

Module designation	<i>Principal of Agribusiness Marketing (AGB206)</i>
Semester(s) in which the module is taught	<i>4th semester</i>
Person responsible for the module	<i>Edy Marsudi</i>
Language	<i>English</i>
Relation to curriculum	<i>Compulsory module</i>
Teaching methods	<i>lecture, lesson, case, seminar.</i>
Workload	<ul style="list-style-type: none"> ▪ <i>100 minutes of lecture and discussion per week</i> ▪ <i>120 minutes of structured tasks per week</i> ▪ <i>190 minutes of independent activity per week</i> ▪ <i>100 minutes of laboratory work</i>
Credit points	<i>3 (lesson 2 and lab works 1) = 4.8 ECTS</i>
Required and recommended prerequisites for joining the module	<i>Agribusiness Management</i>
Module objectives/intended learning outcomes	<ol style="list-style-type: none"> <i>1. Have competency in managing agribusiness marketing, in addition to the ability to explain, identify, and analyze problems in the agribusiness marketing system and formulate alternative solutions to increase the effectiveness and efficiency of agribusiness marketing.</i> <i>2. Able to apply various product sales strategies so as to accelerate market absorption of agribusiness products and create added value.</i> <i>3. Able to apply digital marketing and online distribution to agribusiness products..</i>
Content	<i>This course aims to provide students with a conceptual and application understanding of the theory and implementation of marketing management, understand the implementation of marketing management in agribusiness-based companies, design marketing strategies needed by companies along with their marketing mix. Understand the marketing function to face competition between companies. able to allocate resources for the needs of marketing strategies.</i>
Exams and assessment formats	<i>Essay, case study, oral presentation</i>
Study and examination requirements	<i>5 % activity participative</i> <i>50% course work and study cases analysis</i> <i>20% midterm examination</i> <i>25% final examination</i>

Reading list	<ol style="list-style-type: none"> 1. Applegate, L.M., F.W. McFarlan, and J.L. McKenney. (1996). Corporate Information Systems Management: Text and Cases. 4th ed. Boston: Richard D.Irwin. 2. Chase, R.B., Jacobs, F.R., & Aquilano, N.J. (2006). Operations Management for Competitive Advantage with Global Cases. McGraw-Hill. 3. Chopra, S., & Meindl, P. (2004). Supply Chain Management: Strategy, Planning, and Operations. Second Edition. Pearson Education International. 4. Christoper, Martin. (1998). Logistic and Supply Chain Management, Strategic for reducing cost and improving services. Prentice hall, Inc. London. 5. Donald J. Bowersox, at all. (2002). Supply Chain Logistics Management. McGraw Hill. 6. David Simchi Levi, at all. (2000). Designing and Managing the Supply Chain. McGraw- Hill. 7. Heizer, J., & Render, B. (2005). Operations Management. 7 th edition. Pearson Education International. 8. I Nyoman Pujawan. (2005). Supply Chain Management. Guna Widya. 9. Indrajit, Eko dan R. Djokopranoto. Konsep Manajemen Supply Chain: Strategi Mengelola Manajemen Rantai Pasokan Bagi Perusahaan Modern di Indonesia.Grasindo. Jakarta 2002. 10. Krajewski, L.J, & Ritzman, L.P. (1999). Operations Management: Strategy and Analysis. Addison-Wesley Publishing Company, Inc. 11. Lee, Hau L dan S. Whang. E-Business and Supply Chain Integration. Stanford Global Supply Chain Management Forum. Nov 2001. 12. R. Eko Indrajit dan R. Djokopranoto. (2003). Konsep Manajemen Supply Chain: Cara baru Memandang Mata rantai Penyediaan Barang. Grasindo. Jakarta.
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