international standards for integrated and sustainability management systems (e.g. ISO 9000, EMAS, ISO 14001, ISO 19011); methods of system control and evaluation; auditing; stakeholder concept; occupational safety and health

Intended learning outcomes

On successful completion of this module, students should

- know the components of integrated and sustainability management systems, standards and the legal framework¹
- know management systems for occupational safety and health and hygiene¹
- apply covered instruments in case studies for system control, evaluation and improvement^{2,3}
- develop concepts and strategies for the implementation of sustainability management systems³
- analyse⁴ and improve⁵ sustainability management systems for sustainable supply chains in agribusiness
- evaluate and critically discuss concepts of sustainable management in the agricultural and agribusiness context⁵

¹Knowledge; ²Comprehension; ³Application; ⁴Analysis; ⁵Synthesis and judgement

Teaching and learning methods

Lecture; exercise; self-study; group work

Entrance requirements

None

Reading list

International Standards ISO 9000 ff, 14000 ff, 19011
Guidelines on Occupational Safety and Health Management Systems, ILO-OSH 2001, Geneva
Jackson: The ISO 14001 Implementation Guide
Zink: Total Quality Management as a Holistic Management Concept
Goetsch: Quality Management for Organizational Excellence: Introduction to Total Quality
Forster: Practical Management Handbook

Examination

Graded exam

Teaching materials and media

Projector; white/black board; hand-outs; flipchart; visualisation aids for presentation; demonstration material; A/V media; case studies

Areas of competence

Area of competence	Core area	Partly relevant	Of minor relevance
Professional competence	X		
Methodological competence	X		
Social competence			X

last amended August 2015

Study semester:	5 (full time)	Credit Points (ECTS):	3
	7 (cooperative)		
	7 (part time)		

Workload

Contact time		Self-study	
Lectures	30 h	Preparation for contact time	20 h
		Literature review	20 h
		Preparation for exams	20 h
Sum	30 h	Sum	60 h

Total workload: 90 h

Coordinator

Prof. Dr. Dietrich Darr

Instructors

Dr. Kai Pagenkopf

Contents

Concepts and definition of tourism; traditional and alternative approaches in tourism; demand and trends relevant for alternative tourism and agribusiness; infrastructure in rural areas; perspectives for alternative tourism in rural areas and for agriculture

Introduction to tourism; community based tourism; introduction to destination analysis: background and situation analysis, supply analysis, demand analysis, assessment of tourism potential, product market combinations (PMCs), visioning on sustainable tourism development, strategy for sustainable tourism development; social media in tourism; tourism trends

Learning outcomes

On successful completion of this module, students should

- know the relevant concepts of alternative tourism in relation to agribusiness¹
- be able to adapt concepts of alternative tourism in the agribusiness context²
- be able to apply concepts of alternative tourism to assess tourism potential of a destination³
- be able to critically discuss pros and cons of alternative tourism concepts in rural areas⁵
- be able to develop a vision and recommendations for sustainable tourism⁵
- be familiar with tourism methodology such as tourism potential assessment, SWOT analysis, destination mix, visitor profiles etc.

¹Knowledge; ²Comprehension; ³Application; ⁴Analysis; ⁵Synthesis and judgement

Teaching and learning methods

Lecture; self-study; group work and presentation; business case studies; field trip; excursion

Entrance requirements

None

Literature

World Tourism Organization (UNWTO) <http://media.unwto.org/en/content/understanding-tourism-basic-glossary>

Tourism towards 2030 – Global overview, UNWTO General Assembly 19th Session, Gyengji Republic of Korea, 10 October 2011

Morrison: Marketing and Managing Tourism Destinations

Morrison: The Tourism System

Murphy, Pritchard and Smith: The destination product and its impact on traveller perceptions. Tourism Management 21/2000, pp. 1–120

Van Egmont: Understanding Western Tourists in Developing Countries

Examination

Graded exam

Teaching materials and media

Projector; white/black board; hand-outs; flipchart; pin-board; visualisation aids for presentation; demonstration materials

Areas of competence

Area of competence	Core area	Partly relevant	Of minor relevance
Professional competence	X		
Methodological competence		X	
Social competence			X

last amended August 2015

Study semester:	5 (full time)	Credit Points (ECTS):	3
	7 (cooperative)		
	7 (part time)		

Workload

Contact time		Self-study	
Lecture	30 h	Preparation for contact time	20 h
		Literature review	20 h
		Preparation for exams	20 h
Sum	30 h	Sum	60 h

Total workload: 90 h

Coordinator

N.N.

