|  |  |
| --- | --- |
| **Title and Code** of the subject:  **Food Industry Economics MTBE7025A** | **ECTS Credit Points: 3** |
| **Type** of the subject: **compulsory** / optional | |
| **Ratio of theory and practice: 50%/50%** (credit%) | |
| **Type and number of classes per semester**: 14 hour(s) lecture and 14 hour(s) practice per **semester**. Number of teaching hours / week : eg.:1+1 (lecture and practice) | |
| **Type of exam**: exam / practical course mark: Test (written) and case study (written and oral) | |
| **Subject in the curriculum:** semester .V. | |
| Preliminary requirements:Economic Sciences I-II. | |

|  |
| --- |
| **Summary of content - theory**: The students have to be familiar with the economic basis of processing, storage and conservation of agricultural products. Organization and public administration of the food industry, competitiveness and market performance. The key issues of EU food trade. Innovation trends in food industry. The situation, regulation and competitiveness of the food industry. The basis of agri-food marketing (AM). |
| **Schedule:**   1. The importance and the role of the food economy, its position in the national economy 2. The evolution of food processing industry, characteristics. 3. The economic environment of food economy and food politics. 4. The key issues and market performance of the EU food policy an food trade 5. Innovation trends in the food industry. 6. The structure and the competitiveness of food sector 7. The basic principles of Hungarian food policy 8. Regulatory bodies in Hungarian Food Policy 9. The structure of business plan of food industry enterprises 10. Vertical and horizontal integration in the food industry sector. 11. Food industry logistics 12. Trends and the characteristics of food consumption in the world food economy. 13. The characteristics and situation of food trade sector. 14. The basic principles of Agricultural and Food Marketing 15. The main characteristics of Hungaricum Club |
| **Summary of content - practice**: |
| Skills to be learnt: The structure of business plan of food industry enterprises |
| **Literature, handbooks in English** |
| 1. - J.H.M. Wijnands- B.M.J. van der Meulen-K.J.Poppe (2007): Competitiveness of the European Food Industry. Landbouw Economic Institute. The Hague. 2. - Chester O. McCorkle (Ed.)(1988): Economics of Food Processing in the United States. 3. - Wierenga B, Grunert K, Steenkamp JBEM, Wedel M, van Tilbur: Agricultural Marketing and Consumer Behaviour in a Changing World. Kluwer Academic Press. 1-337 p. (ISBN 978-079239-856-1) 4. - W. B. Trail – E. Pitts. (1997): Competitiveness in the food industry. Blackie Academic  Professional. London. 1-299 p. (ISBN 0751404314) 5. - W. B. Trail - K.G.Grunert (1997): Product and Process Innovation in the Food Industry. Blackie Academic and Professional. London. 1-231 p. (ISBN 0751404241) 6. - M.D. Ranken R.C. Kill, C.G.J. Baker (1997): Food industries Manual. Blackie Academic and Professional. London. 1-312 p. (ISBN 0751404047).x |
| **Competencies gained** *(acc. to the Regulation on training and outcome requirements)* |
| 1. **Knowledge:**  * able to evaluate the key issues and market performance of the EU food policy an food trade, * to be familiar with the trends and the characteristics of food consumption in the world food economy  1. **Skills:**  * students have to be familiar with the main concepts of business planning of food industry enterprises.  1. **Attitude:**  * the subject helps the student to get a view of managerial thinking, when they operate a business in the field of food industry businesses  1. **Autonomy and responsibility:**  * the subject helps students to be innovative, open minded, creative and sufficient in the field of food industry, and operating food industrial businesses |

|  |
| --- |
| **Responsible lecturer: Dr. Hajnalka Madai (PhD) assistant professor** |
| **Other lecturer(s): ……-…..., ………………….** |

|  |
| --- |
| **Terms of course completion:** |
| 1. Completing assignments / exercises 2. Submitting a case study 3. Giving presentation of the case study |
| **Form of examination: Written and oral** |
| Written and oral (test and case study presentation) |
| **Requirement(s) to get signature:** |
| The students shall write a test in the last week of the semester. The prerequisite of the signature of the course is that the score of this test reaches, or exceeds 60% of the maximum score. Another prerequisite of the signature is the submission of a case study and the oral presentation of the own-made study of a given field of food industry enterprise, with the pre-given content till the deadline (the end of the 8th -10th week of the semester). The head of the course will refuse to sign the course if each of the three above-mentioned requirements is unsuccessful (e.g. in case of absence from the oral presentation, or overrun of deadline). |

|  |
| --- |
| **Exam questions:** |
| 1. Indicators for Competitiveness Index in the EU food and Beverage Industry 2. Industry competitiveness and market performance of the EU food and drink industry. 3. EU Food Industry competitiveness and market performance of the subsectors 4. Innovation in the EU food industry. 5. Possibilities or innovation in the EU food and drink subsectors 6. The key EU food trade figures 7. The importance of Hungarian food industry. 8. The main characteristics of Hungaricum Club - Food and Beverage Products 9. Regulatory Bodies in Hungarian Food Policy 10. Basic principles of the Hungarian National Food Policy |