



UNIVERSITI TEKNOLOGI MARA

AGR673: CASE STUDY IN AGRIBUSINESS

<b>Course Name (English)</b>	CASE STUDY IN AGRIBUSINESS <b>APPROVED</b>
<b>Course Code</b>	AGR673
<b>MQF Credit</b>	3
<b>Course Description</b>	This course integrates the risk, production, marketing, financial, human resource, and strategic management functions of agribusiness firms. It is designed to prepare students for participation in a business environment and analyze the agribusiness working conditions. Thus, emphasis will be placed on developing oral and written communication skills, logical thought processes, and the critical evaluation of issues. Teamwork and student initiative will be emphasized. Students will contribute as much (or more) to the lectures as the instructor. Particular emphasis will be placed on the identification and evaluation of several possible solutions to a problem.
<b>Transferable Skills</b>	Knowledge through case study and analysis, develop and refine marketable analytical, communication, and teamwork skills
<b>Teaching Methodologies</b>	Lectures, Case Study, Discussion
<b>CLO</b>	CLO1 Discuss the methodology of case study and problems faced by organizations and understand how managers manage to deal with them. CLO2 Analyze the agribusiness environment and organizational issues such as marketing, finance, management and human resource management. CLO3 Communicate to peers verbally and to the facilitator in written form through critical and systematic thinking, use the acquired case study knowledge to solve and suggest alternative solution to agribusiness issues. CLO4 Collaborate, motivate and truthful with team members the knowledge acquired in case study, systematically and comprehensively.
<b>Pre-Requisite Courses</b>	No course recommendations
<b>Topics</b>	
<b>1. Introduction of case study</b> 1.1) N/A	
<b>2. Analysis of case study I</b> 2.1) N/A	
<b>3. Analysis of case study II</b> 3.1) N/A	
<b>4. Quantitative and financial tools in case analysis I</b> 4.1) N/A	
<b>5. Quantitative and financial tools in case analysis II</b> 5.1) N/A	
<b>6. Qualitative methods of case analysis</b> 6.1) N/A	
<b>7. Qualitative methods of case analysis</b> 7.1) N/A	
<b>8. Case reporting I</b> 8.1) N/A	
<b>9. Case reporting II</b> 9.1) N/A	
<b>10. Case write up</b> 10.1) N/A	

<b>11. Case write up II</b> 11.1) N/A
<b>12. Theory of case presentation</b> 12.1) N/A
<b>13. Case presentation I</b> 13.1) N/A
<b>14. Case presentation II</b> 14.1) N/A

<b>Assessment Breakdown</b>		<b>%</b>		
Continuous Assessment		100.00%		
<b>Details of Continuous Assessment</b>	<b>Assessment Type</b>	<b>Assessment Description</b>	<b>% of Total Mark</b>	<b>CLO</b>
	Case Study	Individual	40%	CLO2
	Presentation	Case Study Presentaion	10%	CLO4
	Quiz	Online Quiz	10%	CLO1
	Test	Online Test	40%	CLO3
<b>Reading List</b>	<b>Recommended Text</b>	Alfred G. Edge, Denis R. Colem. 1986, <i>The Guide to Case Analysis and Reporting. 4th edition., System Logistics</i>		
<b>Article/Paper List</b>	This Course does not have any article/paper resources			
<b>Other References</b>	This Course does not have any other resources			