Instructors

Jan-Theo Baumann; Duc Sang Nguyen

Contents

Special laws concerning companies and business organisations; corporate law and limited liability; legal organisational forms; ownership, shareholder and stakeholder; evaluation of business opportunities in the context of companies law

Intended learning outcomes

On successful completion of this module, students should

- know the relevant legal forms in companies law¹
- apply knowledge about law to case studies in agribusiness^{3,4}
- be able to advise agricultural and agribusiness companies considering the legal frameworks³
- document and present results and findings in a scientifically appropriate form^{4,5}
- analyse⁴ and evaluate⁵ the assets and drawbacks of companies law for managing supply chains in agribusiness

¹Knowledge; ²Comprehension; ³Application; ⁴Analysis; ⁵Synthesis and judgement

Teaching and learning methods

Lecture; self-study; group work

Entrance requirements

None

Reading list

Will be provided by lecturer

Examination

Graded exam

Teaching materials and media

Projector; white/black board; hand-outs; flipchart; visualisation aids for presentation; demonstration material; A/V media

Areas of competence

Area of competence	Core area	Partly relevant	Of minor relevance
Professional competence	X		
Methodological competence	X		
Social competence		X	

last amended September 2018

Study semester:	5 (full time)	Credit Points (ECTS):	3
	7 (cooperative)		
	7 (part time)		

Workload

Contact time		Self-study	
Lecture	30 h	Preparation for contact time	20 h
		Literature review	20 h
		Preparation for exams	20 h
Sum	30 h	Sum	60 h

Total workload: 90 h

Coordinator

Prof. Dr. Marcel Friedrich

Instructors

Prof. Dr.-Ing. Alfred Baston

Contents

Approaches and tools of alternative investments (e.g. hedge fund, private equity, futures, credit funds); usefulness of these methods in agribusiness; common investment strategies in agribusiness; sustainable investment strategies

Intended learning outcomes

On successful completion of this module, students should

- know the relevant concepts of alternative investment¹
- apply alternative investment concepts and tools to the special demand in agribusiness^{3,4}
- analyse and critically discuss assets and drawbacks of alternative investment strategies for agriculture and agribusiness companies^{4,5}

¹Knowledge; ²Comprehension; ³Application; ⁴Analysis; ⁵Synthesis and judgement

Teaching and learning methods

Lecture; self-study; group work

Entrance requirements

None

Reading list

Will be provided by the lecturer

Examination

Graded exam

Teaching materials and media

Projector; white/black board; hand-outs; flipchart; visualisation aids for presentation; demonstration material; A/V media

Areas of competence

Area of competence	Core area	Partly relevant	Of minor relevance
Professional competence	X		
Methodological competence			X
Social competence			X

last amended October 2018

Study semester:	4 (full time)	Credit Points (ECTS):	3
	4 (cooperative)		
	6 (part time)		

Workload

Contact time		Self-study	
Lecture	30 h	Preparation for contact time	20 h
		Literature review	20 h
		Preparation for exams	20 h
Sum	30 h	Sum	60 h

Total workload: 90 h

Coordinator

Prof. Dr. Dagmar Mithöfer

Instructors

Mirjam Bosmann

Contents

Marketing of regional and local products and services; understanding consumer demand and preferences in relation to regional and local products and services; trends and developments in different countries; specificity of regional marketing, geomarketing

Learning outcomes

On successful completion of this module, students should

- know the relevant concepts of regional marketing¹
- understand importance of consumer demands and preferences in regional marketing¹
- be able to relate their knowledge about marketing to the special demand for regional and local products and services²
- apply marketing concepts to regional and local products in agribusiness case studies³
- analyse the advantages and disadvantages of regional marketing concepts for agribusiness enterprises⁴
- be able to critically discuss regional and local marketing strategies in agribusiness contexts⁵

¹Knowledge; ²Comprehension; ³Application; ⁴Analysis; ⁵Synthesis and judgement

Teaching and learning methods

Lecture; seminar; self-study; group work and presentation; business case studies; field trip; excursion

