

Subject title: Business Management			
Subject status	Semester	Credit value	Teaching load
Elective	II	6	2L+2T
Study programme: MBA in Management, Finance and Agribusiness			
Responsible staff: George Robertson, SAC and Jelena Zugic, UM			
Pre-requisite: Nil			
Objectives: To develop skills in market research and business analysis, to understand business decision making processes and the organisation, functioning and behaviour of agricultural product and food markets.			
Learning approach:			
Lectures:		30 hours	
Individual work/team work:		30 hours	
		60 hours	
Assessment:			
Written examination			
SYLLABUS:			
<ul style="list-style-type: none"> • Business Analysis • Market Research • Business Planning • Options Appraisal • Agricultural Policy • Impact of Policy on Agri-Food Business • Market Prices • Managing Risk 			
Reading list and references:			
Compulsory literature:			
Turner J. (2011). Applied Farm Management – 3 rd Edition (available May 2010), John Wylie.			
Recommended literature:			
Blackwell, E. (2008) How to prepare a business plan, Kogan Page Ltd.			
Deakins, D. and Freel, M. (eds) (2009) Entrepreneurship and small firms, McGraw-Hill Education.			
Hanke, J.E. and Wichern, D.W. (2008) Business forecasting, Pearson US Imports			