

UNIVERSIDADE DE SÃO PAULO
FACULDADE DE ECONOMIA, ADMINISTRAÇÃO E CONTABILIDADE DE RIBEIRÃO PRETO
PROGRAMA DE DISCIPLINA

Ano Letivo:	2020	Semestre:	2º
Disciplina:	Introduction to Agribusiness – (Introdução aos Agronegócios) – Agribusiness I		
Código:	RAD 2211	Curso:	Administração
Número de Créditos:	2	Classes:	1
Natureza da Disciplina:	Optativa Eletiva	Trabalho:	Carga Horária Total: 30h/ano
Professor Responsável:	Prof. Dr. Marcos Fava Neves (www.doutoragro.com)		
Sala:	19-B1		
Atendimento aos Alunos:	Sala: FEA-RP, Bloco C, Sala 64 com agendamento por email. Também antes e após todas as aulas do docente. E-mail: favaneves@gmail.com ou mfaneves@usp.br		

1. Objetivo:

O objetivo principal da disciplina é mostrar o universo da produção de alimentos, fibras e bioenergia, trazendo os principais conceitos e ferramentas de análise das cadeias/sistemas agroalimentares. Capacitar para trabalhar nesta crescente indústria do Brasil e do mundo, com aporte de diversos métodos analíticos dos agentes e dos mercados do agronegócio.

Objective:

The objective of the course is to show the students the universe of food production, fiber and bio-energy, bringing the major concepts connected to agri-food systems and chains. The main goal is to capacitate the students to work in this kind of businesses, which offer many opportunities in Brazil and elsewhere. Several methods will be provided.

2. Objetivos Específicos:

- ✓ Conceitos de Agronegócios
- ✓ Cadeias e Sistemas Agroindustriais – Métodos de Planejamento e Análise
- ✓ O Macroambiente do Agronegócio
- ✓ As Indústrias de Insumos aos Produtores
- ✓ A Produção Agrícola (Agricultura)
- ✓ Tradings e Cooperativas
- ✓ Varejo Alimentar e Foodservice
- ✓ Associações e Organizações do Setor
- ✓ Sustentabilidade Econômica, Social e Ambiental
- ✓ Políticas Públicas e o Papel do Estado no Agronegócio
- ✓ Mercados Atrativos (Consumo Crescente)
- ✓ Tendências no Agronegócio

Specific Objectives:

- ✓ Agribusiness Concepts
- ✓ Chains (Agribusiness Systems) Analysis and Methods
- ✓ Agri-Food Business Macro-Environment
- ✓ Crop Input Supply Industry
- ✓ Agriculture and Farmers
- ✓ Tradings
- ✓ Food Retailers and Foodservice
- ✓ Horizontal Organizations (Associations, Cooperatives)
- ✓ Sustainability, Smallholders and Social Inclusion
- ✓ Bioenergy and Bio-economy
- ✓ Public Policies and The Role of Governments
- ✓ Booming Food Markets and Emerging Economies
- ✓ Agribusiness and Chain's Trends

3. Método:

O curso é designado para alunos de graduação e seguirá o modelo do programa de pós-graduação, onde os alunos têm que se preparar para a aula de antecipadamente. Para um aproveitamento adequado do curso, é primordial que os alunos leiam o material indicado no site antes da aula. Os participantes formarão grupos para elaborar e apresentar um trabalho. Serão ministradas aulas explicativas, discussões de casos,

debates, seminários e palestras. Palestras: alguns palestrantes externos serão trazidos para falar sobre assuntos relacionados a sistemas agroindustriais sustentáveis.

Method:

The course is designated to undergraduate senior students; it will follow the model of the graduate program, where students have to prepare themselves for class beforehand. For a proper use of the course, it is imperative that students read the material indicated at the website before class. Participants will form groups for elaborating and presenting a paper. Explanatory classes, case discussions, debates, seminars and lectures will also be provided. Lectures: some outside lecturers will be brought to talk about subjects related to sustainable agro-industrial systems.

4. Avaliação:

1 - AVALIAÇÃO SUBJETIVA (30%) - Avaliação subjetiva com base na leitura prévia, presença e participação nas aulas, tanto durante as discussões teóricas quanto nas atividades em grupo. Trabalhos de grupo e individuais pequenos também serão avaliados, desde a elaboração de artigos até a apresentação de textos e casos.

2 - TESTE FINAL (70%) - Teste escrito com todo o conteúdo do curso

Evaluation:

1 – SUBJECTIVE GRADING (30%) – Subjective evaluation based on beforehand reading, presence and participation in class, both during the theoretical discussions and the group activities. Short group and individual works will be evaluated as well, ranging from the making of papers to the presentation of texts and cases.

2 – FINAL TEST (70%) – Written test with all the content of the course

5. Bibliografia/Bibliography:

Bibliografia básica/Basic bibliography:

NEVES, M. F. The Future of Food Business – World Scientific, 2014, 278 p.

NEVES, M. F. Vai Agronegócio – Editora Canaeste, 2016, 528 p.

