

AGEC 530 – Strategic Food and Agribusiness Management
Syllabus
2019

Note:

This is a distance based online course. The course officially starts February 25, 2019 and ends May 16, 2019. We will schedule a WEBEX meeting in late January/early February 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. 9th Edition. John Wiley & Sons, 2016. ISBN 1119120845

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 or case research 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 8 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 the 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 have the opportunity to travel to Brazil to study agribusiness in a different country. The residency will take place May 18-25, 2018. 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. See options for the additional cost of the residency at the bottom of this syllabus.

Alternative to the International Residency: In lieu of the International residency and deliverables, students may choose to conduct a comprehensive case study analysis of a food or agribusiness company of their choosing (prior approval of the company by me is required). This case study analysis must incorporate all course content in the analysis of the company, be developed in PowerPoint, and a voice over presentation of the material must be recorded. The deliverable will be the PowerPoint and the voice over presentation.

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.

Please review Purdue University's Policy on Academic Integrity. I will follow this policy in its strictest sense.

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.

Options for the cost of the International Residency:

- A) Pay \$2500 to participate in the residency. This fee includes: hotel, most meals, in-country transportation, and field visit costs.
- B) Register for a separate Purdue course that will provide 3 credit hours for the international residency. The cost for this course would be \$3,495. There would be no additional fees.

With either option, you will be responsible for your airfare to and from the course city (Ribeirao Preto, Sao Paolo, Brazil - https://en.wikipedia.org/wiki/Ribeir%C3%A3o_Preto), meals not covered by the program, and incidentals. In the past, the department has offered scholarships to defray a portion of the cost, this has not been approved yet for this year.