PROGRAMA DE DISCIPLINA RAD-2402

Prof. Dr. Marcos Fava Neves

FACULDADE DE ECONOMIA, ADMINISTRAÇÃO E CONTABILIDADE DE RIBEIRÃO PRETO

UNIVERSIDADE DE SÃO PAULO

PROGRAMA DE DISCIPLINA

Lective year: 2017
Semester: Second Semester

DISCIPLINE: Strategies and Marketing for Agribusiness Companies (Agribusiness II)
CODE: RAD 2402

Number of Credits: 2
Classes: 1
Work: Total work load: 30h/year

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Work: Total work load: 30h/year

Course Nature: Elective Discipline

Professor in Charge: Prof. Dr. Marcos Fava Neves
Assistance to students Sala: FEA-RP, Bloco C, Sala 64 - make appointments by email favaneves@gmail.com

1. Objective:
The objective of the course is to show the students the major concepts and trends connected to agri-food companies, mostly related to strategy and marketing.

2. Specific Objectives and Program:
✓ The Food Company as a Network
✓ Interorganizational Relationships and Contracts (Governance)
✓ Sustainability, Smallholders and Social Inclusion
✓ Food Consumer
✓ Demand Driven Organizations
✓ Go to Market Strategies and Vertical Structures
✓ Supply Chain (Sourcing) Strategies
✓ Innovation and New Concepts
✓ Value Creation, Capture and Sharing (VCCS)
✓ Communication
✓ Creative Pricing Strategies

3. Method:
The course is designated to undergraduate senior students; it will follow the model of the graduate program, where students have to prepare themselves for class beforehand. For a proper use of the course, it is imperative that students read the material indicated at the website before class. Participants will form groups for elaborating and presenting a paper. Explanatory classes, case discussions, debates, seminars and lectures will also be provided. Lectures: some outside lecturers will be brought to talk about subjects related to sustainable agro-industrial systems.

4. Evaluation:
1 – SUBJECTIVE GRADING (15%) – Subjective evaluation based on beforehand reading, presence and participation in class, both during the theoretical discussions and the group activities. Short group and individual works will be evaluated as well, ranging from the making of papers to the presentation of texts and cases.
2 – GROUP WORK (15%) – Seminars to be held by the students about subjects related to the course.
3 – FINAL TEST (70%) – Written test with all the content of the course

5. Readings:
NEVES, M. F. The Future of Food Business – World Scientific, 2014, 278 p. – all materials will be provided

Supplementary:

6. Program:

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<th>TOPICS</th>
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<tr>
<td>07/08</td>
<td>01 The Food Company as a Network</td>
<td>Neves, 2014 Chapters: 36, 38</td>
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<td>14/08</td>
<td>02 The Food Company as a Network &amp; Interorganizational Relationships and Contracts (Governance)</td>
<td>Neves, 2014 Chapters: 36, 38, 40, 58</td>
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<td>21/08</td>
<td>03 Food Consumer</td>
<td>Neves, 2014 Chapters: 8, 31, 32</td>
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<td>08 Supply Chain (Sourcing) Strategies</td>
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<td>09 Value Creation Capture and Sharing (VCCS)</td>
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<td>10 Innovation and New Concepts</td>
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<td>11 Communication and Food Marketing Trends</td>
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<td>12 Creative Pricing Strategies</td>
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<td>13 Sustainability, Smallholders and Social Inclusion</td>
<td>Neves, 2014 Chapters: 27, 28, 29, 30, 66, 67, 68</td>
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<td>13/11</td>
<td>14 Sustainability, Smallholders and Social Inclusion</td>
<td>Neves, 2014 Chapters: 27, 28, 29, 30, 66, 67, 68</td>
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