

ACE 435: Global Agribusiness Management

Syllabus - Short Course - Spring 2013

Study Abroad – Sierra Leone
Njala University
University of Illinois at Urbana-Champaign

Instructor: Prof. Megan Cott, megan.cott@gmail.com

Required Class Materials:

- Course Packet (will be provided)
- Notebook and writing utensil

The majority of the content of this course is based upon and derived from the 6th edition of *Global Business Today* by Charles W.L. Hill, published by McGraw-Hill.

Course Description:

The purpose of this course is to examine the specific processes, issues and challenges involved in international business decisions, strategy, and operations. Primary topics covered in this course include the evaluation of the global business environment, identification and investigation of global market opportunities, formulation of market entry strategies, and organization of international marketing operations.

Course Objectives:

This course is designed to actively engage you as a team member to analyze, evaluate, and think critically about appropriate strategic international business management and marketing responses to global competition within the international agribusiness, food and textile sectors.

Students are expected to develop:

- Familiarity and insight into the critical issues confronting firms marketing agricultural, food and textile products across international boundaries
- The necessary analytical skills to analyze and evaluate the key management and marketing decisions faced by firms engaged in international business
- The requisite conceptual and theoretical frameworks for evaluating the role of specific business functions along an international marketing channel and interfaces between these functions
- The knowledge of current practices used in organizing, controlling, and governing international marketing programs on a global basis
- Insights behind the current issues confronting the international marketing of agricultural, food and textiles products, and how firms can effectively deal with these issues

Upon completion of this course, you should be able to analyze and evaluate the impact of cultural, economic, legal, political and regulatory environments on the practice of marketing in a global context. You should also be able to design and implement marketing strategies that can adapt to and exploit these market opportunities and environments.

Course Format:

- *Lecture:*
 - Much of the content of the course will be delivered through lectures. Taking good notes during lectures will be vital to success in this course.
- *Cases:*
 - This course includes learning through case analysis. The cases will be provided to you in a course packet. Cases will be discussed in class. Students are expected to thoroughly read and prepare for each case, and to actively participate in the class discussion.
- *In-Class Discussion and Activities:*
 - Class activities and discussions are designed to enhance your understanding of the concepts taught in class. You are expected to actively participate in all class activities and discussions.
- *Group Work and Presentations:*
 - You will work in a small group with your fellow students on an assigned case study. Within your group, you will analyze the case and prepare thorough answers to questions related to your case. As a group, you will then present your analysis of the case to the class, and will lead a class discussion surrounding the case analysis.

Tentative Topic List:

- Orientation to the Case Study Method
- Globalization
- National Differences in Political Economy
- Differences in Culture
- Ethics in International Business
- International Trade Theory
- The Political Economy of International Trade
- Foreign Direct Investment
- Regional Economic Integration
- The Foreign Exchange Market
- The International Monetary System
- The Strategy of International Business
- Entering Foreign Markets
- Exporting, Importing and Countertrade