Entrance requirements

None

Reading list

Kotler and Armstrong: Principles of Marketing

Kohls and Uhl: Marketing of Agricultural Products

Maye, Holloway und Kneafsey: Alternative Food Geographies: Representation and Practice

Examination

Graded exam

Teaching materials and media

Projector; white/black board; hand-outs; flipchart; pin-board; visualisation aids for presentation; demonstration material

Areas of competence

Area of competence	Core area	Partly relevant	Of minor relevance
Professional competence	X		
Methodological competence	X		
Social competence			X

last amended October 2016

Study semester:	5 (full time)	Credit Points (ECTS):	3
	7 (cooperative)		
	7 (part time)		

Workload

Contact time		Self-study	
Lectures	30 h	Preparation for contact time	20 h
		Literature review	20 h
		Preparation for exams	20 h
Sum	30 h	Sum	60 h

Total workload: 90 h

Coordinator

Prof. Dr. Dietrich Darr

Instructors

Prof. Dr. Dietrich Darr

Contents

Participants will be faced with the responsibility of starting, from ground-up, a manufacturing business that produces and distributes specialty and customized recreational goods. The simulation will take participants through the different phases such as examination of the idea, creation of a business plan, foundation, and market entry.

Intended learning outcomes

On successful completion of this module, students should

- know the components of business plans¹
- know basic metrics to assess operational and financial business performance¹
- apply their knowledge to planning and managing a business in a simulation setting³

¹Knowledge; ²Comprehension; ³Application; ⁴Analysis; ⁵Synthesis and judgement

Teaching and learning methods

Business simulation; lecture; self-study; group work

Entrance requirements

None

Reading list

Mariotti and Glackin: Entrepreneurship and Small Business Management
TopSim Participant Manual

Examination

Graded exam

Teaching materials and media

Projector; white/black board; pc pool; flipchart; visualisation aids for presentation

Areas of competence

Area of competence	Core area	Partly relevant	Of minor relevance
Professional competence	X		
Methodological competence		X	
Social competence	X		

last amended October 2016

Study semester:	5 (full time)	Credit Points (ECTS):	3
	7 (cooperative)		
	7 (part time)		

Workload

Contact time		Self-study	
Lecture	30 h	Preparation for contact time	20 h
		Literature review	20 h
		Preparation for exams	20 h
Sum	30 h	Sum	60 h

Total workload: 90 h

Coordinator

Prof. Dr. Marcel Friedrich

Instructors

Prof. Dr. Marcel Friedrich

Contents

Students choose a specific research question from a list of given subjects and conduct research: methods of agribusiness are applied to answer the research question.

Intended learning outcomes

On successful completion of this module, students should

- be able to approach the chosen problem with different methodological approaches²
- apply the relevant methods in the research³
- present and document their scientific results appropriately⁴
- analyse how their findings relate to those of others⁴
- be able to critically discuss their findings and methodology⁵
- be able to develop recommendations in relation to the chosen research question⁵

¹Knowledge; ²Comprehension; ³Application; ⁴Analysis; ⁵Synthesis and judgement

Teaching and learning methods

Lecture; self-study; group work and presentation; field trip; excursion

Entrance requirements

None

Reading list

Topical reading material for the subjects covered during the module

Examination

Graded exam

Teaching materials and media

Projector; white/black board; hand-outs; flipchart; pin-board; visualisation aids for presentation; demonstration material

Areas of competence

Area of competence	Core area	Partly relevant	Of minor relevance
Professional competence	X		
Methodological competence	X		
Social competence		X	

last amended October 2018

AB_29.7 Module from any Bachelor Study Course at Rhine-Waal University of Applied Sciences

Study semester:	5 (full time) 7 (cooperative) 7 (part time)	Credit Points (ECTS):	3
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Workload

Contact time		Self-study	
Lecture	30 h	Preparation for contact time	20 h
		Literature review	20 h
		Preparation for exams	20 h
Sum	30 h	Sum	60 h

Total workload: 90 h

Coordinator

Prof. Dr. Peter F. W. Simon

Instructors

All lecturers of the university

Contents

Depending on the chosen module to be elected from all study courses of Rhine-Waal University

Intended learning outcomes

On successful completion of this module, students should

- acquire knowledge from other areas of the university and deepen or enlarge their horizon¹
- understand the importance of getting information beyond their specialisation²
- be able to implement alternative ways and approaches to problem solving³
- compare contents and learning outcomes of other study courses with their own achievements⁴

