

Course: Competitiveness of agri-food sector of Western Balkans – implications of pre-accession support	
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Course goal The AgriCOM project envisages the implementation of an intensive training course, which would enable graduates and other interested parties to become familiar with topics related to the competitiveness of agri-food products in the process of EU integration. In this course practical aspects will be undertaken, with an emphasis on improving the competitiveness of the agricultural sector of Serbia. In this intensive training course, an interactive approach is planned, as well as debate activities while solving concrete practical problems. The aim of this approach is to increase the attractiveness of the topic and therefore the participant’s interest.	
Outcomes of the course Acquiring knowledge in the field of sustainable development of agricultural sector and rural areas, the instrument for pre-accession assistance for rural development, competitiveness of agriculture and investment analysis. Also, acquiring skills in Business plan creating and project applications. Participants will be able to manage the digital marketing process of agri-food products based on their acquired knowledge. They should also gain skills in how to set digital marketing strategies and leverage online advertising tools for agri-food products. Knowledge acquisition in the field of application of econometric methods and the ability of participants to perform independent quantitative estimations of various econometric models in field of agribusiness.	
Subject content <i>Investment analysis in function of increasing of competitiveness of agri-food products</i> This part of the training course will be divided in three main fields. First, participants will be introduced to the concept of sustainable development of agricultural sector and rural areas in EU and Western Balkans. Sustainable development will be analyzed in context of the environmental, social and economic sustainability. Also, particular emphasis will be on the instrument for pre-accession assistance for rural development (IPARD). Second, students will be presented with basic concepts of competitiveness with a particular focus on productivity analysis of agriculture of Western Balkans. In third field, focus will be on investment analysis at micro-level. At the beginning of this part, students will be introduced to the cost concepts in agriculture and basics of farm management. Then, investment analysis methods will be presented. At the end, students will learn how to create a business plan and how to apply for EU pre-accession funding for rural development (IPARD) and other projects. <i>Digital marketing of agri-food products</i> First of all, the emphasis is on understanding digital marketing, the media used in it, and the relationships with integrated marketing communications. Participants will also be introduced to the specifics of marketing of agri-food products, as well as all the possibilities of using new digital technologies in agri-food industry. After that, the focus of the course shifts to situational analysis, i.e. realization of digital marketing research as well as marketing environment - external (micro and macro) as well as internally. The next section is about digital marketing strategy. Finally, basic information on digital marketing tactics pertaining to marketing mix instruments is provided. Special attention will be paid to new trends in the agri-food industry, which significantly changed habits of consumers of agri-food products. Participants will, through practical examples, have the ability to implement a digital marketing research, the selection of elements of the strategy and tactics of digital marketing. <i>Econometric modelling in agribusiness as tool for increasing of competitiveness</i> Econometric modelling can represent very useful tool in agribusiness for analysing trends and estimation of models that can influence on increasing of competitiveness of agri-food products. In this part of the training course participants will be introduced to the basic concepts of econometric analysis through use of statistical software, with a special focus on panel data in agribusiness. Particular emphasis will be placed on creations models for panel data and time series, using models for forecasting, identifying which models are suitable for a given dataset, visualization of time series and panel data, transforming standard data into time series format, creating ARIMA and exponential smoothing models, interpreting given models, identifying the best time series libraries for a given problem and comparing the accuracy of different models.	
Number of active teaching classes	30
Method of carrying out the teaching Methods that will be used: classroom discussion, case method (group analysis, brainstorming and creative ideas), debate on choose topics, problem solving or case studies, quizzes. Also, self-learning and library research on topics or problems will be encouraged throughout entire course.	
Evaluation of knowledge The achievement of learning aims will be evaluated by AgriCOM Challenge (case study competition) after the course.	