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| Module Name | Seed Commerce |
| Module Level, if applicable | Advance |
| Code if Applicable | 0420206006 |
| Subtitle, if applicable | - |
| Courses, if applicable | 0420206006 (Seed Commerce) |
| Semester(s) in which the module is taught | 6 (CoE) |
| Person responsible for the module | Aulia Zakia, SP., MSi. |
| Lecturer | Aulia Zakia, SP., MSi. and partners from seed industry |
| Language | Indonesian |
| Relation to curriculum | Compulsory Courses for undergraduate program in Department of Agrotechnology, Faculty of Agriculture and Animal Science. |
| Type of teaching, contact hours | Lecture, Project, Presentation, Independent learning, Lab work, Fieldtrip, Examination |
| Workload | <ul style="list-style-type: none"> • Lecture: 2 sks × 50 minutes × 16 weeks • Project: 2 sks × 60 minutes × 16 weeks • Independent Learning: 1 sks × 60 minutes × 4 weeks • Lab Work: 1 sks × 170 minutes × 6 weeks • Fieldtrip: 1 sks x 170 minutes x 6 weeks • Examination 2 hours x 60 minutes x 2 time |
| Credit points | SKS 3 SCH x (1.5) = 4.5 ECTS |
| Requirements according to the examination regulations | 1. Registered in this course 2. Minimum 80% attendance in this course |
| Recommended prerequisites | No prerequisites |
| Module Objectives (Intended learning outcomes) | Students are able to understand the flow of seed trade, handling on customer satisfaction, market acceptance, and business strategies of the seed industry. |
| Module Content | This course facilitates students to learn more about the flow of seed trading, handling on customer satisfaction, market acceptance, and seed industry business strategies. It is intended to know the flow of distribution and marketing of seed products until it reaches the hands of users/farmers. |
| Study and examination requirements and forms of examination | <p>Cognitive: Midterm exam, Final exam, Quizzes, Assignments</p> <p>Affective: Assessed from the element /variables achievement, namely (a) Contributions (attendance, active, role, initiative, and language), (b) Being on time, (c) Effort.</p> |
| Media employed | Classical teaching tools with whiteboard and power point presentation |
| Recommended Literature | For Class |

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| | <p>A. Compulsory</p> <ul style="list-style-type: none"> - Module from partners (seed industry) - Arvianti EY. 2006. Pengaruh kebijakan marketing mix terhadap pemasaran benih kedelai (PT. Sang Hyang Seri Cabang Jawa Timur dan Bali di Malang). Buana Sains 6(1): 83-88. - Aprianti D., Hakim NA., Berliana D. 2019. Rice seed marketing strategy case study at PT. BCG (Persero) UBR V, East Lampung Regency. J. of Food System and Agribusiness. 3(1): 24-30. - Egim AS., Fermayani R., Harahap RR., Atsarina A. 2022. Penyuluhan strategi pemasaran pada pelaku usaha bibit tanaman hias dan buah di lubuk minturun, Kota Padang. Reswara 3(1): 48-54. - Irwin MM., Sumarji, Daroini A. 2018. Strategi pemasaran benih tanaman hortikultura di PT. Wira Agro Nusantara Sejahtera. Ejournal UNISKA Kediri. DOI: 10.32503/hijau.v5i1.876 - Nurhivilda D., Harisudin M., Adi RK. 2015. Strategi pemasaran benih tomat varietas Kaliurang oleh Balai Pengembangan Perbenihan Tanaman Pangan dan Hortikultura Daerah Istimewa Yogyakarta. 3(2): 84-96. - Sudjindro. 2009. Permasalahan dalam implementasi system perbenihan. Buletin Tanaman Tembakau, Serat, dan Minyak Industri. 1(2): 92-100. - Sugiharta IN., Darmawan DP., Yudhari IDAS. 2016. Strategi pemasaran benih padi pada UD Tani Sejati di Kecamatan Blahbatuh Kabupaten Gianyar. E-Jurnal Agribisnis dan Agrowisata. 5(4): 648-657. - Ubaedillah A., Rusman Y., Sudradjat. 2014. Analisis pemasaran benih padi sawah (Oryza sativa L.) Varietas Ciherang (Studi kasus di Desa Sindangsih Kec. Banjarsari Kab. Ciamis). Jurnal Ilmiah Mahasiswa Agroinfo Galuh. 1(1): 9-16. <p>B. Option</p> <ul style="list-style-type: none"> - Various related journals (most recent 10 years). - Various related textbooks. |
| Date of Last Amendment | 23 rd August 2022 |