



Module	Consumer Behaviour, Markets and Trade
Code	MSLS_AF-12
Degree Program	Master of Science in Life Sciences (MSLS)
ECTS Credits	5
Workload	150 h: Contact 50 h; Group Exercise 10 h; Self-study 90 h
Module Coordinator	<p>Name Dr. Urs Egger</p> <p>Phone +41 31 910 22 01</p> <p>Email urs.egger@bfh.ch</p> <p>Address Bern University of Applied Sciences, School of Agricultural, Forest and Food Sciences, Laenggasse 85, 3052 Zollikofen</p>
Lecturers	<ul style="list-style-type: none"> • Dr. Jürgen Blaser • Ulrike Brämwig • Dr. Urs Egger • Guest lecturers
Entry Requirements	<p>Knowledge of the principles of economics and marketing: Work through chapters 1 and 2 in Hudson (2007) and check your understanding by doing the pre-course test questions in the book.</p> <p>Basics of markets and policy in food, timber or agricultural markets.</p>
Learning Outcomes and Competences	<p>After completing the module students will be able to:</p> <ul style="list-style-type: none"> • describe and analyse the characteristics and functioning of selected agricultural, food and timber markets; • explain current developments on these markets, from a perspective of consumer behaviour, international trade, market structures and framing conditions; • analyze and explain the influence of selected marketing and pricing strategies; • analyze the impacts of trade barriers and trade liberalisation on different markets in different economies; • draw conclusions for the management of value chains.
Module Content	<p>The module will deal with the following topics by drawing on examples from agriculture and forestry:</p> <ul style="list-style-type: none"> • Consumer behavior, psychology and choice (incl. consumption trends and lifestyle) • Market and price theory, pricing strategies; • Economics of international trade and vertical markets (incl. the role of exchange rates); • Characteristics of agricultural, food and timber/forest products markets in different countries, with presentation of selected case studies; • Framework conditions: market organizations and trade policy, national and international legislation and regulation, trade agreements and international terms (incl. WTO, Incoterms, etc.); • Access to market data and conducting market analyses. • Futures and Hedging on commodity markets
Teaching / Learning Methods	Introductory lectures, self-study, learn-team coaching, seminars with representatives of selected industries, trade organisations and federal administration, as well as students' presentations and joint discussions.
Assessment of Learning Outcome	<ol style="list-style-type: none"> 1) Individual participation in seminar discussions (10%) 2) Individual paper on a specific market issue / analysis (60%) 3) Presentation of individual paper (30%)

Bibliography	<p>FAO (Food and Agriculture Organization), 2007. Governance, coordination and distribution along commodity value chains. Rome, 4-5 April 2006. Rome: Food and Agriculture Organization of the United Nations FAO commodities and trade proceedings, 2, 1-5.</p> <p>FAO (Food and Agriculture Organization), 2009. The State of Agricultural Commodity Markets. Food and Agriculture Organization of the United Nations, Rome, Italy.</p> <p>FAO (Food and Agriculture Organization), 2010. Global Forest Resources Assessment 2010. Main report. FAO Forestry Paper No. 163. Food and Agriculture Organization of the United Nations and European Commission Joint Research Centre, Rome, FAO.</p> <p>FAO (Food and Agriculture Organization), 2011. State of the World's Forests. Food and Agriculture Organization of the United Nations, Rome, FAO. Accessed on 07.01.2013, http://www.fao.org/docrep/013/i2000e/i2000e.pdf</p> <p>Hudson D, 2007. Agricultural Markets and Prices. Blackwell, Malden, MA, USA / Oxford, UK / Carlton, VIC, Australia.</p> <p>In addition, a list with selected references and readings will be made available before the start of the module.</p>
Language	English
Comments	<p>Teaching includes scheduled lectures as well as lectures on demand requested by individual learning teams</p> <p>The sequences with guest lecturers and the seminars where market studies are presented are compulsory for students. The detailed schedule with the dates of the compulsory sequences will be uploaded on Moodle 4 weeks before the start of the module.</p>
Last Update	17.02.2016 / Urs Egger