

# MSC. IN FOOD & AGRIBUSINESS MANAGEMENT (FAM)

FOR THOSE WHO ARE PASSIONATE ABOUT FOOD AND AGRICULTURE  
Sept2024

Dr. Corinne LAMOUR - Head of the FAM program

never stop daring





# **1. FAM PROGRAM POSITIONING**

**THE ONLY AGRIFOOD MASTER PROGRAM OFFERING:**

- DOUBLE DEGREE FRANCE/BRAZIL**
- STUDENTS' GROUP DIVERSITY**
- APPLIED TO THE FIELD**

never stop daring

# HOW TO FEED A GROWING POPULATION WITH LIMITED NATURAL RESOURCES?

THE FAM PROGRAM HAS BEEN DESIGNED ON THIS CHALLENGING QUESTION



never stop daring



*For future managers who are **passionate** about food and agriculture, Audencia Master of Science in Food and Agribusiness Management offers top academic and **practical** knowledge that help them cope with **global** food challenges, in a **responsible** and **innovative** manner ».*



**Dr. Corinne Lamour**  
Head of the MSc. In  
Food and Agribusiness  
Management



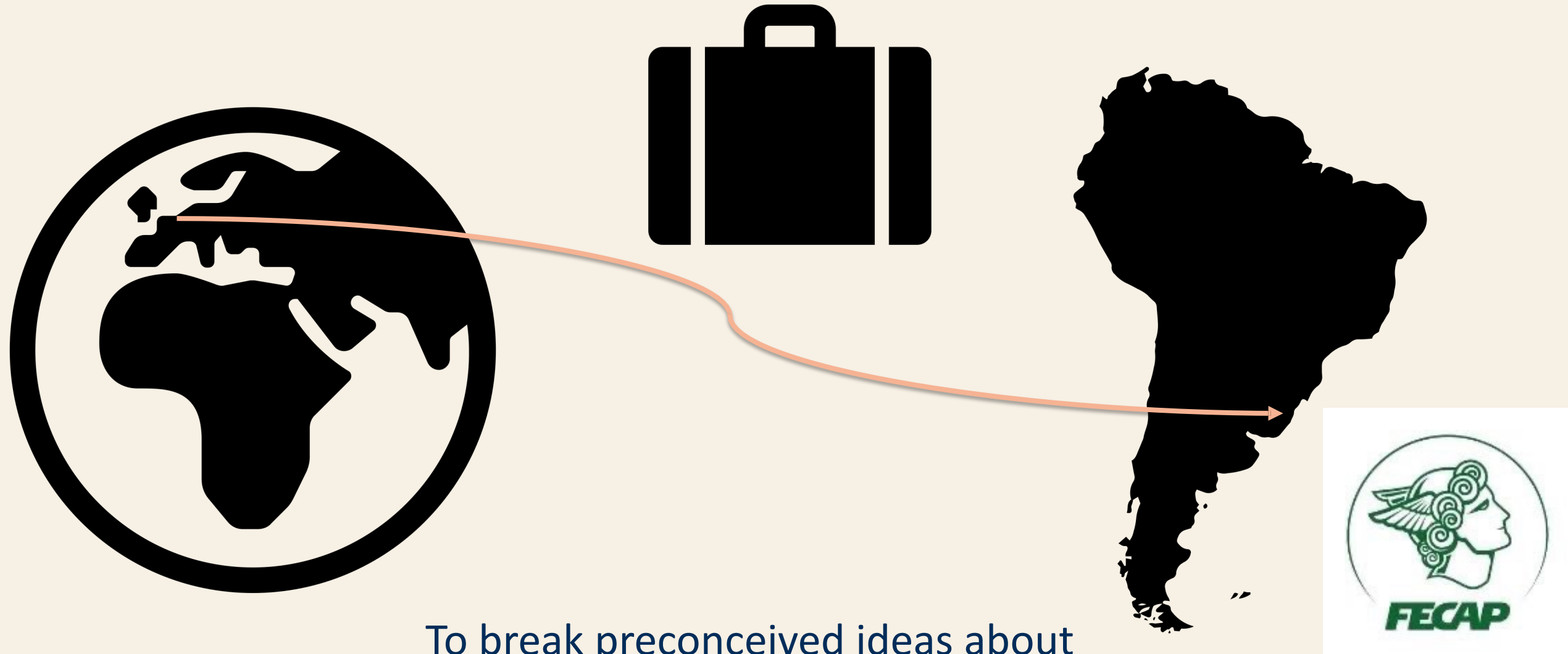
# **2. FAM STUDENTS' LEARNING EXPERIENCE**

