

**Building Capacity  
of Serbian Agricultural  
Education  
to Link with Society**



Tempus

**Izgradnja kapaciteta  
srpskog obrazovanja  
u oblasti poljoprivrede  
radi povezivanja sa društvom**

**Coordinator:  
University of Belgrade  
Faculty of Agriculture**

**Koordinator:  
Univerzitet u Beogradu  
Poljoprivredni fakultet**

## COURSE REGISTRATION FORM

<b>Teacher</b>	Vilmoš Tot
<b>University</b>	EDUCONS University
<b>Course</b>	Key factors of business idea development in agriculture
<b>Target</b>	Agricultural Middle Schools/ Agricultural Extension Service
<b>Type</b>	classic
<b>Duration</b>	1 day – 8 hours

<b>Description</b>	Considering the Strategy of Agriculture and Rural Development of Republic of Serbia (2014-2014) and the need to respect the principle of sustainable development as well as the new role of agriculture in the economy and society, we can conclude that the agriculture is a key resource for development of the region. However, there is either a lack of ideas or a lack of implementation of existing ideas. Both are a result of unfamiliarity with the management process, inadequate planning, organizing, leadership and control as well as restrictions on creating products and values. The main course task is to systematize the knowledge of the participants and emphasize the importance of proper business philosophy creation based on creating value with a purpose of gaining competitive advantage in order to have a viable and possible business venture in the field of agriculture.
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<b>Contents</b>	<ol style="list-style-type: none"> <li>1. Business philosophy (from vision to task)</li> <li>2. Environmental analysis (external and internal)</li> <li>3. Creating value opposite to creating products in agriculture</li> <li>4. Gaining competitive advantage in agriculture</li> <li>5. Errors in managing change</li> </ol>
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<b>Objectives</b>	<p>The main course objectives include the following:</p> <ol style="list-style-type: none"> <li>1. Understanding the notion of a business idea and its development,</li> <li>2. Understanding the importance of impact and continuous analysis of the elements of the business environment</li> <li>3. Understanding the difference between value creation and product creation</li> <li>4. Understanding the concept and basic elements of a competitive advantage and</li> <li>5. Recording and managing basic errors in change management</li> </ol>
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<b>Activities</b>	<ol style="list-style-type: none"> <li>1. Evaluation of participants prior knowledge on planned topics - entrance test - before the start of the course, participants will do a placement test, which will provide us with insight into the level of prior knowledge</li> <li>2. Identifying the key elements of external and internal environment that</li> </ol>
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influence the agricultural organization through a case study to - development of case study on the key impacts on agricultural economy which means that after analyzing a theoretical account of the key elements of external and internal environment of agricultural organizations, participants analyze and through discussion identify all the elements, then define and categorize the criteria of external and internal environment. In cooperation with the lecturer will briefly comment on the results of the work and emphasize the key results of the analysis of case studies

3. Spotting the differences between the product and value - Discussion on the topic: Defining our vision products, with the aim of detecting the lack of competitiveness from the perspective of the market. That is, the goal of the discussion is the analysis of existing strengths compared to the competition as well as the possibility of competition copying our advantages. Lecturer briefly comment on the students' results and findings and also emphasizes key findings. Purpose of commenting on the results of work is coming to the same conclusion and raising awareness among students about the need to create value.
4. Through a group work recording of the advantages and difficulties in carrying value creation - Dividing participants into groups with the task of creating value from existing products and record all the difficulties encountered during operation. Presentation of the teams and joint analysis of the perceived difficulties. Lecturer briefly comment on results and highlights key results of the participants
5. Spotting their own strengths and weaknesses in order to create a competitive advantage - Participants remain in groups and analyze the work of moving from product to value creation of other groups. They also get assigned to perceive strengths and weaknesses and explain the key difference that is created in relation to the competition. Lecturer briefly comment on results and highlights key results of the participants
6. Defining the errors that occur in the development of ideas - Through examples from practice, pointing out the most common mistakes that occur in the process of leading change
7. Course evaluation

**Materials**

Projector, blackboard, chalk, paper for additional material (case studies, instructions, etc.).