

CREATING AND IMPLEMENTING STRATEGIES FOR AGRIBUSINESS SUCCESS

ABM 437

Agribusiness Strategic Management

3 Credits

Spring Semester

Prerequisites: FIM 220 and ABM 435 and (ABM 332 or ABM 430) and completion of Tier I (ATL or WRA course) writing requirement

OPEN ONLY TO SENIORS

LEARN techniques for strategic management, including how to:

- Assess the strengths and weaknesses of a business
- Assess the opportunities and threats faced by a business in its marketplace
- Prepare a vision and mission statement for a business
- Develop long-term and short-term business objectives
- Select an appropriate business strategy to achieve the mission and objectives
- Implement strategy once it has been selected

EXPERIENCE real live strategic managers through case studies, guest speakers in class, and field project experiences.

DEVELOP a complete strategic analysis and plan for business that you and your group members will select. You won't just talk about strategic management in this course. You'll do it!

BUILD your portfolio of managerial skills in group management, interpersonal behavior, uncertainty, and strategy formation and implementation.

For more information contact:

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