International Master Course in Agricultural Management (MBA)

by

Prof. Dr. H. Stroebel
Deutschland:

Bayern
Standorte der FH Weihenstephan

Bayern:

Triesdorf

Freising
Exploitable yield gaps for wheat: actual versus obtainable yield
(high intensity, suitable crop land, no irrigation)

FAO: World Agriculture: towards 2015/2030

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Impact of Management in Milk Production

- **Cost per kg Milk**
  - $60.3$ for $2000$ kg Milk
  - $30.8$ for $8000$ kg Milk

- **Req. of Energy per kg of Milk**
  - $9.21$ for $2000$ kg Milk
  - $4.66$ for $8000$ kg Milk

- **Productivity per ha of land**
  - $4884$ for $2000$ kg Milk
  - $16000$ for $8000$ kg Milk

- **Productivity per ha of forage**
  - $4884$ for $2000$ kg Milk
  - $27093$ for $8000$ kg Milk

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Status Quo in Agriculture:

- Productivity
- Profitability
- Ecological Sustainability
- Produce Quality

are far below the natural and technological potential
Severe consequences for:

- food security
- economic and social prosperity
- environmental stability
- consumers‘ safety
- amount of regenerative bio-energy and raw materials
- rural development and reduction of problems of urbanization
Agriculture must be sustainable and use its potential at a high level of efficiency:

- Demand for produce will grow considerably
  - population growth
  - demand of regenerative energy and raw materials
- Future of mankind can not afford the deterioration of natural resources by ecologically not sustainable production systems
- Globalisation of agricultural markets require high competitiveness to maintain the share of domestic agriculture in domestic and international markets
The agricultural education and training systems in most developing and emerging countries are unable to provide the necessary type of professionals for the development of an economically efficient and ecologically sustainable agriculture.
Agricultural management plays a major role in closing the gap between the status quo and the technological and economic potential.
We need a **qualification offensive** in agricultural management:

- **university training**
- **training at colleges**
- **training of advisors**
- **training through distant (adult) education**

&

We need the improvement of the research systems in agricultural economics and management, especially in former socialist countries to support training and policy making.
Management Makes the Difference

Менеджмент - путь к переменам
History of the Study Course

• 1990 Founding in Stadtroda in Cooperation with the Universities of Jena and Leipzig

• 1991 Establishment of the International post-graduate course Agricultural Management at Weihenstephan-Triesdorf (2 Semesters)

• 2000 Up-grading to the International Master Course in Agricultural Management (MBA) (4 Semesters)

• 2004 Accreditation of the Course by ACQUIN (without conditions) for 5 years

• 2002 to 2004 Export of the Master Course to nine foreign universities (Kiew, Sumy, Poltava, Astana, Almaty, Kostanei, Novosibirsk, Tbilisi, Erewan)

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International Programs of theFH Weihenstephan-Triesdorf

- International Master-Course
  „Master of Business Administration in Agriculture“:
  1. Practical Training (1st semester of MBA-Course)
  2. Theoretical Training (2nd - 4th semesters of MBA-Course)

- Assistant advanced training program

- Lecturers’ training program

- Export of international Master-Course

- Qualification of advisers and establishment of commercial consulting services
Structure of the Master-Course „Agricultural Management“

Practical Study-Semester 1st Sem.
Practical training on selected farms
Courses in applied economics and management
Farm machinery course
Animal husbandry course

1st Semester at the University 2nd Sem.
Seminar on Production Economics
Business Analysis and Controlling
Computer application in business management
Languages: German English

Enterprise Internship
Training in a firm or institution dealing with agricultural services
(Agricultural trade, advisory services, consulting firms, food processing firms, chemical industry)

2nd Semester at the University 3rd Sem.
Specialisations in Management Consultancy or Rural Development
Farm Business Planning
Seminar on Agrarian Policies
Project planning and Evaluation
Methods of empirical social research
Strategies and Concepts of Agricultural marketing
Languages: German English

Master-Thesis 4th Sem.
Approx. 4 month
Final Degree: Master of Business Administration in Agriculture (MBA)

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Practical training program (1st Semester MBA)

For students and graduates of agricultural universities

Contents:

- Introductory courses  
  (incl. livestock husbandry and machinery courses)
- Practical training on qualified training farms
- Training in decision-making in agricultural management
- Supplementing courses at the university

Duration: 4 to 6 months

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International Master-Course (2\textsuperscript{nd} – 4\textsuperscript{th} semester)

For graduates of agricultural universities
(with sufficient knowledge of the German language and practical agricultural training)

Contents:

- Production Economics and Farm Business Planning
- Business Management
- Concepts and Strategies of Agricultural Marketing
- Seminar on Agricultural Policies
- Computer Application in Business Management and Linear Programming
- Economic Analyse and Controlling
- Advisory Methodology und Project Planning
- Business Planning

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Possible Sequences of Studies

