



University of Pretoria Yearbook 2016

Agribusiness research report: Case study 777 (LEK 777)

Qualification	Postgraduate
Faculty	Faculty of Natural and Agricultural Sciences
Module credits	30.00
Programmes	BComHons Agricultural Economics
Service modules	Faculty of Economic and Management Sciences
Language of tuition	English
Academic organisation	Agric Econ, Ext + Rural Dev
Period of presentation	Year

Module content

In this module students have to select a specific agribusiness and analyse one key dimension of this business. This dimension could be: marketing programme, supply chain management, strategic plan, market analyses, etc. This component of the course should serve as an opportunity for students to identify prevalent problems in an agribusiness and to devise appropriate solutions. This module should have a practical onslaught with a case study approach. It is envisaged that the student will have to work in close cooperation with companies and professionals in the industry, with the written report as the final deliverable of the the case study.

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