|  |  |
| --- | --- |
| **Title and Code** of the subject:  **Food industry management and economics** MTMEL7018A | **ECTS Credit Points: 3** |
| **Type** of the subject: **compulsory** / optional | |
| **Ratio of theory and practice: .66/33** (credit%) | |
| **Type and number of classes per semester**: 2 hour(s) lecture and 1 hour(s) practice per **semester**  Number of teaching hours / week : 2+1 (lecture and practice) | |
| **Type of exam**: exam and practical course mark (businness project in .xls format) | |
| **Subject in the curriculum:** semester III. | |
| Preliminary requirements:- BSC degree in related field | |

|  |
| --- |
| **Summary of content - theory**: |
| To familiarize the students with strategic knowledge, acquire the strategic considerations of food industrial plants, the methodology of competitiveness analysis, the possibilities of competitiveness analysis of enterprises. The students recognize the circumstances of economic and managerial function of food industrial plants, prepare a feasibility study, get acquainted with the conditions of implementation and functioning of food industrial enterprises and plants.  1. The strategy of food industry enterprise  2. Strategic management, leader’s tasks  3. The condition of implementation of food industry plants  4. External environment analyses of food industry plants  5. Analyses of industry branches, market structures  6. Technological conditions of food industry plants  7. Business tasks in food industrial enterprises  8. Logistic and marketing tasks in food industrial enterprises.  9. Internal environment analysis of food industries  10. The financing of food industries, cost and pricing analysis  11. Investment and cash-flow analysis  12. The environment management of food industry enterprise  13. Application possibilities and project management  14. Evaluation of the project / business plan |
| **Summary of content - practice**: |
| Skills to be learnt:   1. Introduction, elements and contents of the project 2. Analysis of the market (demand and supply side) 3. Processing flow and product characteristics 4. Calculation of need and cost of basic material 5. Technical conditions, machinery cost calculation 6. Calculation of area, premises and building 7. Calculation of energy and water consumption 8. Estimation of labor force, cost’s and salaries 9. Other and overhead costs, time planning of investment 10. Total cost calculation and pricing 11. Yearly cash flow calculation 12. Investment analyses 13. Market analyses (SWOT and Benchmark) 14. Evaluation of the project |
| **Literature, handbooks in English** |
| 1. ECSIP consortium (2016): The competitive position of the European food and drink industry Final report. European Commission B-1049 Brussels. Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs Programme for the Competitiveness of Enterprises and small and medium-sized enterprises (COSME)   [*http://ec.europa.eu/growth/tools-databases/newsroom/cf/itemdetail.cfm?item\_id=8677&lang=en*](http://ec.europa.eu/growth/tools-databases/newsroom/cf/itemdetail.cfm?item_id=8677&lang=en)   1. G. D. Saravacos and Z. B. Maroulis (2007): Food Plant Economics CRC Press 2007. ISBN: 978-0-8493-4021-5 2. G. D. Saravacos and Z. B. Maroulis (2007): Food Plant Economics CRC Press 2007. ISBN: 978-0-8493-4021-5 3. Connor, John, and William Schiek. Food Processing: An Industrial Powerhouse in Transition. New York: John Wiley and Sons, 1997. 4. "Food Industry Snapshot," [cited April 5, 1999] available from the World Wide Web @ www.hoovers.com/features/industry/food.html/. |
| **Competencies gained** *(acc. to the Regulation on training and outcome requirements)* |
| 1. **Knowledge:**  * Know the interrelation of society and food chain * Know in details the general and specific characteristics, coherency of food supply chains  1. **Skills:**  * Is able to compose and evaluate consequently the investigation results across the supply chains * Is able to analyse in detail the aspects related to food safety and quality on the base of concept of developer-engineering and researcher approach  1. **Attitude:**  * Is commited to profession, knows and undertake its basic norms and values, strives for its critical interpretation. * Open, motivated and receptive to know the modern and innovative processes and its practical uses.  1. **Autonomy and responsibility:**  * Possesses significant autonomy in settling professional questions * Decisions will made with responsibility and will take the consequences |

|  |
| --- |
| **Responsible lecturer: Dr. Buzás Ferenc PhD, scientific research fellow** |
| **Other lecturer(s): none** |

|  |
| --- |
| **Terms of course completion:** |
| 1. Completing assignments (project) 2. Submitting the business project in .xls format 3. Giving presentation in .ppt format (oral presentation of the project) 4. Writing exam |
| **Form of examination:** |
| Writing exam and oral (.ppt) presentation both |
| **Requirement(s) to get signature:** |
| Attendance at **lectures** is recommended, but not compulsory. Participation at **practice** is compulsory. Students must attend the practice classes and may not miss more than three times during the semester. In case a student does so, the subject will not be signed and the student must repeat the course. Attendance at practice classes will be recorded. Being late is counted as an absence. In case of further absences, a medical certificate needs to be presented. Missed practices should be made up for at a later date, being discussed with the tutor. Active participation is evaluated by the teacher. If a student’s behaviour or conduct doesn’t meet the requirements of active participation, the teacher may evaluate his/her participation as an absence because of the lack of active participation in class.  The course ends with final evaluation based on the weighted average of the writing exam (30%), project (50%) and oral presentation (20%) grade. The grade for the final note is given according to the following (score/grade): 0-60 % = fail (1); 61-70 % = pass (2); 71-80 % = satisfactory (3); 81-90 % = good (4); 91-100 % = excellent (5). |

|  |
| --- |
| **Exam questions:** |
| 1. The different types of strategies in food industry enterprises  2. Analysis of the food market (demand and supply side)  3. The condition of implementation of food industry plants  4. What do the processing flow and the product document include  5. External environment analyses of food industry plants  6 Technological conditions of food industry plants  7. Technical and machinery cost calculation  8. Analyses of industry branches, market structures  9. Calculation of area, premises and buildings  10. Business tasks in food industrial enterprises  11. How can labour force, costs and salaries be estimated  11. Logistic and marketing tasks in food industrial enterprises.  12. The elements of cost calculation and pricing  13. Internal environment analysis of food industries  14. The financing of food industries, cost and pricing analysis  15. Investment and cash-flow analysis  16. The environment management of food industry enterprises  17. Application possibilities and project management |