

1. Course name	Agribusiness and Marketing
2. Lecturer in charge	Sahand K Khidr & Ramadan Yuosif Mohamed
3. Department/ College	Plant Protection/ Agricultural Engineering Sciences
4. Contact	e-mail: sahand.khidr@su.edu.krd Ramadan.mohamed@su.edu.krd
5. Time (in hours) per week	Theory: 2
6. Office hours	Sunday to Thursday
7. Course code	
8. Teacher's academic profile	<p>Sahand K Khidr</p> <p>Theory lecturer/ have obtained Bachelor degree is in the department of Microbiology, college of Science, university of Salahaddin in 1997. Since 1998 worked in the college of agriculture as a lab assistant. In 2002 graduated obtaining M.Sc. Degree in the field of plant entomology. In 2008 I have travelled to the UK in order to study PhD in Nottingham University. I have taught Applied Entomology module at Nottingham University in 2010 and 2011. Later awarded PhD in the University of Nottingham in 2012 in Agriculture and Environmental Sciences, School of Biosciences named Biology and biological potential of Bethyloid wasps.</p> <p>Ramadan Yuosif Mohamed</p> <p>Doctor of philosophy (PhD) in Biology, plant pathology, graduated in the university of Mosul, Iraq 2012. Thesis title: Genetic Transformation in Chickpea by Agrobacterium rhizogenes R1601 and Protoplast Fusion for Resistance to Fusarium and Ascochyta. Supervised by: Assist. Prof. Dr. Nadeem Ahmed Ramadan. My master degree (MSc) in biology, plant pathology, graduated in the university of Mosul, Iraq 2006. Thesis title: Study of powdery mildew diseases in fields of provinces of northern Iraq. Supervised by: Assist. Prof. Dr. Nadeem Ahmed Ramadan, my Bachelor degree (BSc) in Biology /College of Science /University of Mosul/Iraq 1989-1990.</p>
9. Keywords	
10. Course overview:	<p>Food systems in developing countries are not always as well organized and developed as in the industrialized world. The overall increase in human population growth poses great challenges to the food system so the demand الطلب for enhanced food production is as topical as ever.</p> <p>Hence, increasing population, growth, soil erosion, water crises ازمة , overuse of pesticides and chemical fertilizers, low moisture, declining groundwater resources,</p>

and destruction of resources, all of which threaten sustainable agriculture and agribusiness. Iraq is a transitional society **مجتمع انتقالي** in which the agricultural sector has an important role to play in meeting society's basic needs and also for national development, creating rural and rural employment, and food security. The country needs a dynamic and sustainable move for optimizing **التحسين** the available resources and increasing the quality and quantity of agricultural products with an emphasis **تشديد** on maintaining or enhancing the quality of these resources.

Agribusiness includes the agricultural input sector, the production sector and the processing-manufacturing sector. Agribusiness offers a unique introduction to the business of agriculture: what agribusiness is? , why it matters **ما يهم** ? , what the role of technology is? , How trade fits into the picture? , what its key risks are? , who is lending **يقرض** and investing and why? , and what returns **العوائد** they are getting?. It is both practical in orientation – focusing on the role of managers in the industry as well as that of lenders and investors – and international in scope – drawing on case studies and interviews with key figures all over the world.

The main aims of the course are to enhance linkages between the students with the labor market and prospective employers and thus increase the opportunity for an internship with an employing partner in our region and they are not willing to take risks as they don't have the perspective **انطباع** that it might be a win-win situation **وضع مربح للجانبين** .

Invite persons from the private sector, or government organizations to the university to discuss their businesses, the skills, and knowledge they need for these occupations with the students so it will be a source of encouragement **تشجيع** and inspiration **الهام** to start up their own business

Agribusinesses in such chains include:

- **Input suppliers** **موردي المدخلات** (agricultural chemical and organic fertilizer companies , Pesticide companies, Flour mill, Silo, Mushroom factory)
- **Producers** (growers of grain **الحبوب** , meat, dairy, cotton, fruit)
- **Retailers** **تجار التجزئة** (supermarkets such as TeamMart, Carrefour as well as smaller retail outlets)
- **Logistics** support companies (transport and storage companies)

11. Course objective:

Crop production in Kurdistan is in continuous decline owing to drought, lack of financial support to farmers and thus importing most commodities from abroad rather than encouraging local production are considered a major constraint in increasing crop production both quantitatively and qualitatively in our country.

The objective of this course is to provide students with a theoretical and empirical basis for evaluating agricultural marketing organization and actors for market performance and public policy decision, and to enable them develop and use the tools of economic theory to analyze issues related to the marketing of agricultural

commodities and raise awareness regarding many issues that will in direct contact with the farmers in the future

12. Student's obligation

Attendances, visit to Companies and Factories, monthly exams

13. Forms of teaching

Data show, Power Point, White board, Handouts

14. Assessment scheme

Students are evaluated during the semester by:

Theory part Short exams (quizzes): 5% Two monthly exams: 20%

Practical part (10 marks) for two examinations
(5 marks) for the quizzes, Report, Notebook and Samples.

- Subtotal total 25% theory
15% practical

- Final exam : 40% theory
20% practical

- Total for the theoretical part: 65%
practical part 35%

15. Student learning outcome **حصيلة :**

Design strategies for effective market performance;

1. Use marketing concepts for analyzing market structure and performance in agriculture and formulate effective agricultural marketing policy
2. Apply theoretical models of imperfect market structures
3. Appreciate organizational forms unique to agricultural industries
4. Have more confidence to enter the marketplace and show competency
5. Providing more opportunities فرص and internships التدريب for the graduates.

16. Course Reading List and References:**17. The Topics: Theory + Practical**

Course plan

Week	Subjects covered
1 Theory	Current issues in Agribusiness
1 Practical	How to write an efficient CV
2 Theory	Agribusiness Project
2 Practical	Internship and Private sector
3 Theory	Sales and Marketing Research
3 Practical	Visiting a factory and field projects
4 Theory	Analysis and interpretation of data
4 Practical	Farm Management
5 Theory	Sustainable Agriculture
5 Practical	Invite persons (key person) from the private sector or NGO organizations to the university to discuss their businesses and skills
6 Theory	Understand the different activities performed in the markets, the role of agents and institutions in agricultural product marketing
6 Practical	Cost-benefits of IPM parameters in Agribusiness
7 Theory	Principles of Marketing
8 Theory	Commodity Futures Marketing
10 Theory	International Agriculture Marketing
11 Theory	Pieces of the Agri-marketing System
12 Theory	Personal Financial Management
13 Theory	Dealing with People
14 Theory	Goal setting and planning for success
15 Theory	Developing Goals
16 Theory	Applying for a Job

19. Extra notes:**20. Peer review**