

Georg-August-Universität Göttingen Modul M.Agrar-MBA.16: Agribusiness in Asia <i>English title: Agribusiness in Asia</i>	6 Credits (ECTS)
Learning goals / Key competencies By the end of this course, students will be able to <ul style="list-style-type: none"> • recall agribusiness chances in major Asian countries. • communicate more effectively with people from different cultural backgrounds especially with those from Asian countries. • understand and analyze agricultural policies in major Asian countries. • project future demand and production potentials in Asia. • assess business risks caused by cultural barriers. 	Work load: Attendance time: 26 hours Self-study: 154 hours
Course: Agribusiness in Asia Format: Distance learning with e-learning materials, moderated forums and thematic discussions, webinars and one face-to-face weekend. Content: <ol style="list-style-type: none"> 1. Introduction to Agribusiness and Food Supply 2. Population and Economy in Asia 3. Agribusiness in Major Asian Countries: <ul style="list-style-type: none"> • China • Japan • India • Pakistan • Indonesia • Vietnam 	
Examination: Business Plan, group work (50%, 60% written report max. 10 pages + 40% oral presentation max. 30 minutes) Portfolio: <ul style="list-style-type: none"> • Case Study (38%, max. 2000 words) • 6x Self-checks (12%, max. 100 minutes) Assessment requirements: Through developing a business plan as group work, students will be able to practice and apply the educational content for a realistic context. When writing and presenting their business plans they will also practice to evaluate a status quo scientifically which includes identifying problems and potentials. In this regard, they will be also able to discuss and articulate new solutions. Finally, with the business plan they are able to demonstrate how to address effectively cultural aspects when initiating a cooperation with Asian firms. Through the portfolio, students will be able to access background knowledge on the economy in Asia and in particular with regard to agribusiness in an Asian country. They will further improve scientific tools and principles.	

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Entry requirements: Good command of English (Reading, Writing, Listening)	Recommended semester: Winter Semester
Language: English	Person responsible: Prof. Dr. Xiaohua Yu
Frequency: Regularly	Duration: 7 weeks
Maximum number of participants: 25	