



## ***Course Proposal***

### ***Agribusiness: a systemic approach in Argentina***

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## Objective

The objective of this course is to supply its students with the necessary tools to understand the functioning of Argentina's Agribusiness, all the while emphasizing the importance of the consumer and its role as a driving force for these systems. This course will provide insights on organizational adaptation in Argentine agribusiness companies, caused by changes at institutional, organizational, technological and commercial environments. The proposal contemplates themes related to production, marketing and management of agro-based systems which will be value-adding for the students.

## Duration

45 hours, in 4 weeks.

## Content per unit

### **1. Introduction to agribusiness**

Theory of Agribusiness. Authors and schools.  
Coordination; adaptation.  
Chains, networks, netchains, clusters.

### **2. New institutional economics. Joskow (1995)**

Institutional environment: property rights, contractual laws, antitrust, administrative regulations, constitution and policies.  
Modern industrial organization theory.  
Transaction cost economics.

### **3. Commodities and specialties in Argentina. Production trends. Exports. Institutional, organizational and technological environments.**

### **4. Case studies**

Vegetables system (Institutional arrangements; transactional and measurement costs)  
Farming (networks in agriculture)  
Bioenergy (history of biodiesel)  
Beef system (Prinex, Carne Angus Certificada, Pampas del Salado)

## **5. Field trips.**

Bolsa de Cereales de Buenos Aires.  
Mercado de Liniers.  
Mercado Central de Buenos Aires.

### Methodology

The course introduces theoretical concepts and practical application, by using examples in agribusiness in Argentina. It also includes case study methodology in order for students to assimilate the theoretical concepts previously exposed through practical experiences.

Three field trips are organized, in order to fulfill the knowledge application. Professors will go with students to both trips.

### Evaluation

Students will be evaluated in a concluding exam.