



University of Florida
Food and Resource Economics Department

AEB6385 Management Strategy for Agribusiness

Fall 2016

Section: 18A5 - 3 Credits

T | Periods 8 - 9 (3:00 - 4:55 PM); R | Period 9 (4:05 - 4:55 PM)
Williamson Hall 0202

Instructor and Contact Information

Instructor: Daniela Puggioni
Office: 2111 McCarty Hall B
Phone: (352) 294-7687
Office Hours: T,R 5:00 - 6:30 PM
Email: dpuggioni@ufl.edu

E-mail is a preferable way to communicate with me outside office hours and before or after class. When e-mailing me, please start the subject line with AEB6385 so that it easier for me to identify course-related messages and respond promptly.

Graduate Program Assistant: Jessica Herman - 1179 McCarty Hall A | jherman@ufl.edu

General Course Information

Required Readings

- ▷ *Strategy: A View From The Top*, 4th edition (2011), by C. A. De Kluyver and J. A. Pearce (\$86.80 on Amazon).

- ▷ Capstone Team Member Guide (\$ 54 for online registration with Capsim).
- ▷ *Strengths Finder 2.0*, (2007), by T. Rath (\$15.29 on Amazon).
Each student must have a **new** copy of this book. It contains a code that is needed to complete an online test. Older copies with older codes will not work!
- ▷ *Leading the Starbucks Way: 5 Principles for Connecting with Your Customers, Your Products and Your People*, (2013), by J. Michelli (\$19.74 on Amazon).
- ▷ *The Disney Way: Harnessing the Management Secrets of Disney in Your Company*, 3rd edition (2016), by B. Capodagli and L. Jackson (\$18.45 on Amazon)

Course Concept

AEB 6385 is an integrated course for the FRED MS Agribusiness and MAB program. It is designed to help students synthesize across their formal and informal learning of the general principles of marketing, finance, accounting and human resource management. The course presents both the theory and the practical application of strategic management concepts as a template to learn and to guide your development of this basic skill set.

Learning Objectives

- ▷ Be able to define and distinguish between basic concepts like *strategy*, *strategic planning*, *strategic thinking* and *strategic management* and incorporate this understanding in their management approaches and skill sets;
- ▷ Demonstrate competency in the art of informed decision making and strategic management.
- ▷ Synthesize knowledge obtained and to apply this knowledge to contemporary agribusiness management issues with emphasis upon managerial decision-making.
- ▷ Develop written and oral communication skills.
- ▷ Make the transition from the state of dependent to self-directing learners.

Course Structure and Content

Business Simulation

During the semester we will be using a web-based interactive simulation - *Capstone Management Business Simulation*. This simulation focuses on business strategy, planning, competitor analysis, cross-functional integration and team building. You will develop and implement a business strategy. The effectiveness of your strategy and its implementation will determine your success against other teams. There are no built-in 'right' answers. This business simulation has been effectively used in the training of business managers throughout the world.

Based on the number of students enrolled in the course, team size will range from 4-5 members. A manual is provided for each student playing the simulation. **Every student** is required to purchase the *access* to play the simulation for the semester. This cost is approximately \$54 per student. The simulation will follow the manual closely in terms of exercises and timing of decisions and reports. You will be given additional assignments and deadlines as the semester progresses.

Management Books Presentations

We will be reading two popular management books this semester (*Leading the Starbucks Way* and *The Disney Way*). Students are required to prepare lesson plans to present portions of these books as if they were leading a lecture. Following an assigned schedule, students should come to class prepared to present a 15-20 minute discussion of the main issues of an assigned reading within the book (including what you felt was strong and weak about the assigned chapter(s)). The entire class will participate in an on-going discussion of the book as the course progresses. The content of these books as well as the discussions will be part of the exams.

Class Participation Policy

The course format is **not** designed to be a lecture that is void of class participation and student contribution. In fact, student class contributions by **everyone** are important and vital to maximize success of both the student and the course. In class participation is **required**: discussions, active engagement and feedback are highly encouraged and all questions are welcomed.

Evaluation of Performance and Grading

The final grade will be based of the course activities presented in Table 1 and assigned accordingly to the grading scale presented in Table 2.