**IN FRANCE AND IN BRAZIL  
FIELD TRIPS & COMPANY PROJECTS  
LEARNING FROM PEERS**

never stop daring

# A DOUBLE DEGREE: MSC. + MBA

From 2 agri-food leading countries: France and Brazil



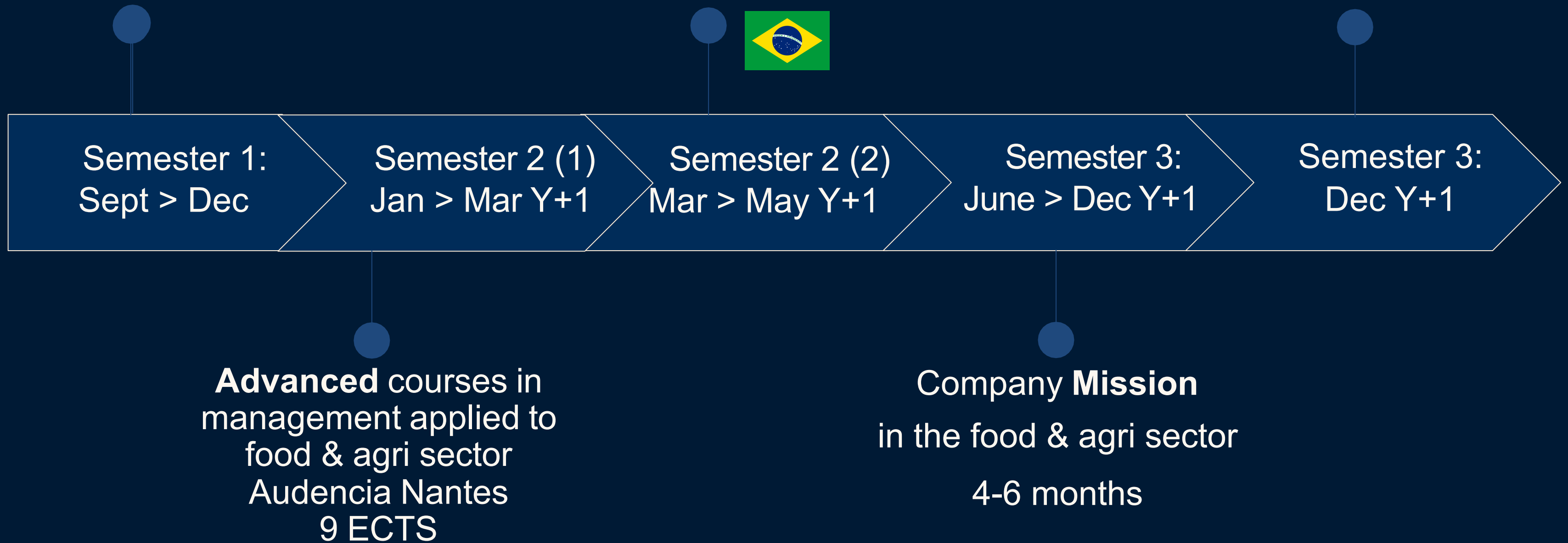
To break preconceived ideas about  
Brazilian agribusiness

# FAM PROGRAM CURRICULUM delivering 60 ECTS

**Fundamental** courses  
in management applied  
to food & agri sector  
Audencia Nantes  
30 ECTS

**Advanced** courses  
in management  
applied to food & agri  
sector FECAP in Sao  
Paulo 12 ECTS

Responsible  
professional **Thesis**  
oral defense  
Audencia Nantes  
9 ECTS





# FAM PROGRAM CONTENT

## Management courses applied to agri-food business challenges

### Semester 1 (30 ECTS):

1. Responsible leadership in a cross-cultural environment
2. Responsible entrepreneurship & business plan
3. Food innovation and design thinking
4. Sustainable strategies in the food industry
5. Responsible food marketing
6. B2C food marketing
7. Business analytics and big data in food
8. Managerial finance
9. Supply chain and operations in the agri-food sector
10. International trading and food sustainability

### Semester 2 (21 + 9 ECTS):

1. Energy transition: from narrative to practice (Gaia school)
2. Research methods
3. Anthropology of food and food crisis
4. Food value chain management & marketing
5. Risk management and high-level global food strategies
6. Public strategies and international policies
7. Sustainable and disruptive innovation
8. Master thesis



# RESPONSIBLE PROFESSIONAL THESIS

To acquire a scientific approach in a business problem solving context

- Individual work
- Research Methods course
- Guidelines on BB
- February Y+1: Research proposal to Program Manager > supervisor assigned
- June Y+1: Literature review and methodology draft submission on BB (graded)
- Early Dec Y+1: Dissertation submission on BB (60%)
- Mid Dec Y+1: Thesis oral defense (for dissertation grades higher than 10/20) (40%)

