

Agri-Business Management

5th to 16th November, 2012



Course Duration: 2 Weeks

The course is oriented for management personnel in agri-food firms, entrepreneurs, policy makers, research workers, agri-business consultants, agriculture extension officers and agriculturists.

Description

Agriculture plays a dominant role in the economy of a nation. Hence, the growing need for professional manpower to execute various functions in the agricultural sector has evoked the importance of agribusiness development and management courses.

Agribusiness encompasses complex system of input sector, production sector, processing & manufacturing sector and transport & marketing sector. It is dependent upon the harmonious relationship with various segments of the society. The process of developing this mutual relationship between agribusiness farms and various interest groups begins by acknowledging the existence of the responsibilities of managers. These responsibilities are towards consumers, suppliers, distributors, workers, financiers, government and the society.

The vision of this course is to improve the livelihoods of producers. Hence, this course will focus on enhancing the participants' ability to plan the development of agribusiness entities, to implement new agribusiness entities, and strengthen existing ones.



For More Information

Please contact:

Dr. Md. Zakir Hossain

Email: zakir@ait.ac.th

Tel: +66 8 1694 0759

Website: www.extension.ait.ac.th

TUITION FEE USD 2,500

This tuition fee covers tuition, course materials, airport transfers, field trips and minor medical care only. It does not cover international air travel and accommodation.

Postal address:

AIT Extension

Asian Institute of Technology

P.O. Box 4, Klong Luang, Pathumthani 12120

Thailand

Email: extension@ait.ac.th

Tel: +66 2 255 0961

Learning Objectives

Learn to manage companies which process, market, and merchandise agricultural products to consumers.

Explore the business concepts, economic principles, and management tools necessary to operate the business successfully.

Have knowledge and skills in management, marketing, and finance, with emphasis on the requirements of the agribusiness sector.

Course Modules

- Agribusiness Planning
- Operation Planning and Management
- Agribusiness Promotion and Extension Techniques
- Relevant Case Studies

The course will be taught in English by experienced researchers and practitioners in the field of agribusiness.

You may apply online at <http://www.extension.ait.ac.th/course/47>



AIT Extension

Executive & Professional Education