

# Course Syllabus

## First Semester, Academic year 2020

### 1. Faculty of Economics

### 2. Course code 01111215                      Agricultural and Resource Economics

**Class schedule** Wednesday, 9.00 am – 12.00 pm

Google Classroom Class code: bknuy1q

Meet link: <https://meet.google.com/lookup/aysbmvpk4m>

### 3. Course manager: Asst. Prof. Areeya Obidiegwu

**Instructors:** Dr Nithicha Thamathanakoon (e-mail: [nithichat@gmail.com](mailto:nithichat@gmail.com))

Asst. Prof. Areeya Obidiegwu (e-mail: [areeya.m@ku.th](mailto:areeya.m@ku.th))

Dr Borworn Tanrattanaphong (e-mail: [borworn.t@ku.th](mailto:borworn.t@ku.th))

Office hours: by appointment via email

Department of Agricultural and Resource Economics, 3<sup>rd</sup> floor, building 2, Faculty of Economics.

### 4. Course description

This course is about the economic concepts related to agriculture, food industry, natural resources and environment in national and global contexts. It emphasizes on the theory and current issues in agricultural production, consumption and markets as well as the interdependency of agriculture and natural resources. It also underlines the importance of the trade and financial policies related to agriculture and the basic farm management.

### 5. Course outline

#### 1. Introduction

- Economic classification by major activities
- Key concepts in agricultural economics
- Macroeconomic linkage to agriculture and food industry

#### 2. Agriculture and Thai economy

- Roles of agriculture and its contributions to the economy
- Major problems in agriculture
- Factors affecting agricultural development
- International competitiveness of Thai agricultural sector
- SWOT analysis of Thai agricultural sector

3. Food and fiber industry
  - World population and food supply
  - Food and fiber system
  - Food marketing chain
  - SWOT analysis of Thai food industry
4. Consumer behavior
  - Utility theory
  - Indifference curves
  - Consumer equilibrium
  - The law of demand
  - Tastes and preferences
  - Consumer surplus
5. Economics of production
  - Farm input supplies-purchased inputs, insurance, credit, labor
  - Commodity costs and returns
6. Market equilibrium and product price
  - Market supply curve
  - Market equilibrium under perfect competition
  - Imperfect competition in buying and selling
7. Natural resources, the environment and agriculture
  - Natural resources classification
  - Issues in natural resources and environment—property rights, externalities
  - Agriculture and the environment—Air and water pollution, climate change
8. Roles of government in agriculture: agricultural policies
  - Rationale for government intervention
  - Agricultural polices: Theory and implication
9. Agriculture and resources in global context
  - Agricultural and modern trade
  - Interdependence and gains from trade
  - Comparative advantage and trade
  - Exchange rates and transportation costs

## 6. Grading system

5.1 Examination	
-Midterm	30 %
-Final	30 %
5.3 Quizzes and assignment	10 %
5.3 Class participation (discussion)	10 %
5.4 Final report	<u>20%</u>
Total	<b>100 %</b>

## 7. Class schedule

Week	Date	Content	Instructor
1	19 Aug 2020	Introduction	Nithicha
2	26 Aug 2020	Agriculture and Thai economy	Nithicha
3	2 Sep 2020	Food and fiber industry	Nithicha
4	9 Sep 2020	Consumer behavior	Nithicha
5	16 Sep 2020	Consumer behavior (continued)	Nithicha
6	23 Sep 2020	Economics of production: Farm input supplies-purchased inputs, insurance, credit, labor	Areeya
	26 Sep – 4 Oct	Midterm exam	
7	7 Oct 2020	Commodity costs and returns	Areeya
8	14 Oct 2020	Market equilibrium and product price	Areeya
9	21 Oct 2020	Natural resources, the environment and agriculture	Areeya
10	28 Oct 2020	Natural resources, the environment and agriculture (continued)	Areeya
11	4 Nov 2020	Roles of government in agriculture, trade and financial policies	Borworn
12	11 Nov 2020	Roles of government in agriculture, trade and financial policies	Borworn
13	18 Nov 2020	Agriculture and resources in global context	Borworn
14	25 Nov 2020	Presentation of the final report (1)	Borworn
15	2 Dec 2020	Presentation of the final report (2)	Borworn
	7-18 Dec	Final exam	

