

AGEC 686/530 – Strategic Food and Agribusiness Management
Syllabus
2016

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:

The instruction will consist of:

1. Downloadable lectures;
2. Reading assignments;
3. Management case studies
4. Argentina Case Study Project
5. Individual Company Project (MS Resident Students only)

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 discussion forum.

Case Study Assignments: Several (5 to 6) group assignments will be given. Late assignments will receive a letter grade deduction for each week it is late for all group members. The 1st week starts the day it is due.

Discussion Forum Assignment: Every other week a critique of the case study assignment will be assigned. Each student, individually, will provide a written critique of another group's case study analysis (the specific group case study analysis to be critiqued will be assigned). These critiques will be posted 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: MS/MBA students (working in teams different from your normal teams) 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. These projects will be conducted jointly with students enrolled in the International Agribusiness Strategy course AGEC699.

Individual Company Project: MS Resident students not participating in the international residency will conduct a comprehensive strategic analysis of a food or agribusiness company of their choosing. The assignment will result in a PowerPoint presentation with an accompanying voice over presentation to be emailed to me directly by the last day of the class. (more information will be forthcoming).

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%

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. The Team Case Study Project will help your team and the rest of your classmates prepare for the international experience. My expectation is that you will take ownership of not only this industry analysis project but all of the international experience, including preparing short overviews of our visits to share with classmates, acting as class representatives for particular host sites, and engaging in an active and intellectual way in the overall experience.