

1. INFORMATION OF COURSE AND LECTURER

- 1.1. Course name and code: Production and Value chains in aquaculture
- 1.2. Course specification: 3 Cred. (Theory: 2; Assignment: 1; Practice: 0), 45 hours (T: 30; A: 15; P: 0)
- 1.3. Prerequisites courses: Micro Economics, Macro Economics, Specialze English
- 1.4. Responsible Department: Aquaculture Economics
- 1.5. Information of lecturer:
 - Name: Assoc. Prof.Dr. Le Nguyen Doan Khoi
 - Email: lndkhai@ctu.edu.vn
 - Co-teaching lecturer:
 - Name : Prof.Dr. Do Minh Chung
 - Email:

2. COURSE DESCRIPTION

This course describes the main content of production value chais and modeling methodology and evaluation of production value chains. This course focuses on the application in aquaculture procducts; and the practices in policy analysis and agricultural policy at sector, region, and international level. Moreover, this course also introduces the application tools of qualitative and quantitative for specific industry.

3. COURSE EXPECTED LEARNING OUTCOMES

After learning this course, students have capacity to understand, discuss topics of production value chains. They can apply the theory to do research at sector, region, and international level.

Theoretically:

- Understanding the theory of value chains, aquacultural industry and the research methodology, the practices at different level.
- Understanding and applying the qualitative and quantitative methods in production value chains.
- Understanding the base of building value chain upgrading strategy and market access tools.

Practically:

- Getting the skill of value chains analysis based on point of views and different specialization.

4. COURSE CONTENTS

Chapters	Hours (T/A/P)
<p>Chapter 1: INTRODUCTION</p> <p><i>This chapter will provide knowledge in the concept of value chain methodology</i></p> <p>1.1. Theory of value chains 1.2. Global value chains 1.3. Tools of value chains analysis 1.4. Value chain models</p> <p><i>In order to understand well this chapter, students should read references of [1], [3].</i></p>	5/0/0
<p>Chapter 2: Market và market access</p> <p><i>This chapter will provide knowledge related to market such as concept of marker, market supply and demand, market segment, market informationa and the characteristics of aquaculture market</i></p> <p>2.1 The concept of market and market access 2.1.1 Definition of market 2.1.2 Market activities 2.1.3 Market access 2.1.4 Market classification 2.1.5 Market segmentation 2.2 Market supply and demand 2.2.1 Market demand 2.2.2 Market demand 2.2.3 Market equilibrium 2.3 The characteristics of aquaculture market</p> <p><i>In order to understand well this chapter, students should read references of [1], [3].</i></p>	5/0/0
<p>Chapter 3:</p> <p><i>This chapter focuses on value chains system, the characteristics of value chains system, the quantitative and qualitative methodology in value chains</i></p> <p>3.1 Value chains system 3.2 The characteristics of value chains system 3.3 The method of value chains selection for analysis 3.4 Measure of value chain activities</p> <p><i>In order to understand well this chapter, students should read</i></p>	5/0/0

<i>references of [1], [2].</i>	
<p>Chapter 4: Analysis of product value chains</p> <p>This chapter gives the content include: draw value chains map and describe product value chains, <i>analysis of value chain economics, analysis of value chain logistic, analysis of product supply chains risk, and policy analysis</i></p> <p>4.1 Draw value chains map and describe product value chains</p> <p>4.2 Analysis of value chain economics</p> <p>4.3 Analysis of value chain logistic</p> <p>4.4 Analysis of relevant policies</p> <p>4.5 Group assignment</p> <p><i>In order to understand well this chapter, students should read references of [1], [3], [7]</i></p>	5/5/0
<p>Chapter 5: Analysis of business environment and competitive advantage</p> <p><i>This chapter will provide the knowledge of value chains business environment and product competitive advantage in the market. This is the foundation for suggesting the strategy of upgrading value chains</i></p> <p>5.1 Introduction</p> <p>5.2 The tools of business environment analysis</p> <p>5.2.1 PEST analysis</p> <p>5.2.2 4P strategy analysis</p> <p>5.2.3 SWOT analysis</p> <p>5.3 Competitive advantage analysis</p> <p>5.4 Bài tập nhóm</p> <p>5.5 Group assignment</p> <p><i>In order to understand well this chapter, students should read references of [1], [3], [4], [5]</i></p>	5/5/0
<p>Chapter 6 Value chains upgrading strategy</p> <p>This chapter will provide the knowledge of the supportive actors in value chains and based on business environment analysis and competitive advantage to upgrade product value chains</p> <p>6.1 Strategic vision</p> <p>6.2 Value chains upgrading strategy</p> <p>6.2.1 The foundation of building value chains upgrading strategy</p> <p>6.2.2 Value chains upgrading strategies</p>	5/5/0

<p>6.3 Value chains upgrading support</p> <p>6.3.1 The role of value chains upgrading support</p> <p>6.3.2 The content and the mission of value chains upgrading support</p> <p>6.3.3 Support tools</p> <p>6.4 Setting up business cooperation</p> <p>6.4.1 Horizontal cooperation</p> <p>6.4.2 Vertical cooperation</p> <p>6.4.3 The benefits of horizontal and vertical cooperation</p> <p>6.5 Group assignment</p> <p><i>In order to understand well this chapter, students should read references of [1], [7]</i></p>	
---	--

5. TEACHING METHODS AND ASSESSMENT

5.1. Teaching methods:

This course will include lecture (30 hours) and group assignment (15 hours). In the class, the student will do assignment and group presentation.

5.2. Assessment methods:

Group presentation: 20%, group assignment: 30% and final exam: 50%.

6. READING REFERENCES

- [1]. Fabien Tallec and Louis Bockel (2005). Commodity chain analysis. Constructing the Commodity Chain. Functional analysis and Flowchart. EASYPol. Module 043. FAO.
- [2]. Gereffi G., J.Humphrey. (2003), The governance of global value chains: an analytical framework
- [3]. M4P. (2008). Making value chains work better for the poor: A toolbook for practitioners of value chain analysis. A publication financed by the UK Department for International Development (DFID).
- [4]. Le Nguyen Doan Khoi (2011), Quality management in the Pangasius export supply chain in Vietnam, University of Groningen, the Netherlands
- [5]. Le Nguyen Doan Khoi, Nguyen Phu Son, and Tu Van Binh. (2012), Pangasius Quality management and market access of small-scale farmers in the Mekong River Delta, Vietnam, SEARCA, the Philippines.
- [6]. Võ Thị Thanh Lộc và Nguyễn Phú Sơn (2013), Giáo trình Phân tích chuỗi giá trị sản phẩm, Nhà xuất bản Đại học Cần Thơ.

[7]. Võ Thị Thanh Lộc và Lê Nguyễn Đoàn Khôi (2011), Phân tích tác động các chính sách và chiến lược nâng cấp chuỗi ngành hàng lúa gạo, tạp chí khoa học trường Đại học Cần Thơ, số 19b-2011, trang 110-121

Date:

Lecturer

Assoc. Prof. Dr. Le Nguyen Doan Khoi