

CREATING AND IMPLEMENTING STRATEGIES FOR AGRIBUSINESS SUCCESS

ABM/FIM 100

Decision Making in the Agri-Food System

3 Credits

Fall and Spring Semester

No Prerequisites

LEARN about the fast-paced \$1 trillion U.S. agri-food industry – an industry that accounts for 1 in every 6 management positions – an industry with companies as diverse as **Kellogg** and **Kroger**, **Marriott** and **Meijer**, **PepsiCo** and **Sysco**, **Upjohn** and **John Deere**, **Seagram** and **Sara Lee**, **Ben & Jerry** and **Procter & Gamble**.

Dynamic class discussions encourage a thorough understanding about:

- What is the agri-food system & who are the players?
- How do food businesses work together, and how do they compete?
- What are the impacts of international trade and globalization on the U.S. agri-food system?
- How are economic principles applied to the agri-food system?
- How do today's "hot topics" impact the agri-food system?

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!

For more information contact:

ABM 100 Instructor
Dr. Laura Cheney, 432-0089

Ruthi Bloomfield, Advisor, 432-5298