## 8. Textbooks

1. Penson, J.B.Jr., Capps, O.Jr. Rosson, C.P.III, Woodward, R.T. 2010. *Introduction to Agricultural Economics*, 5<sup>th</sup> ed., Pearson Education Inc., New Jersey.
2. Barkley A. and Barkley P.W. 2016. *Principles of Agricultural Economics*, 2<sup>nd</sup> ed. Routledge, New York.



**COURSE SYLLABUS**  
**First Semester Academic Year 2018**

**1. Faculty of Economics Department of Economics**

**2. Course code** 01111319 **Course name** Fundamental Agri-enterprise

**Total credits** 3 credits

**Prerequisite** 01111111 Principles of Microeconomics

**Section 1 Day and Time** Wednesday 13.00-16.00 **Room:** 5606

**3. Lecturer:** Assoc.Prof. Winai Puttakul, Ph.D ([fecownp@ku.ac.th](mailto:fecownp@ku.ac.th))  
Decharut Sukkumnoed, Ph.D. ([tonklagroup@yahoo.com](mailto:tonklagroup@yahoo.com))  
M.L.Davivongs Kuntornrat, Ph.D. ([kuntornrat.d@ku.th](mailto:kuntornrat.d@ku.th))  
Sophon Yamklin, Ph.D. ([sophon.y@ku.th](mailto:sophon.y@ku.th))

**4. Office hours for consultation with students:**

By appointment with each instructor (via e-mail above)

**5. Course Objective(s)**

1. To understand fundamental and role of agri-enterprise and agricultural subsystems
2. To be able to applied the knowledge to set up a business in food or agricultural enterprises
3. To be agri-enterprise entrepreneur having responsibility to social and environment

**6. Course Description**

Business environment of agricultural industry. Supply chain management for agricultural and food enterprises. Finance, marketing, and management issues in agricultural and food production.

**7. Course Outline**

1. Introduction to Agribusiness (Business of Agribusiness)
2. Managing agribusiness
3. Economics for agribusiness managers
4. The organization of agribusiness
5. International agribusiness
6. Strategic market planning
7. The marketing mix
8. Tools for making decisions in agribusiness
9. Understanding and analyzing financial statements
10. Financing the agribusiness
11. Tools for evaluating capital investment decisions
12. Production planning and management
13. Supply chain management for agribusiness
14. Managing organizational structures
15. Managing human resources in agribusiness

**8. Teaching Method(s):** Lecture, games, case discussions, assignments, quizzes, group projects

**9. Teaching Aids/Materials**

Powerpoint slides, documents, Video-audio materials and real and simulated samples. All class materials can be download via Google Classroom. Joining code for this semester is: see in first class

**10. Measure(s) of Achievement**

1. Assignment and Class attendance	40%
2. Exam	
Mid-term examination	30%
Final examination	<u>30%</u>
Total	100%

**11. Grading**

A criterion combines with statistical method. The lecturer retains his right to grade basing on his criteria and discrete judgment.

**12. Textbook & Readings:**

**Main textbook:** Freddie Barnard, Jay Akridge, Frank Dooley and John Foltz, 2012, Agribusiness Management, Fourth Edition, Routledge, Taylor & Francis Group, London and New York.

