

### COURSE DESCRIPTION

<b>Title:</b>	<b>Macroeconomic Environment of Agricultural Enterprises</b>	<b>Compulsory</b>	<input checked="" type="checkbox"/>
		<b>Elective</b>	<input type="checkbox"/>
<b>Lecturer(s):</b>	Stavros Zografakis, Professor AUA	<b>Winter</b>	<input type="checkbox"/>
		<b>Spring</b>	<input checked="" type="checkbox"/>

### COURSE GOALS

The intended goal of the course is to provide students with the necessary knowledge and tools to understand the broader macroeconomic environment affecting agricultural enterprises, to recognize the challenges and opportunities arising from macroeconomic developments, and to apply strategies that enhance the competitiveness and sustainability of their businesses. This will enable them to identify the impacts of macroeconomic changes and incorporate this knowledge into their strategic management of agricultural enterprises. In this way, students will develop a comprehensive understanding of the conditions influencing agricultural businesses and will be able to analyze, evaluate, and adapt their strategies in response to the dynamics of the broader macroeconomic environment.

### COURSE CONTENTS

<i>Unit</i>		<i>Hrs</i>
1 <sup>st</sup>	<b>Understanding Macroeconomic Parameters:</b> Introduction to key macroeconomic concepts such as GDP, inflation, unemployment, nominal and real interest rates, public deficits and surpluses, public debt, etc. Explanation of how these concepts affect business activities in general and, more specifically, agricultural enterprises. Students will understand how factors such as economic growth, inflation, unemployment, monetary policy, and fiscal policy impact agriculture and agricultural businesses.	18
2 <sup>nd</sup>	<b>Assessment of External Forces Affecting Agricultural Enterprises:</b> Evaluation of global and national trends in the agricultural products market, changes in raw material prices, agricultural support policies, and international trade agreements that influence the competitiveness of agricultural products.	6
3 <sup>rd</sup>	<b>Recognition of the Relationship Between Macroeconomics and Agricultural Policy:</b> Understanding policy strategies that impact agricultural production, farm subsidies, sustainability, and rural development, as well as their connection to a country's broader macroeconomic strategies.	6
4 <sup>th</sup>	<b>Development of Strategic Analysis Skills:</b> Students will acquire the ability to analyze macroeconomic policy data and make strategic recommendations for the sustainability and growth of agricultural enterprises under conditions of economic uncertainty.	3
5 <sup>th</sup>	<b>Understanding the Impact of Macroeconomic Variables on Competitiveness:</b> Exploration of how changes in macroeconomic conditions, such as exchange rates and financial policies, affect agricultural exports and the competitiveness of agricultural products.	3

### TEACHING METHOD

#### HOURS

Taught	30	
Seminar	6	No of indiv. assignments
Collaboration with lecturer		
Laboratory		No of group assignments
<b>TOTAL:</b>		

### EXAMINATION

#### Weight

		Written exam	
		Orals	
		Individual assignments	20%
		Group assignments	50%
		<b>TOTAL:</b>	<b>30%</b>

### BIBLIOGRAPHY

- Lianos, T., & Pseiridou, A. (2015). *Οικονομική ανάλυση και πολιτική - Μακροοικονομική* [Undergraduate textbook]. Kallipos, Open Academic Editions. <https://dx.doi.org/10.57713/kallipos-812>
- Zervoyianni, A. (2024). *Topics in Macroeconomic Analysis and Policy* [Undergraduate textbook]. Kallipos, Open Academic Editions. <https://dx.doi.org/10.57713/kallipos-1008>