



[AGST INTERNATIONAL COLLABORATIVE COURSE]

生物資源経済学特別講義 IVB

SPECIAL LECTURE ON NATURAL RESOURCES ECONOMICS IVB

# Advanced International Agribusiness:

## Creating competitive advantage

by **Dr. James Lockhart**  
**Dr. Wayne Macpherson**

This course offers 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.



**Dr. James Lockhart** (Senior Lecturer, Massey Business School, Massey University, New Zealand)



**Dr. Wayne Macpherson** (Lecturer, Massey Business School, Massey University, New Zealand)

- **This course is designed to be worth 1 credit.**
- **For credits:** Registration via KULASIS is already closed.
- **For non-credit participation:** Register with Mr. KURODA by emailing him your name, affiliation, and student ID number **by Jan 29**. Registration for non-credit participation will be accepted on a first-come and first-served basis and will be closed upon reaching full capacity.

AGST (Asian Platform for Global Sustainability & Transcultural Studies)  
Social Sciences and Humanities Unit

Japan Gateway: Kyoto University Top Global Program



**Feb 2018**

[COURSE SCHEDULE]

	9:00 -10:30	10:30 -12:00	13:00 -14:30
2 <sup>nd</sup> Feb		Lect. 1	Lect. 2
5 <sup>th</sup> Feb	Lect. 3	Lect. 4	
6 <sup>th</sup> Feb	Lect. 5		Lect. 6
7 <sup>th</sup> Feb	Lect. 7		Lect. 8

[VENUE]

**ROOM E220**

Faculty of Agriculture Main Bldg.

[COURSE CONTENTS]

1. Introduction and conceptual frameworks
2. The uniqueness of agri-business, agri-business products and agri-business processes
3. Within firm strategies for wealth creation and distribution
4. Between firm strategies for wealth creation and distribution
5. Off-campus visit to Kyoto City Wholesale Market followed by intermediate presentations and class debate
6. Digital disruption in agri-business
7. Understanding consumer needs and demands in the 21st Century in NZ, USA and Japan (includes an off-campus visit to a retail supermarket. Details TBA)
8. Conclusion and final presentations

**For more details including map of the venue, visit our website**

[http://www.reseco.kais.kyoto-u.ac.jp/en/news/20180117\\_1207/](http://www.reseco.kais.kyoto-u.ac.jp/en/news/20180117_1207/)

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