**13. Class Schedule**

Week	Sec 410	Chapters	Content	Instructor
1	8-Aug	1	Business of Agribusiness	Dr.Sophon
2	15-Aug	2	Managing agribusiness	Dr.Sophon
3	22-Aug	3	Economics for agribusiness managers	Dr.Sophon
4	29-Aug	4	The organization of agribusiness	Dr.Sophon
5	5-Sep	5	International agribusiness	Dr.Sophon
6	12-Sep	6	Strategic market planning	Dr. Decharut
7	19-Sep	7	The marketing mix	Dr. Decharut
Midterm: check with EEBA office for exact schedule				
8	3-Oct	8	Tools for making decisions in agribusiness	Dr. Decharut
9	10-Oct	14	Production planning and management	Dr. Winai
15-26 August: graduation rehearsal & graduation ceremony week (tentative)				
10	31-Oct	15	Supply chain management for agribusiness	Dr. Winai
11	7-Nov	16	Managing organizational structures	Dr. Decharut
12	14-Nov	17	Managing human resources in agribusiness	Dr. Decharut
13	21-Nov	9-10	Understanding and analyzing financial statements	Dr. Kuntornrat
14	28-Nov	11	Financing the agribusiness	Dr. Kuntornrat
15	5-Dec	12-13	Tools for evaluating capital investment decisions	Dr. Kuntornrat
Final Exam: check with EEBA office for exact schedule				

\* This syllabus is subject to change at the discretion of the instructor.



## Faculty of Economics Kasetsart University

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### Course Syllabus 01111361 Marketing for Agri-enterprises

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**Instructor**

Assist. Prof.Dr. Apichart Daloonpate  
Assist. Prof.Dr. Boonjit Titapiwatanakun  
Assist. Prof.Dr. Kulapa Kuldilok

**Email**

fecoacd@ku.ac.th  
fecobot@ku.ac.th  
kulapa.k@ku.ac.th

**Class Time:** 13:00 – 16:00 pm Tuesdays

**Academic year:** 2018

**Prerequisite:**

01111111 Principles of Microeconomics 3(3-0)

**Workload Allocation**

Credits: 3

Lectures: 3Hrs/Wk

Total time 15 Weeks

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**COURSE DESCRIPTION:****3(3-0)**

Domestic and international marketing for agri-enterprises. The expansion of agricultural markets. Agricultural futures market. Marketing margin. Marketing channels. Agricultural processing. Role of government on agri-enterprises.

**TEACHING METHODS**

This course requires student participation via active learning and class participation. Lectures will guide the students and supplement and amplify the text.

**ASSESSMENT:**

Class participation and Assignments	10%
Term Paper and Presentation	30%
Midterm examination	30%
<u>Final examination</u>	<u>30%</u>
<u>Total</u>	<u>100%</u>

## TEXTBOOKS AND READING

1. Philip Kotler. 2012. "Marketing Management." 14th edition. PDF Ebook (Free Full Download)
2. F. Bailey Norwood and Jayson L. Lusk (2008), Agricultural Marketing and Price Analysis, Pearson – Prentice Hall.
3. Robert Dahlstrom (2011), Green Marketing Management, South – Western.
4. Richard L. Kohls and J. N. U. (2000), Marketing of Agricultural Products, Prentice Hall.

## ATTENDANCE POLICY:

Students are expected to attend all classes, arrive on time, and remain for the full class session unless prior arrangements are made with the instructor. The attendance and Final Grade will affect students who arrive late, leave early, or have excessive absences.

## Course Outline (Tentative\*)

Topics	Date	Instructor
1. Marketing management for agri-enterprises	7 August	Apichart
2. Market situation analysis	14 August	Apichart
3. Developing Marketing Strategies and plan for agri-enterprises	21 August	Apichart
4. Market research	28 August	Apichart
5. Analyzing consumers markets	4 September	Apichart
6. Identifying Market Segments, Targets, and Positioning	11 September	Apichart
7. Marketing Margin	18 September	Apichart
Midterm Examination	22 -30 September	Exam
8. Government's role for agri-enterprises	2 October	Boonjit
9. Agricultural futures market	9 October	Boonjit
Graduation Rehearsal and Graduation ceremony	15-24 October	No class (Depending on Lecturer)
10. Agricultural processing and marketing	30 October	Kulapa
11. Dealing with competition in agricultural market	6 November	Kulapa
12. Setting product strategy for agri-enterprises	13 November	Kulapa
13. Pricing strategies for agri-enterprises	20 November	Kulapa
14. Designing and managing marketing channels and communications	27 November	Kulapa
15. Term-paper Presentation and Discussion	4 December	Apichart

