

# SPECIALIZATION: MANAGEMENT OPTION - TRADE & AGRIBUSINESS

**LEVEL:** MASTER 2

**PERIOD:** SEMESTER 1

**LANGUAGE:** EN

**ECTS:** 30

**TEACHER/COORDINATOR:** JULIE CHRISTIAEN



2020-2021

## 1-Main objectives and skills developed

Agriculture businesses sell and market their products globally, regionally and locally, leading to many related positions at these businesses. Skills related to selling and marketing products linked to agriculture technical knowledge greatly enhance the success of executives in an agribusiness operation.

The main objective of this major is to fit to those expectations, ie. develop essential knowledge and skills for marketing, commercial, retail or consulting duties, focused on Agribusiness sector.

Students will develop dual skills necessary in many career opportunities in the Agribusiness sector, dealing with widely differing business environments :

- › Trade and management skills including data analysis, business intelligence, communication, finance, management, marketing and business soft skills.
- › Ability to understand and analyse trade and marketing issues in agribusiness sector through innovative and sustainable agronomic and digital agriculture.

## 3-General content and organization

Agriculture modules will be led by AgriSmart (sustainable agriculture and smart farming) major, business students will then be able to practise and learn with Agriculture students, in a multidisciplinary approach

Different teaching modules and field visits will be organised by the teachers of the Department of Agroecconomics, the department of Agriculture, and professional interventions. The objective is to cross the business and technical approaches in Agribusiness sector.

Lectures will be combined with case studies and business game, projects, and professional meetings.

Business project will be led by students in partnership with a company or organization. This project corresponds to a real demand and the students (in groups) are in a situation of obligation of result.

## 4- Evaluation

Assessments will be used and equally distributed between :

- › Individual written assessments
- › Oral presentations
- › Written reports
- › Evaluation based on the participation and professional attitude

## 5- Training Modules

Modules linked to trade and management skills will be :

- › Management toolbox including budgetary control, supply chain management, team management (1 week)

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- › Marketing toolbox including brand policy, digital marketing, advertising, data analysis, business intelligence (2 weeks)
- › Trade toolbox including BtoB segmentation, key account management, salesforce management (1 week)
- › Business management case study (1 week)

Modules linked to technical / agriculture skills will be :

- › Sustainable and Innovative Cropping Systems (2 weeks)
- › Smart Farming (2 weeks)
- › Agriculture, territories and economics (1 week)

Common modules, including both technical and business skills will be :

- › Business project in agribusiness sector : practise (3 weeks)
- › Farm diagnosis: farm strategy, advices and project on the farm (2 weeks)
- › Agriculture & society : Sustainable and smart agriculture around the world (conference management (1 Week)