ZYLBERSZTAJN, D; CALEMAN, S. & NEVES, M.F. – Gestão de Sistemas de Agronegócios – Editora GEN, 2015, 328 p.

Bibliografia complementar/Complementary bibliography:

GUNDERSON M.A., BOEHLJE M.D., NEVES M.F., and SONKA, S.T. Agribusiness Organization and Management. In: Neal Van Alfen, editor-in-chief. Encyclopedia of Agriculture and Food Systems, Vol. 1, San Diego: Elsevier; 2014. pp. 51-70.

NEVES, M. F., CHADDAD, F. R. – The Benefits of Sugarcane Chain Development in Africa – International Food and Agribusiness Management Review (IFAMR) – International Food and Agribusiness Management Association (IAMA), fev. 2012, pag 159-166. ISSN 1559-2448 (Volume 15, Issue 1).

NEVES, M.F.; GOMES, C. C. M. P.; TROMBIM, V.G. Financing Chain Associations. Revista International Food and Agribusiness Management Review – IFAMR. College Station, Texas A&M University-Department of Agricultural Economics/Estados Unidos, v. 14, edição 4, p. 215-225, 2011.

NEVES, M.F.; TROMBIN, V. G.; CONEREJO, M. A. A Method for Strategic Planning of Food and Bioenergy Chains (CHAINPLAN) Applied to the Sugarcane Chain in Brazil. Journal on Chain and Network Science. Holanda, v. 10, n. 3, p. 193-206, 2010. DOI: 10.3920/JCNS2010.x186.

NEVES, M. F. An Innovative Approach for Planning International Investments. International Research Journal Problems and Perspectives in Management – Business Perspectives Publishing Company, Innovative marketing, Issue 1, 2011, Ucrânia.

NEVES, M.F. The 2020 Strategic Marketing Agenda. Revista Journal Innovative Marketing. Disponível em <http://www.businessperspectives.org/component/option,com_journals/task,issue/id,144/jid,5/Itemid,74/>, Ucrânia, v. 6, edição 3, p. 63-70, 2010.

NEVES, M.F. – The Food Chains Environment and the Role of China and Brazil Building a “Food Bridge” – Journal Emerald - China Agricultural Economic Review - CAER-Jul-2009-0073.R1 – Emerald Publishing, 2010, 12 pag. ISSN 1756-137x (Volume 2, Issue 1).

NEVES, M. F. Strategies for Solving the Food Inflation Problem, International Food and Agribusiness Management Review (IFAMR) – The Official Journal of the International Food and Agribusiness Management Association IAMA, v. 11, issue 3, 2008, Estados Unidos da América

6. Cronograma Atualizado/Updated schedule

Dia/Day	TOPICOS/TOPICS	Leituras/Readings
Aula 1 (17/08)	Introdução ao Curso e Conceitos de Agronegócios/ Course Introduction and Agribusiness Concepts	Neves, 2014 – Future of Food Business (6, 7) Neves, 2019 – Doutor Agro (1, 10, 16, 34, 35, 41, 47, 50, 53, 90)
Aula 2 (24/08)	Cadeias e Sistemas Agroindustriais/ Chains and Agroindustrial Systems	Neves, 2014 – Future of Food Business (6, 7) Neves, 2019 – Doutor Agro (1, 10, 16, 34, 35, 41, 47, 50, 53, 90)
Aula 3 (31/08)	Métodos de Análises de Cadeias Agroindustriais (Planejamento Estratégico de Cadeias)/ Methods of Agroindustrial Chain Analysis (Strategic Chain Planning)	Neves, 2014 – Future of Food Business (24, 25, 26) Neves, 2019 – Doutor Agro (13, 14, 15)
07/09	Independência do Brasil – Não haverá aula	
Aula 4 (14/09)	Métodos de Análises de Cadeias Agroindustriais (Planejamento Estratégico de Cadeias)/ Methods of Agroindustrial Chain Analysis (Strategic Chain Planning)	Neves, 2014 – Future of Food Business (24, 25, 26) Neves, 2019 – Doutor Agro (24, 25, 51, 55, 58)
Aula 5 (21/09)	O Macro-Ambiente do Agronegócio/ The Macro-Environment of Agribusiness	Neves, 2014 - Future of Food Business (1, 2, 3, 4, 14, 15, 16, 23, 42) Neves, 2019 – Doutor Agro (91, 89, 51, 38, 56, 65, 74, 81, 82)
Aula 6 (28/09)	O Macro-Ambiente do Agronegócio/ The Macro-Environment of Agribusiness	Neves, 2014 - Future of Food Business (1, 2, 3, 4, 14, 15, 16, 23, 42) Neves, 2019 – Doutor Agro (91, 89, 51, 38, 56, 65, 74, 81, 82)
Aula 7 (05/10)	Grandes Tendências do Agronegócio/ Agribusiness Trends	Neves, 2014 - Future of Food Business (24) Neves, 2019 – Doutor Agro (94, 35, 42, 43)
12/10	Nossa Sr. Aparecida – Não haverá aula	
Aula 8 (19/10)	Grandes Tendências do Agronegócio/ Agribusiness Trends	Neves, 2014 - Future of Food Business (24) Neves, 2019 – Doutor Agro (94, 35, 42, 43)
Aula 9 (26/10)	As Empresas de Insumos aos Produtores Rurais/ Crop Input Supply Industry	Neves, 2014 - Future of Food Business (13) Neves, 2019 – Doutor Agro (68, 39)
02/11	Finados – Não haverá aula	
Aula 10 (09/11)	Agricultura e Propriedades Agrícolas/ Agriculture and Farmers	Neves, 2014 - Future of Food Business (12) Neves, 2019 – Doutor Agro (71, 03, 04)
Aula 11 (16/11)	Agroindústria, Indústria de Alimentos e as Tradings/ Food Industry and Tradings	Neves, 2014 - Future of Food Business (37, 11) Neves, 2019 – Doutor Agro (69)
Aula 12 (23/11)	Varejo de Alimentos e Foodservice/ Food Retailers and Foodservice	Neves, 2014 - Future of Food Business (09, 10) Neves, 2019 – Doutor Agro (92, 07, 88, 19, 22)
Aula 13 (30/11)	O Papel dos Governos na Promoção de Investimentos/ Public Policies and the Role of Governments	Neves, 2014 - Future of Food Business (61, 62, 63, 64, 65, 66) Neves, 2019 – Doutor Agro (31)
Aula 14 (07/12)	Grandes Mercados de Alimentos/ Booming Food Markets)	Neves, 2014 - Future of Food Business (17, 18, 19, 20, 21, 22, 51) Neves, 2019 – Doutor Agro (48, 67, 62, 63, 72, 75, 77)
Aula 15 (14/12)	Prova Final/ Final Test	Todos os materiais e resumos
Aula 16 (21/12)	Recuperação	Todos os materiais e resumos