¹Knowledge; ²Comprehension; ³Application; ⁴Analysis; ⁵Synthesis and judgement

Teaching and learning methods

Depending on chosen module

Entrance requirements

Depending on chosen module

Reading list

Depending on chosen module

Examination

Graded exam

Teaching materials and media

Depending on chosen module

Areas of competence

Area of competence	Core area	Partly relevant	Of minor relevance
Professional competence	X		
Methodological competence		X	
Social competence			X

last amended September 2014

AB_29.8 Module from any Bachelor Study Course at Rhine-Waal University of Applied Sciences

Study semester:	5 (full time) 7 (cooperative) 7 (part time)	Credit Points (ECTS):	3
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Workload

Contact time		Self-study	
Lecture	30 h	Preparation for contact time	20 h
		Literature review	20 h
		Preparation for exams	20 h
Sum	30 h	Sum	60 h

Total workload: 90 h

Coordinator

Prof. Dr. Peter F. W. Simon

Instructors

All lecturers of the university

Contents

Depending on the chosen module to be elected from all study courses of Rhine-Waal University

Intended learning outcomes

On successful completion of this module, students should

- acquire knowledge from other areas of the university and deepen or enlarge their horizon¹
- understand the importance of getting information beyond their specialisation²
- be able to implement alternative ways and approaches to problem solving³
- compare contents and learning outcomes of other study courses with their own achievements⁴

¹Knowledge; ²Comprehension; ³Application; ⁴Analysis; ⁵Synthesis and judgement

Teaching and learning methods

Depending on chosen module

Entrance requirements

Depending on chosen module

Reading list

Depending on chosen module

Examination

Graded exam

Teaching materials and media

Depending on chosen module

Areas of competence

Area of competence	Core area	Partly relevant	Of minor relevance
Professional competence	X		
Methodological competence		X	
Social competence			X

last amended September 2014

Study semester:	6 (full time) 6 (cooperative) 1-7 (part time)	Credit Points (ECTS):	30
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Workload

Contact time		Self-study	
Sum		Sum	900 h

Total workload: 900 h

Coordinator

Prof. Dr. Dagmar Mithöfer; Prof. Dr. Dietrich Darr

Instructors

Depends on selected activity

Contents

Internship: Intention of the work placement is for the students to work in one or more functional divisions/branches of a company in order to implement knowledge and methods from their studies. The students are requested to consider the coherencies of economic, ecological, ethical and security aspects. The work placement can also be pursued abroad.

Study abroad: Instead of the work placement the students have the option to study a semester at a university abroad in order to deepen their theoretical and practical knowledge. The students attend selected classes and pass the relevant exams. On completion of their study abroad, students should be able to discuss relevant issues in a cross cultural and academic surrounding. Upon agreement of study abroad student and supervisor fix the intended outcomes. Upon return from study abroad the supervisor will check the written report based on the following criteria: expectations vs. the achievements actually made, validity of experiences for the studies, active learning, structuring of experiences achieved, effective competence to solve problems in an unfamiliar surrounding.

Intended learning outcomes

Internship: The learning outcomes result from the selected activity and the business environment of companies, organisations and institutions. It is necessary that these partners and the university agree on contents and outcomes in order to allow for an appropriate coordination of the study.

Study abroad: The learning outcomes depend on where and how the study abroad is pursued. The student has to coordinate the selection of classes with the supervisor of this module for recognition of assembled ECTC. On completion of their study abroad, students should be able to discuss with other experts in a cross cultural and academic surrounding. At the same time students should improve their language skills in an authentic surrounding.

¹Knowledge; ²Comprehension; ³Application; ⁴Analysis; ⁵Synthesis and judgement

Teaching and learning methods

Depends on selected activity

Entrance requirements

Minimum of 90 ECTS

Reading list

Depends on selected activity

Examination

Internship: written report

Study abroad: successful completion of 15 ECTS; written report; presentation

Teaching materials and media

Depends on selected activity

Areas of competence

Area of competence	Core area	Partly relevant	Of minor relevance
Professional competence		X	
Methodological competence		X	
Social competence	X		

last amended September 2015

Study semester:	7 (full time)	Credit Points (ECTS):	8
	8 (cooperative)		
	9 (part time)		

Workload

Contact time		Self-study	
Seminar/Project	20 h	Preparation for excursion	60 h
Field course/Excursion	100 h	Literature review	60 h
Sum	120 h	Sum	120 h

Total workload: 240 h

Coordinator

Prof. Dr. Dagmar Mithöfer; Prof. Dr. Dietrich Darr

Instructors

N.N.

