

<b>Module Name</b>	<b>Product Development and Seed Market</b>
<b>Module Level, if applicable</b>	Intermediate
<b>Code if Applicable</b>	0420206004
<b>Subtitle, if applicable</b>	-
<b>Courses, if applicable</b>	0420206004 (Product Development and Seed Market)
<b>Semester(s) in which the module is taught</b>	6
<b>Person responsible for the module</b>	Fatimah Nursandi, Ir. M.Si. Dr.
<b>Lecturer</b>	Fatimah Nursandi, Ir. M.Si. Dr.
<b>Language</b>	Indonesian
<b>Relation to curriculum</b>	Compulsory Courses for undergraduate program in Department of Agrotechnology, Faculty of Agriculture and Animal Science.
<b>Type of teaching, contact hours</b>	Type of teaching: Face to Face and Discussion. Fieldtrip, Mini project Contact hours : 1 hours x 16 weeks = 16 hours
<b>Workload</b>	<ul style="list-style-type: none"> <li>• Class : 2 hours x 14weeks = 28 hours</li> <li>• Mini Project and Presentation class : 1 hours x 14 weeks = 14 hours</li> <li>• Fieldtrip= 4 Hours x 1 time = 4 hours</li> <li>• Examination 1 hours x 2 time = 2 hours</li> <li>• Total : 16 Hours</li> </ul>
<b>Credit points</b>	SKS 3 SCH x (1.5) = 4.5 ECTS
<b>Requirements according to the examination regulations</b>	1. Registered in this course 2. Minimum 80% attendance in this course
<b>Recommended prerequisites</b>	No prerequisites
<b>Module Objectives (Intended learning outcomes)</b>	Students can understand forecasting and demand for the seed market, students can understand about developing seed products according to market desires (can conduct market surveys), students can understand the development of the seed market (can explain the seed market share)
<b>Module Content</b>	Demand forecasting and planning, market demand survey, product development, market development,
<b>Study and examination requirements and forms of examination</b>	<b>Cognitive:</b> Midterm exam, Final exam, Quizzes, Assignments <b>Psychomotor:</b> Practice <b>Affective:</b> Assessed from the element /variables achievement, namely (a) Contributions (attendance, active, role, initiative, and language), (b) Being on time, (c) Effort.
<b>Media employed</b>	Classical teaching tools with white board and power point presentation, fieldtrip, mini project (market survey )
<b>Recommended Literature</b>	For Class <ul style="list-style-type: none"> <li>- Magdalena Prieler. 2022. EU reform of seeds marketing rules. Which seeds for a just transition to agroecological and sustainable food systems? The Greens/EFA in the European Parliament Rue Wiertz 60, 1047 Brussels</li> <li>- Bambang Sayaka. 2023. Redesain Kebijakan Pengembangan Industri Benih Tanaman Pangan dan Sayuran Berbasis Permintaan Pasar. Penerbit BRIN. Jakarta</li> </ul>

	<ul style="list-style-type: none"><li>- Tarecq Shehadeh. 2021. How Does The Native Seed Market Work? Puddingburn Publishing Services.</li><li>- MacRobert, J.F. 2009. Seed business management in Africa. Harare, Zimbabwe, CIMMYT.</li></ul>
<b>Date of Last Amendment</b>	23 <sup>rd</sup> August 2022