

COURSE OUTLINE

1. GENERAL

SCHOOL	School of Applied Economics and Social Sciences		
ACADEMIC UNIT	Department of Agricultural Economics and Rural Development- MBA Food & Agribusiness		
LEVEL OF STUDIES	Postgraduate Studies		
COURSE CODE		SEMESTER	2 st
COURSE TITLE	Macroeconomic Environment of Agricultural Enterprises		
INDEPENDENT TEACHING ACTIVITIES <i>if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits</i>		WEEKLY TEACHING HOURS	CREDITS
		3	4
<i>Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).</i>			
COURSE TYPE <i>general background, special background, specialised general knowledge, skills development</i>	specialised general knowledge		
PREREQUISITE COURSES:	NO		
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	GREEK		
IS THE COURSE OFFERED TO ERASMUS STUDENTS	NO		
COURSE WEBSITE (URL)	http://mba.aua.gr/en/category/education/courses/		

2. LEARNING OUTCOMES

Learning outcomes

The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.

Consult Appendix A

- *Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area*
- *Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B*
- *Guidelines for writing Learning Outcomes*

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.

General Competences

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

*Search for, analysis and synthesis of data and information, with the use of the necessary technology
Adapting to new situations
Decision-making
Working independently
Team work*

*Project planning and management
Respect for difference and multiculturalism
Respect for the natural environment
Showing social, professional and ethical responsibility and sensitivity to gender issues
Criticism and self-criticism*

Working in an international environment
Working in an interdisciplinary environment
Production of new research ideas

Production of free, creative and inductive thinking
.....
Others...
.....

- Ability to interpret macroeconomic indicators
- Ability to demonstrate knowledge and understanding of the relationships between key macroeconomic variables and how these relationships can be studied through models
- Ability to demonstrate knowledge and understanding of how an economy operates at the macroeconomic level and how it responds to changes in economic policy and external events
- Ability to interpret statistical data related to the trends of key macroeconomic variables
- Ability to solve relevant exercises and interpret the results

3. SYLLABUS

Understanding Macroeconomic Parameters: 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.

Assessment of External Forces Affecting Agricultural Enterprises: 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.

Recognition of the Relationship Between Macroeconomics and Agricultural Policy: 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.

Development of Strategic Analysis Skills: 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.

Understanding the Impact of Macroeconomic Variables on Competitiveness: Exploration of how changes in macroeconomic conditions, such as exchange rates and financial policies, affect agricultural exports and the competitiveness of agricultural products.

4. TEACHING and LEARNING METHODS - EVALUATION

DELIVERY <i>Face-to-face, Distance learning, etc.</i>	<i>Face-to-face</i>	
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY <i>Use of ICT in teaching, laboratory education, communication with students</i>		
TEACHING METHODS <i>The manner and methods of teaching are described in detail.</i> <i>Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.</i> <i>The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS</i>	Activity	Semester workload
	Lectures	30
	Seminar	6
	Preparation of Individual assignments	20
	Preparation of Group assignments	20
	Study and analysis of bibliography	24
		100
STUDENT PERFORMANCE EVALUATION <i>Description of the evaluation procedure</i> <i>Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other</i> <i>Specifically-defined evaluation criteria are given, and if and where they are accessible to students.</i>	<ul style="list-style-type: none"> • Oral examination: 20% • Individual assignments: 50% • Group assignments: 30% 	

5. ATTACHED BIBLIOGRAPHY

<ul style="list-style-type: none"> - 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
