



**Department of plant protection**

**College of Agricultural Engineering Sciences**

**University of Salahaddin**

**Subject: Agribusiness and Marketing**

**Course Book – (Year 4)**

**Sahand K. Khidr and Ramadan Y. Mohamed**

**Academic Year: 2022/2023**

## **Course Book**

<b>1. Course name</b>	<b>Agribusiness and Marketing</b>
<b>2. Lecturer in charge</b>	<b>Sahand K Khidr &amp; Ramadan Yuosif Mohamed</b>
<b>3. Department/ College</b>	<b>Plant Protection/ Agriculture</b>
<b>4. Contact</b>	<b>e-mail: <a href="mailto:sahand.khidr@su.edu.krd">sahand.khidr@su.edu.krd</a> Ramadan.mohamed@su.edu.krd</b>
<b>5. Time (in hours) per week</b>	<b>For example Theory: 2</b>
<b>6. Office hours</b>	<b>Sunday to Thursday</b>
<b>7. Course code</b>	
<b>8. Teacher's academic profile</b>	<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>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. Supervised by: Assist. Prof. Dr. Nadeem Ahmed Ramadan. my Bachelor degree (BSc) in Biology /College of Science /University of Mosul/Iraq 1989-1990.</p>
<b>9. Keywords</b>	
<p><b>10. Course overview:</b> 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 for enhanced food production is as topical as ever.</p> <p>Hence, increasing population, growth, soil erosion, water crises, overuse of</p>	

pesticides and chemical fertilizers, low moisture, declining groundwater resources, and destruction of resources, all of which threaten sustainable agriculture and agribusiness. Iraq is a transitional society 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 the available resources and increasing the quality and quantity of agricultural products with an emphasis 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, what the role of technology is, how trade fits into the picture, what its key risks are, who is lending and investing and why, and what returns 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 that it might be a win-win situation.

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 and inspiration to start up their own business

Agribusinesses in such chains include:

- Input suppliers (agricultural chemical and organic fertilizer companies, Pesticide companies, Flour mill, Sairo, Mushroom factory)
- Producers (growers of grain, meat, dairy, cotton, fruit)
- Retailers (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.

Especially, In recent years, many agricultural economics and agribusiness departments have been struggling with questions as to the optimal number,

combination, and content of marketing courses in their undergraduate curricula. Given the magnitude and rate of change in the food system, marketing courses are required to cover a broad spectrum of topics and issues, resulting in a substantial number of courses. The increased emphasis on food marketing, and more broadly agribusiness marketing, has further complicated the situation.

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 to 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**

Group projects, oral presentations, written assignments, attendances, visit Companies and Factories, monthly exams

## 13. Forms of teaching

Datashow, powerPoint, Whiteboard, Handouts, teamwork, Consultation

## 14. **Student learning outcome:**

Agribusiness marketing will assist in analyzing agricultural marketing as an integrated marketing operation throughout the marketing channel. For that reason marketing systems and other theories and concepts about the structure and functioning of marketing become increasingly relevant to agricultural marketing.

Further, continually look outward at the changing commodity and food system and look inward to our marketing curriculum in order to assess changing needs and implement changes as they are warranted. Strong linkages with agribusiness firms and industries are essential.

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 and internships for the graduates

## 15. **The Topics: Theory + Practical**

## Course plan

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

