

Annotation of compulsory discipline

Name of the discipline	Business organization and production marketing in animal husbandry
Lecturer	Mashkin Yurii Oleksiovych PhD agricultural sciences, associate professor, Department of Technology of Poultry and Pig Production
Course and semester in which it is planned to study the discipline	Master's level of higher education, 3rd semester
Faculties whose students are invited to study the discipline	Biological-technological faculty
A list of competences and relevant learning results provided by the discipline	<p>According to the requirements of the educational and professional program "Technology of production and processing of livestock products", applicants must acquire the ability to acquire the following competencies:</p> <p>GC 1. Ability to abstract thinking, analysis and synthesis. GC 2. Skills in using information and communication technologies. PC 5. Ability to organize business and financial activities and evaluate the economic efficiency of production and processing of products of animal origin. PC 6. The ability to practically manage working or educational processes in the field of production and processing of products of animal origin, which are complex, unpredictable and require new strategic approaches. PC 10. The ability to clearly and unambiguously convey one's own knowledge, conclusions and arguments to specialists and non-specialists, in particular to people who are studying.</p> <p>The result of studying the discipline is the acquisition by students of the following knowledge and skills:</p> <ul style="list-style-type: none"> - to carry out research and/or carry out innovative activities in order to obtain new knowledge and create new technologies and products in the field of animal husbandry and in wider multidisciplinary contexts (to know the methodology of conducting research in order to obtain new knowledge in the field of animal husbandry; to be able to carry out innovative activities in order to create new technologies and products in the field of animal husbandry); - to search for necessary data in scientific literature, databases and other sources, to analyze and evaluate these data (to be able to search for necessary data in scientific literature, databases and other sources; to be able to analyze and evaluate data from scientific literature, databases and other sources); - to manage complex activities in the field of production and processing of livestock products, determine goals and objectives, plan and allocate work, manage resources (to be able to manage complex activities in the field of production and processing of livestock products; to be able to define goals and objectives, plan and allocate work, manage resources in the field of production and processing of livestock products); - to make effective decisions on the production and processing of animal husbandry products, including in difficult and unpredictable conditions, to forecast their development, to determine the factors affecting the achievement of the set goals, to analyze and compare alternatives, to assess the risks and probable consequences of

	<p>decisions (to be able to make effective decisions on the production and processing of livestock products, including in difficult and unpredictable conditions, forecast their development, determine the factors affecting the achievement of the set goals, analyze and compare alternatives, assess the risks and possible consequences of decisions on the production and processing of livestock products);</p> <p>- to be responsible for the development of professional knowledge and practices, evaluation of the strategic development of the team, formation of an effective personnel policy (to know the strategies of team development with professional knowledge and formation of an effective personnel policy).</p>
Description of the discipline	
Previous conditions which are necessary for the study of the discipline	The compulsory educational discipline "Business organization and production marketing in animal husbandry" is based on the knowledge of such disciplines as "Higher mathematics", "Economics and management of enterprises in animal husbandry", "Organization of production in agricultural enterprises" studied in previous courses.
The maximum number of students who can study at the same time	75 students
Topics of in-class activity	<p>Topics of lectures</p> <ol style="list-style-type: none"> 1. Introduction. Principles of academic integrity. Organizational basics of business. 2. Organizational and economic foundations of the enterprise and their association. 3. Principles of business organization and its application in modern conditions of animal husbandry. 4. Organization of production processes at livestock enterprises. 5. Economic essence of the market model of livestock enterprises. 6. Theoretical principles and practical aspects of marketing in animal husbandry. 7. Marketing research of animal products markets. <p>Topics of practical classes</p> <ol style="list-style-type: none"> 1. Organization of business at livestock enterprises. 2. Classification of livestock enterprises. 3. Organizational and economic justification of livestock enterprises. 4. Organization of production processes. 5. Organization of maintenance management at livestock enterprises. 6. Production stocks of fodder and their rationing. 7. Planning of technical preparation of production. 8. Basic principles of farm formations. 9. Calculation of indicators of the effectiveness of marketing development in animal husbandry. 10. Approaches to defining marketing in animal husbandry. 11. Research, analysis and assessment of the needs of real and potential consumers. 12. Prospects for the development of the livestock industry in Ukraine. 13. Methods of product quality assessment.
Language of teaching	Ukrainian