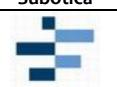
# Course unit Descriptor

# Faculty of Economics Subotica





### **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 <sup>1</sup>	Compulsory
Level of course unit <sup>2</sup>	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 <sup>3</sup>	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)

Theory

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

<sup>&</sup>lt;sup>1</sup> Compulsory, optional

<sup>&</sup>lt;sup>2</sup> First, second or third cycle (Bachelor, Master's, Doctoral)

<sup>&</sup>lt;sup>3</sup> 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.

Traitler, H., Coleman, B., & Hofmann, K. (2014). Food industry design, technology and innovation. John Wiley & Sons. Bessant, J. (207). Innovation and entrepreneurship, John Wiley and Sons.

Tarnanidis, 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