

CODE : HORT6	COURSE TITLE: SEED COMPANY MANAGEMENT		ECTS: 5	
COORDINATOR: DR. ROMAN HOLUBOWICZ, PROF.		DEPARTMENT: HORTICULTURAL SEED SCIENCE AND TECHNOLOGY		
COURSE CATEGORY				
VOLUME(H) 45			PERSONAL WORK (H)	
LECTURE: (30h)	PRACTICALS / LAB (15h)	PLACEMENT:(H)	PROJECT: (H)	OTHER MODALITIES: (H)
EVALUATION:		OTHER MODALITIES:	LECTURER(S)	
EVALUATION MODALITIES			DR. TOMASZ BRALEWSKI	
ORAL INDIVIDUAL REPORT				
WRITTEN INDIVIDUAL REPORT				
FINAL ORAL EXAM				
FINAL WRITTEN EXAM	X			
COMMENTS OF EVALUATION:		TEACHING METHODS: WRITTEN MATERIALS, FILMS, VISUAL PRESENTATION		
SEMESTER: WINTER		LANGUAGE: ENGLISH		
PERIOD: 15 WEEKS		YEAR OF STUDY: THIRD		
OBJECTIVES				
TO GET ACQUAINTED WITH THE SEED COMPANY MANAGEMENT				
CONTENTS				
<ul style="list-style-type: none"> ▪ ORGANISATION OF THE POLISH SEED MARKET. SEED COMPANIES IN POLAND. ▪ ORGANISATION OF THE PLANT BREEDING AND SEED PRODUCTION COMPANY. STRATEGIES OF MANAGING OF THE SEED COMPANY. ▪ THE ROLE OF PROMOTION. THE PRICE POLICY. THE SEARCH FOR MARKET DEMANDS. ▪ ORGANISATION OF SEED DISTRIBUTION. TRADE TALKS AND NEGOTIATIONS. ▪ POLISH SEED COMPANIES AFTER POLAND JOINS THE EUROPEAN UNION. 				
GROUP SIZE:		PRE-REQUIRES:		