**\*Note: Topics and class times may be subject to change.**



วิชาธุรกิจการเกษตรกับการจัดการสารสนเทศ  
Agri-enterprises and Information Management  
Faculty of Economics, Department of Economics  
Kasetsart University

### Course Description

ธุรกิจการเกษตรมีความสำคัญต่อประเทศไทยทั้งในเชิงเศรษฐกิจและสังคม การพัฒนาธุรกิจการเกษตรในปัจจุบันจำเป็นต้องอาศัยระบบการจัดการสารสนเทศที่มีประสิทธิภาพ และตรงกับลักษณะเฉพาะของธุรกิจการเกษตร วิชานี้จะอธิบายถึงการจัดการสารสนเทศในธุรกิจโดยรวม และการนำระบบจัดการสารสนเทศเข้ามาใช้ในธุรกิจการเกษตรเพื่อให้เกิดประโยชน์สูงสุด

Agriculture business or agricultural enterprises are crucial to the economic and social development of Thailand. These enterprises need to use information systems effectively and adapt the technologies to match their unique characteristics. This course will describe information management in general and the application of information systems in agricultural enterprises.

### Lecturers

Dr. Chalee Vorakulpipat

### Lecture Day and Time

Monday 9.00- 12.00 am.

From 19 August 2019 – 2 December 2019

### Venue

Room EC5605 Faculty of Economics



## Course Outline

Week	Topics	Hours	Activities	Instructor
1	Information Systems and Digital Technology	3	Lecture and Case Study	Dr. Chalee Vorakulpipat
2	Information Systems and Digital Technology	3	Lecture and Case Study	Dr. Chalee Vorakulpipat
3	Data Governance, IT Architecture and Cloud Strategies	3	Lecture and Case Study	Dr. Chalee Vorakulpipat
4	Data Management	3	Lecture and Case Study	Dr. Chalee Vorakulpipat
5	Network Management and Mobility	3	Lecture and Case Study	Dr. Chalee Vorakulpipat
6	Cybersecurity, Risk Management, and Financial Crime	3	Lecture and Case Study	Dr. Chalee Vorakulpipat
7	Internet Technologies	3	Lecture and Case Study	Dr. Chalee Vorakulpipat
8	Social Media Strategies	3	Lecture and Case Study	Dr. Chalee Vorakulpipat
9	E-Commerce	3	Lecture and Case Study	Dr. Chalee Vorakulpipat
10	E-Commerce	3	Lecture and Case Study	Dr. Chalee Vorakulpipat
11	Transaction processing, functional application and integration	3	Lecture and Case Study	Dr. Chalee Vorakulpipat
12	Enterprise systems	3	Lecture and Case Study	Dr. Chalee Vorakulpipat
13	Project Management	3	Lecture and Case Study	Dr. Chalee Vorakulpipat
14	Case study and Discussion	3	Lecture and Case Study	Dr. Chalee Vorakulpipat
15	Case study and Discussion	3	Case Study and Group Discussion	Dr. Chalee Vorakulpipat

\* This syllabus is subject to change at the discretion of the instructor.

## Measure(s) of Achievement

	Percent
● Case Studies/ Homework	10
● Term Paper + Presentation	10
● Participation	10
● Midterm Exam and Final Exam	<u>70</u>
<b>Total</b>	<b><u>100</u></b>

## Textbook

“Information Technology for Management: On-Demand Strategies for Performance”,  
Growth and Sustainability, 11th Edition by Efraim Turban, Carol Pollard, Gregory Wood,  
Wiley, 2018.