Country A

4th Semester Master-Thesis

3rd Semester Specialisations and Applied Subjects

Enterprise Internship 15.2 - 14.3

2nd Semester Applied Subjects and Computer Application

1st Semester Practical Study-Semester

Country B

4th Semester Master-Thesis

3rd Semester Specialisations and Applied Subjects

Enterprise Internship 15.2 - 14.3

2nd Semester Applied Subjects and Computer Application

1st Semester Practical Study-Semester

Country C

4th Semester Master-Thesis

3rd Semester Specialisations and Applied Subjects

Enterprise Internship 15.2 - 14.3

2nd Semester Applied Subjects and Computer Application

1st Semester Practical Study-Semester

Possible Sequences of Studies

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<table>
<thead>
<tr>
<th>Country</th>
<th>Relevant Information</th>
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</thead>
<tbody>
<tr>
<td>Latvia</td>
<td>- 15 colleges of Technical Schools</td>
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<tr>
<td></td>
<td>- Agricultural University in Jelgava</td>
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<tr>
<td>Czech Republic</td>
<td>- Research and advisory service Kromeriz</td>
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<td></td>
<td>- Agricultural Universities in Prag and Brunn</td>
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<tr>
<td>Ukraine</td>
<td>- Agricultural Universities in Kiev, Sumy</td>
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<td></td>
<td>Poltava, Kamenez-Podolski, Vinnitsa, Zhytomyr, Uman, Simferopol (Krim)</td>
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<td></td>
<td>- Teaching-methodic centre for agric. colleges in Nimeshaevo</td>
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<td></td>
<td>- DUAP</td>
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<tr>
<td>Romania</td>
<td>- Agricultural University Cluj Napoca</td>
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<td>- Apuseni Regional Development Project</td>
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<tr>
<td>Bosnia Herzegovina</td>
<td>- Universities Banja Luka, Sarajewo and Mostar (Dzemal Bijedic)</td>
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<td>Armenia</td>
<td>- Agricultural Academy Yerewan</td>
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<td>Serbia</td>
<td>- University of Novi Sad</td>
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<td>Hungary</td>
<td>- Szent Istvan Universitat Gödöllő</td>
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<tr>
<td>Russia</td>
<td>- Agricultural Universities Moscow, Novosibirsk, Barnaul, Voronezh and Cheboksary</td>
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<tr>
<td>Kazakhstan</td>
<td>- Agricultural Universities in Almaty, Astana Kostanai and Kokschetav</td>
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<td>- Advisory groups at universities</td>
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<td>Georgia</td>
<td>- Agricultural Universities in Tbilissi/ Batumi</td>
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<td></td>
<td>- 14 colleges of Technical Schools</td>
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<td>Azerbaijan</td>
<td>- Agricultural Academy Ganja</td>
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<td>Croatia</td>
<td>- University of Zagreb</td>
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<td>Poland</td>
<td>- Agricultural Universities in Poznan, Wroclaw and Krakau</td>
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<td>Macedonia</td>
<td>- University ST. Cyril and Methodius</td>
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<td>Mongolia</td>
<td>- Agricultural University Ulaanbaatar</td>
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<td>Bulgaria</td>
<td>- Agricultural University Plovdiv</td>
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Location of Partner Universities
Location of Partner Universities
Number of Students in the International Network of Master Courses

<table>
<thead>
<tr>
<th></th>
<th>WS 03/04 2nd Semester</th>
<th>WS 03/04 4th Semester</th>
<th>WS 03/04 total</th>
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<tbody>
<tr>
<td>Weihenstephan</td>
<td>53</td>
<td>52</td>
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<tr>
<td>Kiew</td>
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<td>Sumy, Germany</td>
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<td>Tbilissi</td>
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<td>Astana</td>
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<td>Kostanei</td>
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<td>-</td>
<td>12</td>
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<td><strong>Sum partner countries</strong></td>
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Accreditation of the Master Course:

- Master Course was accredited by ACQUIN in June 2004 without conditions
- High Level Observers from Ministries of Education from Ukraine, Russia and Kazakhstan participated. This was most helpful for the licensing of the study courses in the partner countries
International Network of Master Courses

• International cooperation in training and research in agricultural management is most valuable for all partners.
• The working group has decided to extent the international network of master courses and to intensify the cooperation.
• A statute, stipulating regulations for cooperation and conditions of exchange, has been agreed upon and will be circulated to all universities interested to join the network.
| Internationales Netzwerk von Masterstudiengängen in Agrarmanagement und ländlicher Entwicklung | Международная сеть магистерских программ по аграрному менеджменту и развитию сельских регионов | International Network of Master Courses in Agricultural Management and Rural Development |
| Satzung | Устав | Statutes |
Rektorenkonferenzen des Netzwerks:

1999 in Weihenstephan-Triesdorf
2000 in Weihenstephan-Triesdorf
2001 in San Francisco (2nd GCHERA Conference)
2003 in Kiew (3rd GCHERA Conference)
2005 in Hangzhou (China)
   4th GCHERA-Conference 12th to 15th Sept.

GCHERA: Global Consortium for Higher Education and Research in Agriculture
Double Master Degrees:
• Agreement has been reached with Kiew
• Further universities will follow

Quality control:
• External Examinations
• Up-date of teaching materials
• Exchange of Lecturers
Financing of the International Cooperation

Zukunftsinvestitionsprogramm der deutschen Bundesregierung

Deutscher Akademischer Austausch Dienst
German Academic Exchange Service

Freistaat Bayern

BASF

REEMTSMA UKRAINE

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Management Makes the Difference

Менеджмент - путь к переменам