

**AGEC 530 – Strategic Food and Agribusiness Management**  
**Syllabus**  
**2017**

**Note:**

This is a distance based online course. The course starts March 6, 2017 and ends June 2, 2017. We will meet the first day of class in person to discuss the logistics for the remainder of the course. The course includes an optional International Residency with additional fees.

**Prerequisites:**

A basic, working knowledge of accounting and finance is assumed. Other management coursework is useful but not required.

**Course Objectives:**

The course will:

- Provide you with a framework for integrating previous coursework in marketing, economics, accounting, finance, human resource management, and operations management;
- Develop your ability to think strategically about business decisions;
- Enhance your business problem-solving skills; and
- Improve your ability to communicate effectively in both oral and written form

**Course Reading List:**

Text: Grant, Robert M. Contemporary Strategy Analysis. 8th Edition. John Wiley & Sons, 2013. ISBN 1119941881

Other Readings: A number of readings, in addition to the text, will be assigned throughout the semester. These readings will be made available to you electronically on the website.

Case Studies: A series of case studies will be used throughout the semester to support the topics we discuss. These case studies will be made available for you on the website.

**Method of Instruction (Distance based course taught exclusively on-line except for the International Residency):**

The instruction will consist of:

1. Downloadable lectures;
2. Reading assignments;
3. Management case studies
4. International Residency Project

Lectures: I will provide 8 to 10 recorded lectures throughout the semester. These lectures will provide my perspective on the topics covered in the text. They are not a replacement for the text.

Reading Assignments: Reading assignments will be drawn from the current literature on strategic management. Students will be expected to have read the assignment and incorporate the concepts into the case analyses and discussion forum.

Case Study Analyses: There will be 10 groups in the class. Each group will complete 5 case study analyses during the semester. The purpose of the case study analyses is to apply the strategy concepts from the

text/readings/lecture to an actual business case. These case study analyses will be posted to the discussion forum on the second Wednesday of each two week topical section of the course.

Discussion Forum Assignment: On second Friday of each two week module each individual student will post a critique of a case study analysis developed by one of their fellow colleague groups as assigned. These critiques will be posted directly on the discussion forum and each individual will then be expected to engage in a lively and thoughtful dialogue on the discussion forum with their colleagues around the case study analysis and critiques. Further information will be provided.

International Residency Project: Students will participate in development of an industry analysis in the international business setting. Each team will participate in the (required) oral presentation. In addition to the final presentation students will be asked to perform a comparative grocery store assignment for in-class discussion and prepare overviews of the company visits to be conducted during the international residency. In lieu of the International residency

#### Course Policies:

Grades: Weights used to assign a grade for the class will be as follows:

Item	Weight
Case Study Analyses	40
Discussion Forum Activity	40
<u>International Residency Project</u>	<u>20</u>
Total	100%

Late work will receive a letter grade reduction for each day it is late.

Review Purdue University's Policy on Academic Integrity

#### Professionalism:

I will treat each of you as professionals and expect the same from you in return. Just as in the business world, sloppy work will not be tolerated in this course. Nor will inadequate preparation. If you have questions or concerns about the course material or methods don't hesitate to contact me. I am a reasonable person and will work with you when legitimate issues arise.