

01111362 International Agri-enterprises**Course Description**

An introduction to globalization and the cultural, economic, political, and legal environments of international agri-enterprises including an overview of risks, challenges, and opportunities of competing in the global marketplace.

Course Outline

1. Agribusiness across border	3
2. Gain from trade	3
3. Factor advantages	3
4. Trade costs	3
5. International trade rules	3

Instructor

Assit.Prof.Dr. Nuttapon Photchanaprasert

Office: 3rd floor of 2nd Building, Faculty of Economics, Kasetsart University

Office hour: Mon 13-16.00

Score and Grade

1. Midterm Exam (35%)
2. Final Exam (35%)
3. Project and presentation (25%)
4. Attendance (5%)

Text Books

Required textbook

- 1) Keith Head 2007. Element of multinational strategy. Springer Press.

Supplementary textbook

- 2) Ruth Rama's (ed) 2005, *Multinational Agribusinesses*, Haworth Press Inc, New York and London.

Project Details (25%)

Select one of your interesting international agribusiness. Collect primary (interview) and secondary data to analysis and to synthesize in the following topics;

- Corporate's history and how it grows to become international agribusiness
- Pattern of production and trade
- Factors affecting its international agribusiness management (internal and external factors)
- Adaptation in various aspects (market, culture, organization ect.)
- Risks and problems of its international agribusiness
- Strength Weakness Treat and Opportunity
- International agribusiness strategy
- Rules, regulations and policies related with its international agribusiness
- Other interesting issues