

UNIVERSITY OF NAIROBI

SCHOOL OF ECONOMICS

2020

XEA 305: Agricultural Production Analysis and Marketing

Course Objectives: To expose learners to farm management decision making issues and the principles of marketing in agriculture with relevance to African conditions.

Prerequisites: XEQ 203-Mathematics for Economists I; XET 201-Microeconomics; XET 202-Macroeconomics.

Course Content: The nature and characteristics of Agricultural Production in Less Developed Countries. Dynamics of Agricultural Production in Africa. Production principles; production functions, linear programming and its application, farm planning and budgeting. Profit-maximization versus efficiency. Formal analysis of firm production under conditions of risk and uncertainty. Marketing meaning and responsibilities. Role of Agricultural Marketing in Economic Development. Marketing System; Functions Institutions, agencies and channels. Special features of agricultural products. Mechanism of pricing of Agricultural Products. Marketing efficiency.