

<b>Course title</b> <English>	生物資源経済学特別講義 IVB Special Lecture on Natural Resources Economics IVB		<b>Affiliated department, Job title,Name</b>	Part-time Lecturer,LOCKHART , James Part-time Lecturer,MACPHERSON , Wayne	
<b>Target year</b>	1st year students or above	<b>Number of credits</b>	1	<b>Course offered year/period</b>	2017/Second semester
<b>Day/period</b>	Other	<b>Class style</b>	Lecture	<b>Language</b>	English
<b>[Outline and Purpose of the Course]</b>					
<p>An advanced study of agri-business management. Particular emphasis is placed on the unique characteristics of agri-business and agri-business value systems, and the tools and frameworks through which to assess them including international economics and business psychology. This course is designed for graduate students with prior tertiary training in agri-business, farm management, or international business. The course content and case studies will reflect international business and commodity trade flows in the 21st Century. Particular attention is directed to export dependent nations, such as New Zealand and the United States of America, and import dependent nations, such as Japan.</p>					
<b>[Course Goals]</b>					
<p>This course will develop an advanced understanding of the study and analysis of international agri-business value systems for graduate-level students in agricultural economics at Kyoto University. The course focuses on wealth creation and wealth distribution strategies both within and between adjoining firms in the value system.</p>					
<b>[Course Schedule and Contents]</b>					
<p>Course Outline :</p> <ol style="list-style-type: none"> <li>1. Introduction and conceptual frameworks</li> <li>2. The uniqueness of agri-business, agri-business products and agri-business processes</li> <li>3. Within firm strategies for wealth creation and distribution</li> <li>4. Between firm strategies for wealth creation and distribution</li> <li>5. Intermediate presentations and class debate</li> <li>6. Digital disruption in agri-business</li> <li>7. Understanding consumer needs and demands in the 21st Century in NZ, USA and Japan (includes supermarket visit)</li> <li>8. Conclusion and final presentations</li> </ol>					
<b>[Class requirement]</b>					
Participation, homework, presentation and final report					
<b>[Method, Point of view, and Attainment levels of Evaluation]</b>					
<p>Participation (10%), intermediate and final presentations (20% &amp; 30%), and final report (40%)</p> <p>Refer to "2017 Guide to Degree Programs" for attainment levels of evaluation.</p>					
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## 生物資源経済学特別講義 IVB(2)

### [Textbook]

Not used

### [Reference books, etc.]

#### ( Reference books )

Reading List:

Deloitte. (2015). Capitalizing on the shifting consumer value equation. London, UK: Deloitte Touche Tohmatsu Ltd.

Godfay, C. J., et al. (2010). Food security: The challenge of feeding 9 billion people. *Science*, 327 (5967), 812-818.

Johnson, A. J., Durham, C. A., & Wessells, C. R. (1998). Seasonality in Japanese household demand for meat and seafood. *Agribusiness: An International Journal*, 14 (4), 337-351.

Kelly, S. J., et al., (2017). Disruptive technology in the agri-food sector: An examination of current and future influence on sustainability, bio-security, and business effectiveness. Massey Business School, Massey University, New Zealand.

Lockhart, J. C. (2009). Critical Attributes of New Zealand ' s Export-Dependent Land-Based Industries. Massey Business School, Massey University, New Zealand.

Porter, M. E. (1996, November-December). What is strategy? *Harvard Business Review*, 74 (6), 61-78.

Thorelli, H. B. (1986). Networks: Between markets and hierarchies. *Strategic Management Journal* 7, 37-51.

Treacy, M., & Wiersema, F. (1993, January-February). Customer intimacy and other value disciplines. *Harvard Business Review*, 71 (1), 84-93.

### [Regarding studies out of class (preparation and review)]

Readings (PDFs) as per Reading List above

#### ( Others (office hour, etc.) )

The instructors, Dr. James Lockhart and Dr. Wayne Macpherson, both teach at Massey Business School in Massey University, New Zealand as Senior Lecturer and Lecturer, respectively.

This intensive lecture course is scheduled to be held for three days at the beginning of February 2018 (most likely on February 5th, 6th, 7th). The exact dates/periods and venue are to be announced later.

\*Please visit KULASIS to find out about office hours.