|  |  |  |
| --- | --- | --- |
| Znak univerziteta | UNIVERSITY OF NOVI SAD  FACULTY OF AGRICULTURE 21000 NOVI SAD, TRG DOSITEJA OBRADOVIĆA 8 | Znak fakulteta2 |
| Study Programme Accreditation  UNDERGRADUATE ACADEMIC STUDIES  AGRICULTURAL TOURISM AND RURAL DEVELOPMENT |
| Table 5.2 Course specification | | |

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Course: | | **Market** | | | | | | | | |
| Course id: 7ОАТ6О27 | |
| Number of ECTS: 5 | |
| Teacher: | | Branislav I. Vlahović | | | | | | | | |
| Assistant: | | Boris D. Kuzman | | | | | | | | |
| Course status | | Mandatory | | | | | | | | |
| Number of active teaching classes (weekly) | | | | | | | | | | |
| Lectures: 4 | | Tutorials: 2 | | | Other teaching types: | | Study research work: | | Other classes: | |
| Precondition courses | | None | | | | | | | | |
| 1.Educational goals  The course should facilitate students’ acquisition and comprehension of the marketing theory and analysis, agro-industrial products and the tourism market. | | | | | | | | | | |
| 2.Educational outcomes  Students should be able to analyse national and international markets of agro-industrial products, as well as the tourism market. | | | | | | | | | | |
| 3.Course content  *Theoretical instruction:*  *There are two parts of the course:*  *1) General unit*  Market: the concept, typology, dimensions, segmentation and characteristics of field and vegetable crop products. Market elements: supply and demand. Prices: fluctuation, types, parity, forming and regulating. Sales of field and vegetable crop products: types of sales, market institutions in sales. Market research.  *2) Special unit*  Distinctive features of the tourism market.  *Practical Instruction:*  Seminar papers. | | | | | | | | | | |
| 4.Teaching methods  Lectures, tutorials and interactive lessons. Knowledge examination is conducted by tests. | | | | | | | | | | |
| Knowledge evaluation (maximum 100 points) | | | | | | | | | | |
| Pre-examination obligations | | | Mandatory | Points | | Final exam | | Mandatory | | Points |
| Lecture attendance | | | Yes/No | **-** | | Written exam | | Yes/No | | **-** |
| Seminar paper(s) | | | Yes/No | **10** | | Oral exam | | Yes/No | | **70** |
| Tests | | | Yes/No | **10** | |  | |  | |  |
| Practical work | | | Yes/No | **10** | |  | |  | |  |
| Other | | | Yes/No | - | |  | |  | |  |
| Literature | | | | | | | | | | |
| Ord. | Author | | Title | | | Publisher | | | | Year |
| 1. | Vlahović, B. | | Tržište agroindustrijskih proizvoda | | | Poljoprivredni fakultet Novi Sad | | | | 2010 |
| 2. | Vlahović, B. | | Tržište agroindustrijskih proizvoda – opšti deo | | | Poljoprivredni fakultet Novi Sad | | | | 2013 |