Table 1: Percentage points available for each course task

Course task	Grade percentage
Business Simulation	30%
First BOD presentation (10%)	
Second BOD presentation (10%)	
Simulation performance (10%)	
Class Activities	15%
In-class discussions, capsim assignment, strength finder assignment	
Management Books Review and Presentation	15%
Exam 1	20%
Exam 2	20%
TOTAL	100%

Table 2: Grading scale

A	($\geq 93\%$)	C	(76.9 - 73%)
A-	(92.9 - 90%)	C-	(72.9 - 70%)
B+	(89.9 - 87%)	D+	(69.9 - 67%)
B	(86.9 - 83%)	D	(66.9 - 63%)
B-	(82.9 - 80%)	D-	(62.9 - 60%)
C+	(79.9 - 77%)	E	(<60%)

Additional Information

Students are responsible for all deadlines/critical dates and policies set forth by the University of Florida. Deadlines/critical dates are published on the UF Office of the University Registrars website (<http://www.registrar.ufl.edu/>). Current academic policies are outlined in the UF Undergraduate Catalog (<https://catalog.ufl.edu/ugrad/current/Pages/home.aspx>).

Students Requesting Classroom Accommodation

The Disability Resource Center coordinates the needed accommodations of students with disabilities. This includes registering disabilities, recommending academic accommodations within the classroom, accessing special adaptive computer equipment, providing interpretation services and mediating faculty-student disability related issues. Please contact this office at 0020 Reid Hall, 392-8565, <https://www.dso.ufl.edu/drc/>. Any student requesting accommodation will have to provide documentation from the Disability Resource Center.

UF Counseling services

The life of a college student can sometimes be overwhelming. Resources are available on-campus to help students manage personal issues or gain insight into career and academic goals. Students experiencing crises or personal problems that interfere with their general well-being are encouraged to utilize the university's various counseling resources. The following resources are available for all UF students:

- ▷ For general student affairs: Dean of Students Office, 392-1261 (after hours, please call 392-1111);
- ▷ For mental health consultations: Counseling & Wellness Center, 392-1575 (24/7 phone access);
- ▷ For students experiencing distress: U Matter, We Care, 294-2273, <http://www.umatter.ufl.edu/>;
- ▷ For physical health consultations: Student Health Care Center, 392-1161;
- ▷ For victims of sexual assault: Office of Victim Services, 392-5648 (after hours, please call 392-1111);
- ▷ For career guidance: Career Resource Center, 392-1602, <https://www.crc.ufl.edu/>.

Software Use

All faculty, staff, and students of the University of Florida are required and expected to obey the laws and legal agreements governing software use. Failure to do so can lead to monetary damages and/or criminal penalties for the individual violator. Because such violations are also against University policies and rules, disciplinary action will be taken as appropriate.

Academic Honesty

In 1995 the UF student body enacted an honor code and voluntarily committed itself to the highest standards of honesty and integrity. When students enroll at the university, they commit themselves to the standard drafted and enacted by students. According to the the Honor Code Preamble: In

adopting this honor code, the students of the University of Florida recognize that academic honesty and integrity are fundamental values of the university community. Students who enroll at the university commit to holding themselves and their peers to the high standard of honor required by the honor code. Any individual who becomes aware of a violation of the honor code is bound by honor to take corrective action. The quality of a University of Florida education is dependent upon community acceptance and enforcement of the honor code.

The Honor Pledge: We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity.

On all work submitted for credit by students at the university, the following pledge is either required or implied: ***On my honor, I have neither given nor received unauthorized aid in doing this assignment.*** The university requires all members of its community to be honest in all endeavors. A fundamental principle is that the whole process of learning and pursuit of knowledge is diminished by cheating, plagiarism and other acts of academic dishonesty.

In this course it is expected that students will complete all course work independently unless the class assignment/task needs to be performed in group or the instructor provides explicit permission for collaboration. Furthermore, as part of their obligation to uphold the Honor Code, students should report any condition that facilitates academic misconduct to appropriate personnel. It is a student's individual responsibility to know and comply with all university policies and procedures regarding academic integrity and the Student Honor Code. Violations of the Honor Code at the University of Florida will not be tolerated and will be reported to the Dean of Students Office for consideration of disciplinary action. For more information regarding the Student Honor Code, please see <https://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/>.