Contents

Investigation of various practical examples of agribusiness management; factors influencing profitability and sustainability of agribusiness value chains; challenges of sustainable rural development; best practices in agribusiness development and regional marketing

Intended learning outcomes

On successful completion of this module, students should

- know the factors that determine profitability and sustainability of agribusiness enterprises¹
- recognize challenges of sustainable development in rural areas²
- compare agribusiness value chains using a systematic approach³⁻⁴
- develop management recommendations to improve agribusiness enterprises⁵

¹Knowledge; ²Comprehension; ³Application; ⁴Analysis; ⁵Synthesis and judgement

Teaching and learning methods

Field trip; excursion; self-study

Entrance requirements

None

Reading list

Various case studies and scientific publications

Examination

Certificate

Teaching materials and media

Projector; white/black board; hand-outs; lab equipment; flipchart; visualisation aids for presentation; demonstration material; A/V media

Areas of competence

Area of competence	Core area	Partly relevant	Of minor relevance
Professional competence	X		
Methodological competence		X	
Social competence		X	

last amended October 2016

Study semester:	7 (full time)	Credit Points (ECTS):	12
	8 (cooperative)		
	8 (part time)		

Workload

Contact time		Self-study	
Sum		Sum	360 h

Total workload: 360 h

Coordinator

Prof. Dr. Dagmar Mithöfer; Prof. Dr. Dietrich Darr

Instructors

All lecturers of the Faculty

Contents

The contents of the bachelor thesis are specific and have to be coordinated with the chosen supervisor. The assigned task as well as the chosen approach, methodology and results will be adequately described, documented and discussed.

Intended learning outcomes

On successful completion of this module, students should

- demonstrate that they are able to complete a practice-oriented task from their field of study without help and within an allotted period of time
- apply technical knowledge in a scientifically appropriate way
- structure the necessary processes and tasks necessary for solving the conceptual formulation, control their progress and adjust if necessary
- be able to document their starting point, the chosen approach and their findings in such a way that they fulfill the requirements of a scientific publication

¹Knowledge; ²Comprehension; ³Application; ⁴Analysis; ⁵Synthesis and judgement

Teaching and learning methods

None

Entrance requirements

Minimum of 175 ECTS

Reading list

Depending on chosen subject/task

Examination

Written thesis of approx. 40–100 pages only

Teaching materials and media

Thesis-specific

Areas of competence

Area of competence	Core area	Partly relevant	Of minor relevance
Professional competence	X		
Methodological competence	X		
Social competence			X

last amended October 2013

Study semester:	7 (full time)	Credit Points (ECTS):	8
	8 (cooperative)		
	9 (part time)		

Workload

Contact time		Self-study	
Sum		Sum	240 h

Total workload: 240 h

Coordinator

Prof. Dr. Dagmar Mithöfer; Prof. Dr. Dietrich Darr

Instructors

All lecturers of the Faculty

Contents

The scientific content of the colloquiums depends on the bachelor thesis. The students present the results of their bachelor thesis during the colloquium. They put their research and findings in a context with the practical approach and present their findings in a scientific and structured way. The students justify their chosen approach autonomously by taking into consideration how far their results were influenced by hypotheses, assumptions and simplifications. They are able to analyze questions regarding their thesis and their findings and to answer these within the frame of the technical and non-technical context.

Intended learning outcomes

On successful completion of this module, students should

- have demonstrated their ability to present own research in a scientific form and discuss it critically in front of and in interaction with an auditorium¹⁻⁵

¹Knowledge; ²Comprehension; ³Application; ⁴Analysis; ⁵Synthesis and judgement

Teaching and learning methods

Entrance requirements

Minimum of 202 ECTS

Reading list

Examination

Oral exam only

Teaching materials and media

specific

Areas of competence

Area of competence	Core area	Partly relevant	Of minor relevance
Professional competence	X		
Methodological competence	X		
Social competence			X

last amended October 2013