PROF. DR. MARCOS FAVA NEVES

- ❑ Marcos Fava Neves is an *international expert* on global agribusiness issues and a part-time professor of planning and strategy at the School of Business (FEARP) of the University of São Paulo (USP) and FGV Business School, both in Brazil. He graduated as an agronomic engineer from ESALQ/USP - Piracicaba in 1991. He earned his master's degree in 1995 and his doctorate in management in 1999 from the FEA/USP School of Economics and Business – São Paulo. Marcos completed postgraduate studies in European agribusiness at ESSEC-IGIA in France in 1995 and in chains/networks at Wageningen University, in the Netherlands (1998-1999). In 2013 he spent the year as a visiting international professor at Purdue University (Indiana, USA) where he maintains the linkage as a permanent International Adjunct Professor. Since 2006 he is an international professor at the University of Buenos Aires, Argentina.
- ❑ He has *specialized in strategic-planning* processes for companies and food chains and works as a board member of both public and private organizations, being member of more than 10 international boards since 2004. Also in 2004, he created the Markestrat think tank with other partners, today employing around 60 people and doing international projects, studies and research in strategic planning and management for more than 250 agri-food business organizations. Some of these projects were very important in suggesting public policies for food chains that were implemented in Brazil with economic and social impacts.
- ❑ Also as an experience in the private sector, from 1992 to 1993 he worked in citrus juice exporter and from 1994 to 1995 in a veterinarian company. In 2008, he became CEO of Brazil's second-largest biofuel holding company, a position he occupied until 2009, when he returned to the University of São Paulo (USP) and Markestrat.
- ❑ At the academic side, since 1995 (when he was hired by USP), Marcos has advised more than 30 doctorate dissertations and master's theses and helped to form around 1200 Bachelors in Business Administration in Brazil with around 120 courses taught to undergraduates at USP.
- ❑ His writings are strongly focused on supplying simple and effective methods for business. He has published more than 100 articles in international journals and has been author and editor of 63 books by 10 different publishers in Brazil, Uruguay, Argentina, South Africa, Singapore, Netherlands, China, the United Kingdom and the United States. He is also a regular contributor for China Daily Newspaper and has written two case studies for Harvard Business School (2009/2010), one for Purdue (2013) and five for Pensa/USP in the nineties. Recognized as the Brazilian academic with the largest number of international publications about orange juice and sugar cane chain and one of the top 3 most cited Brazilian authors in the area of food and agribusiness. He has reached more than 4000 citations in Google Scholar index.
- ❑ Marcos is one of the most active Brazilian speakers, having done more than 1050 lectures and presentations in 25 countries. He received around 150 recognitions from Brazilian and international organizations, and is considered a "Fellow" of the IFAMA (International Food and Agribusiness Management Association), title received in Minneapolis - 2015.
- ❑ Coming from a family of farmers, he is a worldwide defender of agriculture and farmer's role in the development of the society. In the social side, together with his parents, Marcos is one of the creators and maintainers of Mucapp, a NGO that in 20 years has built more than 450 houses for families in Brazil that face very unfavorable conditions.