

AGEC 751

STRATEGIC MANAGEMENT ISSUES IN AGRICULTURE

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Course Description: Prerequisite: graduate standing and consent of instructor. Designed to develop strategic management skills needed for successful operation of agribusinesses and non-profit organizations. Emphasis on viewing management from a broad organizational perspective through an integrated approach. The ability to assimilate and analyze information from all aspects of the organization (ie. Management, information systems, finance, accounting, production, etc.) in order to solve complex problems.

Course Objectives:

- Develop a “big picture” perspective of management.
- Integrate previous material covered in previous graduate courses to solve complex management problems.
- Develop critical thinking skills through the solution of organizational case studies.
- Develop team skills through the completion of case studies.
- Hone business and technical writing skills through report writing and professional business plans.
- Help students to become more conscious of the importance of ethical principles, personal and company values, and socially responsible management practices.

Required Textbook:

Strategic Management & Business Policy, 10th Edition, Thomas Wheelen and J. David Hunger, Prentice Hall (2006) (Hardback ISBN: 0-13-149459-7) or (Digital ISBN: 0131863010)

- You can purchase the hardback edition or the digital edition. The choice is up to you.

Various readings from The Wall Street Journal, Fortune, and Business Week

Course Grading

Case Study Analysis	20%
Business Plan	20%
Mid-term Exam	20%
Final Exam	20%
<u>Weekly Quizzes</u>	<u>20%</u>
TOTAL	100%

Course Policies and Procedures

1. **Students are encouraged to access course materials regularly.**
2. **Students are expected to complete all reading assignments prior to the group discussions. (This is extremely important when discussing cases)**
3. **All homework is expected at the beginning of the class period on the date due.** The homework grade will be reduced by 50% if not handed in by the due date. If homework is not received by the beginning of the next scheduled class period the grade will be zero.
4. **Cheating will not be tolerated!!!!** This includes acquiring answers or providing answers during examinations or assigned work. Presenting work, ideas of another without giving credit and proper documentation.
5. **If you have a disability that may require assistance or accommodation, or make you have questions related to any accommodations for testing, note takers, readers, etc., please speak with me as soon as possible.**
6. This course will utilize some case study assignments that will allow students to incorporate information from previous courses. Students will be responsible for the cases on a group basis. Groups will be assigned by the instructor.
7. Each student will be responsible for “reading exams” which will cover material from articles assigned to the class. These will be short exams and will cover material specifically covered in the assigned readings. Some material will be covered in class prior to the exam, but this will not always be the case.
8. No make up exams will be given in this course. If you have to miss an exam you must contact me **BEFORE** the exam is given to make arrangements.
9. The Discussion Board will be used to discuss various aspects of strategic management as well assigned readings. You will be expected to participate in the discussion groups. Consider the Discussion Board to be your link among your colleagues and a place to share information regarding case studies and management plans. The discussion board may also be used occasionally for online debates.
10. Students will be responsible for weekly online quizzes covering class material. These will be timed quizzes and require you to access material frequently.
11. Each student will be responsible for developing a written business plan of their choosing. You will need to make sure that the business venture is feasible. I would suggest that you choose something you are familiar with. All business plans are expected to have sound analysis on the major business plan areas.

The format should follow the U.S. Small Business Administration's guidelines. The website for the Small Business Administration is <http://www.sba.gov>. These business plans will be due May 1, 2007.

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Tentative Course Modules

- Introduction to Strategic Management Concepts (CH 1)
- Corporate Governance (CH 2)
- Ethics and Social Responsibility (CH 3)
- Environmental Scanning and Industry Analysis (CH 4)
- Internal Scanning: Organizational Analysis (CH 5)
- Strategy Formulation: Situation Analysis & Business Strategy (CH 6)
- Strategy Formulation: Corporate Strategy (CH 7)
- Strategy Formulation: Functional Strategy & Strategic Choice (CH 8)
- Strategy Implementation (CH 9)
- Staffing the Agribusiness (CH 10)
- Evaluation and Control of the Agribusiness (CH 11)
- Managing Technology & Innovation (CH 12)
- Entrepreneurship Issues (CH 13)
- Strategic Issues with Non-Profits (CH 14)

* Various case studies will be used throughout the course of the semester.