



Course unit Descriptor	Faculty of Economics Subotica	 UNIVERZITET U NOVOM SADU UNIVERSITY OF NOVI SAD
		
GENERAL INFORMATION		
Study program in which the course unit is offered	Agribusiness management	
Course unit title	Innovation in the food system	
Course unit code	MAB-02	
Type of course unit ¹	Compulsory	
Level of course unit ²	Second	
Semester when the course unit is offered	First	
Year of study (if applicable)	Master	
Number of ECTS allocated	6	
Name of lecturer/lecturers	Tatjana Brankov	
Mode of course unit delivery ³	Face-to-Face	
Course unit pre-requisites (if any)	None	
PURPOSE AND OVERVIEW (max 5-10 sentences)		
Students will be introduced to the origin, role, importance and impact of innovation on participants in the agribusiness sector, as well as on end consumers.		
LEARNING OUTCOMES (knowledge and skills)		
Having completed the course, the students will have acquired knowledge about the impact of innovation on the transformation of the food system. They will have understanding of the role of innovation in sustainable increase in agricultural production.		
SYLLABUS (outline and summary of topics)		
<i>Theory</i> The future of the world food system - possible scenarios; Innovation-driven seed industry development; Economic efficiency of application of modern land cultivation systems; New technologies in the field of plant protection: economic and		

¹ Compulsory, optional

² First, second or third cycle (Bachelor, Master's, Doctoral)

³ Face-to-face, distance learning, etc.

environmental challenges; Trends in the development of modern agricultural machinery; Increasing the economy of livestock production by applying new concepts; Improving the competitiveness of start-ups and small and medium enterprises by creating innovative high-value products - premium products; Changing consumption patterns under the influence of new technologies; Application of the principle of traceability and transparency within food supply chains: blockchain technology; The role of regulation in the diffusion of innovations.

Practice

Presentation and discussion of case studies of concrete examples of innovations in the agribusiness sector.

LEARNING AND TEACHING (planned learning activities and teaching methods)

Lectures and tutorials at the computer lab.

REQUIRED READING

Krasner, B. (Ed.) (2018). The Food Chain: Regulation, Inspection, and Supply. Greenhaven Publishing, NY.
Pedersen, S.M.& Lind, K.M. (Eds.) (2017). Precision Agriculture: Technology and Economic Perspectives. Springer International Publishing.
Trautler, H., Coleman, B., & Hofmann, K. (2014). Food industry design, technology and innovation. John Wiley & Sons.
Bessant, J. (2007). Innovation and entrepreneurship, John Wiley and Sons.
Tamanidis, T., Vlachopoulou, M., & Papathanasiou, J. (Eds.). (2017). Driving Agribusiness with Technology Innovations. IGI Global.

ASSESSMENT METHODS AND CRITERIA

Active class participation 5 points, Test 1 and 2 in total 40 points, Seminars 25 points and Oral exam 30 points

LANGUAGE OF INSTRUCTION

English