



UNIVERSITI TEKNOLOGI MARA

AGR623: AGRIBUSINESS STRATEGIC MANAGEMENT

Course Name (English)	AGRIBUSINESS STRATEGIC MANAGEMENT APPROVED
Course Code	AGR623
MQF Credit	3
Course Description	A strategic orientation encompasses the organization as a whole and its position within the external environment, consisting largely of other organizations. Thus, strategic management is concerned with the behavior of firms rather than individual human behavior within firms. The dynamic competitive environment of the 21st century requires a broad understanding of human knowledge and an ability to integrate seemingly disparate concepts into a coherent framework. It requires integrating the knowledge from agribusiness and other programme courses such as agricultural finance, accounting, agribusiness marketing, and organizational behavior. Integrating the diverse knowledge required in agribusiness involves developing a clear sense of the firm's strategic direction and making decisions designed to move the firm toward achieving its objectives. To do this, managers must rely heavily on analytic and conceptual skills, hard work and a keen devotion to survival of the organization.
Transferable Skills	Critical thinking Problem solving
Teaching Methodologies	Lectures, Blended Learning, Case Study, Tutorial, Discussion
CLO	CLO1 Identify and describe the steps management must take to effectively design and implement agribusiness organizational strategies. CLO2 Explain and apply the strategic management in agribusiness environment and applications of strategic management techniques and tools to analyze, predict future prospect of agribusiness organization. CLO3 Express ideas clearly, logically and persuasively in oral and written communication the importance of strategic management in agribusiness setting. CLO4 Analyze the strategic management skill to solve problems in agribusiness.
Pre-Requisite Courses	No course recommendations
Topics	
1. The nature of strategic management 1.1) N/A	
2. The business vision and management 2.1) N/A	
3. The external agribusiness assessment 3.1) N/A	
4. The internal agribusiness assessment 4.1) N/A	
5. Agribusiness strategies in action 5.1) N/A	
6. Agribusiness strategy analysis and choice 6.1) N/A	
7. Agribusiness strategy implementation - management and operation issues 7.1) N/A	
8. Agribusiness strategy implementation - marketing, finance/accounting, R&D and MIS issues 8.1) N/A	

Assessment Breakdown	%
Continuous Assessment	60.00%
Final Assessment	40.00%

Details of Continuous Assessment				
	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Assignment	20%	CLO4
	Case Study	Case Study	10%	CLO3
	Test	Online test	30%	CLO2

Reading List	Recommended Text
	David D.R 2011, <i>Strategic Management Concept and Cases</i> , 13th Ed., Pearson International Edition

Article/Paper List	This Course does not have any article/paper resources
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Other References	<ul style="list-style-type: none"> • n/a Carpenter & Sanders 2009, <i>Strategic Management: Concepts and Cases</i> , Prentice Hall • n/a Kerin & Peterson 2012, <i>Strategic Management and Competitive Advantage</i> , Prentice Hall • n/a Crossan, Bansal, Killing, White & Zietsma 2012, <i>Strategic Management: A Casebook</i>, Prentice Hall • n/a Hitt. H.A, Ireland D.R, Hoskisson. 2013, <i>Strategic Management: Concepts And Cases: Competitiveness and Globalization.</i> , Thomson higher education.
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