

University of Pretoria Yearbook 2025

Introduction to agricultural economics 210 (LEK 210)

Qualification	Undergraduate
Faculty	Faculty of Natural and Agricultural Sciences
Module credits	14.00
NQF Level	06
Programmes	BCom specialising in Agribusiness Management
	BCom specialising in Statistics and Data Science
	BSc in Food Science
	BScAgric in Agricultural Economics in Agribusiness Management
	BScAgric in Animal Science
	BScAgric in Applied Plant and Soil Sciences
	BScAgric in Applied Plant and Soil Sciences 5-year programme
	BScAgric in Plant Pathology
	BScAgric in Plant Pathology 5-year programme
Service modules	Faculty of Economic and Management Sciences
Prerequisites	No prerequisites.
Contact time	1 practical/tutorial per week, 3 lectures per week
Language of tuition	Module is presented in English
Department	Agricultural Economics Extension and Rural Develo
Period of presentation	Semester 1

Module content

Introduction to the world of agricultural economics: where to find practising agricultural economics services, overview of South African Agricultural Economy, scope of agricultural economics. Introduction to consumption and demand: utility theory, indifference curves, the budget constraint, consumer equilibrium, the law of demand, consumer surplus, tastes and preferences, and measurement and interpretation of elasticities. Introduction to production and supply: condition for perfect competition, classification of inputs, important production relationships, assessing short-run business costs, economics of short-run decisions. Isoquants, iso-cost line, least cost combination of inputs, long-run expansion of inputs, and economics of business expansion, production possibility frontier, iso-revenue line and profit maximising combination of products. Introduction to market equilibrium and product prices: market equilibrium in a perfectly competitive market, total economic surplus, changes in welfare, adjustments to market equilibrium, market structure characteristics, market equilibrium in a imperfectly competitive market, government regulatory measures. Introduction to financial management in agriculture: Farm management and agricultural finance, farm management information; analysis and interpretation of farm financial statements; risk and farm planning. Budgets: partial, break-even, enterprise, total, cash flow and capital budgets. Elements of business plan, marketing planning and price risk. Financial structuring and sources of finance for farm business. Time value of money.

General Academic Regulations and Student Rules

The [General Academic Regulations \(G Regulations\)](#) and [General Student Rules](#) apply to all faculties and registered students of the University, as well as all prospective students who have accepted an offer of a place at the University of Pretoria. On registering for a programme, the student bears the responsibility of ensuring that they familiarise themselves with the General Academic Regulations applicable to their registration, as well as the relevant faculty-specific and programme-specific regulations and information as stipulated in the relevant yearbook. Ignorance concerning these regulations will not be accepted as an excuse for any transgression, or basis for an exception to any of the aforementioned regulations. The G Regulations are updated annually and may be amended after the publication of this information.

Regulations, degree requirements and information

The faculty regulations, information on and requirements for the degrees published here are subject to change and may be amended after the publication of this information.

University of Pretoria Programme Qualification Mix (PQM) verification project

The higher education sector has undergone an extensive alignment to the Higher Education Qualification Sub-Framework (HEQSF) across all institutions in South Africa. In order to comply with the HEQSF, all institutions are legally required to participate in a national initiative led by regulatory bodies such as the Department of Higher Education and Training (DHET), the Council on Higher Education (CHE), and the South African Qualifications Authority (SAQA). The University of Pretoria is presently engaged in an ongoing effort to align its qualifications and programmes with the HEQSF criteria. Current and prospective students should take note that changes to UP qualification and programme names, may occur as a result of the HEQSF initiative. Students are advised to contact their faculties if they have any questions.