

### DESCRIPTION OF A STUDY COURSE – SYLLABUS

<b>Title of a course</b>	<b>Management of agricultural holdings</b>				
<b>Head of course</b>	<b>PhD Anita Silvana Ilak Peršurić, Tenured College Professor</b>				
<b>Study programme</b>	<b>Professional undergraduate study Mediterranean Agriculture</b>				
<b>Status of a course</b>	Obligatory				
<b>Year of study</b>	3.	<b>Semester</b>	VI	<b>ECTS credits</b>	3
<b>Teaching plan (L + E + S+ Pr)</b>	2 + 1 + 0 + 0				
<b>Goals of a course</b>					
Farm management: learn how to enter the farm register, find out what management / management is, the components of management (organization, planning, management,..., efficient family farm management, family farm operations, specifics, management components, overlapping managerial and ownership roles, and dr, qualities of managers / managers, differences between entrepreneurs and managers, make business and marketing plans, use state and local incentives for family farm, use agricultural incentive programs and rural development programs for family farm, how to partner with other family farm or similar interest groups.					
<b>Conditions for enrolling course</b>					
Enrolled 3rd year of study					
<b>Learning outcomes on a level of a study programme which includes course</b>					
Outcome 3: Prepare a plan for the cultivation of Mediterranean crops, including economic and cultivation elements. Outcome 7: Recommend manners of breeding and processing indigenous breeds of domestic animals in order to increase the profitability of family farms. Outcome 8: Conduct correction of crushed grapes, grape must and wine on the basis of chemical composition and apply new technologies in wine production, care, stabilization and finalization.					
<b>Expected learning outcomes on a level of a course</b>					
<ol style="list-style-type: none"> <li>1. Create a family run farm with specific production</li> <li>2. Know how to select agricultural policy measures for the successful functioning of family run farms</li> <li>3. Know the value and methods of applying agricultural policy measures for specific areas</li> <li>4. Functioning of management and control functions (general and family run farms)</li> <li>5. Create marketing activities and marketing plans for various types of agricultural production</li> </ol>					
<b>Content of a course</b>					
Management of agricultural holdings: what is entrepreneurship/management, what means to be a good manager, differences among entrepreneurs and managers, management roles (organizing, planning, leading...), efficient management, small and middle entrepreneurship, the quick test of agricultural holdings business efficiency, production factor of agricultural holdings, types of agricultural holdings, managing agricultural holdings (specifics; managing roles, overlapping of managing and ownership roles), developing business plans, state and local incentives for agricultural holdings, rural development programs and agricultural holdings, agricultural holdings record, specific organizational associations of agricultural holdings.					
<b>Teaching modes</b>	<input checked="" type="checkbox"/> lectures <input type="checkbox"/> auditory exercises <input checked="" type="checkbox"/> seminars and workshops <input type="checkbox"/> distance learning <input type="checkbox"/> field classes		<input checked="" type="checkbox"/> individual assignments <input type="checkbox"/> multimedia and network <input type="checkbox"/> laboratory <input type="checkbox"/> supervisor's work <input type="checkbox"/> other _____		
<b>Comments</b>					
<b>Students' obligations</b>					
During the class and before taking the exam, each student should prepare a seminar on the subject of the course. The topics are suggested by the teacher at the first lecture of the course. Students should meet the minimum requirements for teaching and at the final exam.					

**Grading, evaluation and monitoring of students' work continuously during lectures and exams**

Grading is based upon evaluation of course's learning outcomes' adoption. Grading is performed continuously during lectures and/or during exam, in compliance with the provisions of Regulation on the assessment of students.

**Continuous check-up:**

Outcomes	Attending classes	Class activity	Seminar work 1	Seminar work 2	Threshold	Max
Outcome 1	7	7	10	/	10 %	20 %
Outcome 2	7	7	10	/	10 %	20 %
Outcome 3	7	7	/	10	10 %	20 %
Outcome 4	7	7	/	10	10 %	20 %
Outcome 5	7	7	/	10	10 %	20 %
Percentage of ECTS	0,7	0,7	0,8	0,8	-	-
Total	20	20	20 %	20 %	50 %	100 %

A student has passed the exam if he has acquired a percentage of credits for each learning outcome higher or equal to defined threshold.

**Exam term:**

Outcomes	Written exam	Oral exam	Threshold	Max
Outcome 1	15	5	10 %	20 %
Outcome 2	15	5	10 %	20 %
Outcome 3	15	5	10 %	20 %
Outcome 4	15	5	10 %	20 %
Outcome 5	15	5	10 %	20 %
Percentage of ECTS	2	1	-	-
Total	75 %	25 %	50 %	100 %

A student has passed the exam if he has acquired a percentage of credits for each learning outcome higher or equal to defined threshold.

**Grading:**

A student has passed the exam if he has acquired at least 50% of anticipated credits of a specific learning outcome.

If a student has passed learning outcomes of all courses, the accomplished credits (percentages) of all passed learning outcomes are being added, while the final grade is defined upon following table:

Range of credits (percentages)	Numerical grade	ECTS grade
90,00 – 100,00	Excellent (5)	A
75,00 – 89,99	Very good(4)	B
60,00 – 74,99	Good(3)	C
50,00 – 59,99	Sufficient (2)	D
0,00 – 49,99	Insufficient (1)	F

**Obligatory literature**

1. Ilak Peršurić A.S. 2019. Improving marketing strategies for private labels of Malvazija Istarska wines. In. Improving marketing strategies for private label products: 17-38., (Ed.) Y. Arslan., IGI Global, USA, ISSN 2327-5502.
2. Philip Kotler, Kevin Lane Keller, Maja Martinović (2014): Upravljanje marketingom - 14. Izdanje. MATE, Zagreb, ISBN 978-953-246-173-2
3. Đuro Horvat, Marinko Kovačić (2004): Menadžment u malom poduzetništvu, Naklad Lijevak, ISBN 953-99576-0-5

4. Vladimir Šimović Vatroslav Zovko Dušan Bobera (2011): Projektni menadžment i informacijska potpora ISBN 9789537670191
5. Agricultural and food management, FAO, <http://www.fao.org/3/W3240e/W3240E01.htm>
6. Agencija za plaćanja u poljoprivredi: <https://www.apprrr.hr/upisnik-poljoprivrednika/>

#### **Additional literature**

1. Ilak Peršurić A.S., Težak Damijanić A., Saftić D., Radeka S., Jurinčić I., Kerma S. 2018. Analiza ponude, prodaje i promocije vina Malvazije istarske u Istri. Malvazija – sa znanjem do potrošača, Zbornik radova simpozija: 129-140.
2. Ilak Peršurić A.S. 2017. Entrepreneurship and farming – A gender perspective analysis. Zbornik radova kongresa EMAN: 90-100. ISBN 978-86-80194-06-6.
3. Ilak Peršurić A.S., L. Juraković, K. Tomčić Z. 2010. Estrinzični i intrinzični ograničavajući faktori razvoja agroturizma – primjer Istre. Zbornik radova 45. hrvatski & 5. međunarodni znanstveni simpozij agronoma. Opatija 15-19 veljače 2010.: 254-257.
4. Dragoljub Amidžić Pavlo Ružić (2012): Dinamični i prilagodljivi menadžment, Naklada Lijevak, ISBN 9789537670290