# INTERNSHIP OR COMPANY MISSION

To apply what's been learnt during the year

- ✓ From 4 to 6 months
- ✓ Missions applied to food and agriculture management
- ✓ In France or overseas
- ✓ In any type of organization (private, public, NGO)
- ✓ Any type of legal contract: internship, temporary or permanent job contract
- ✓ Entrepreneurship as a valid professional experience if part of an incubator
- ✓ From June to December Y+1
- ✓ Guidelines on BB





# FAM KEY BENEFITS FOR STUDENTS

Diversity + Applied program + Double degree MSc + MBA

Form own idea on Brazilian agribusiness



Learn from peers,  
know how to work  
with people who are  
different



Learn from the field



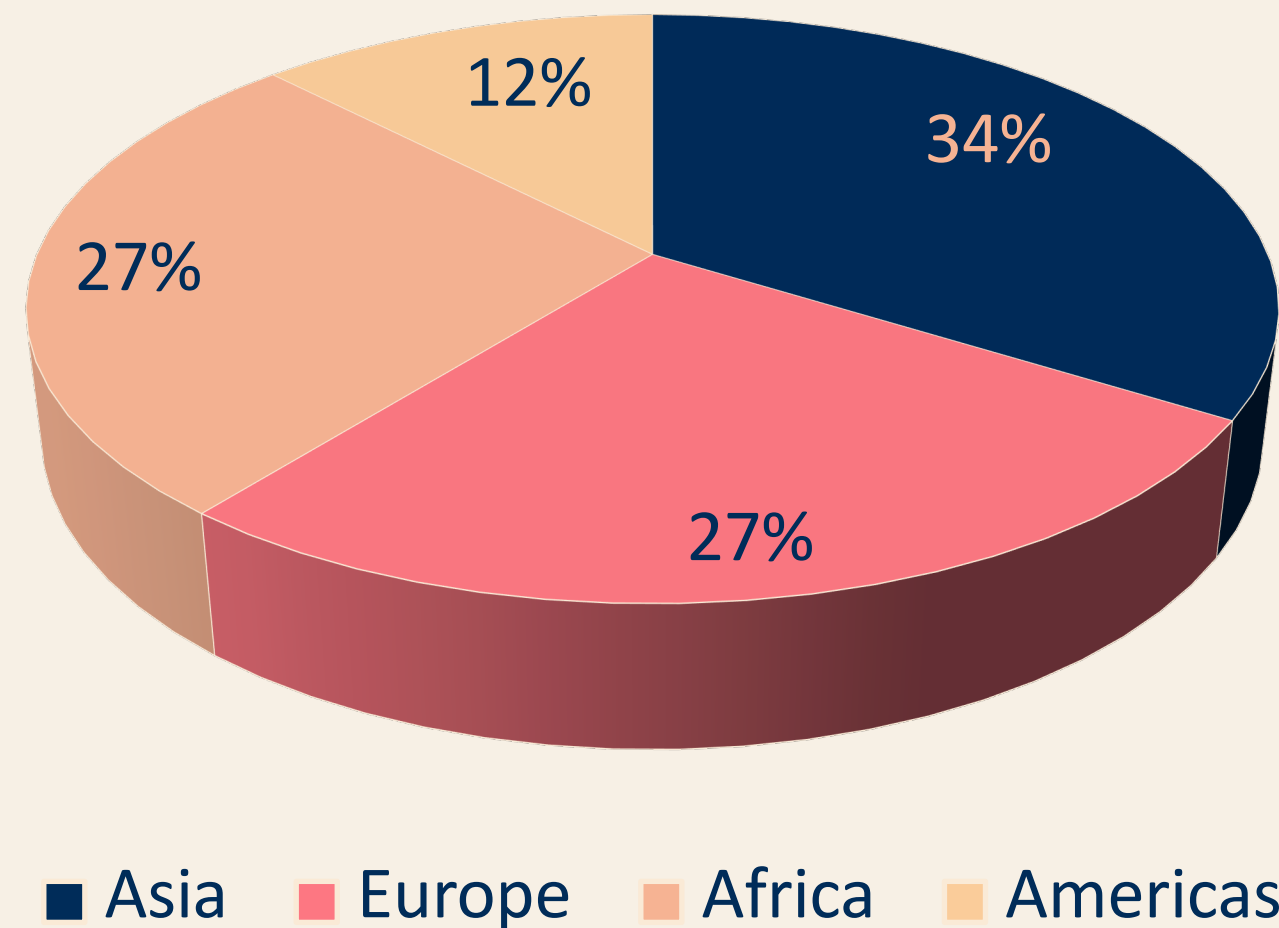
# 3. FAM ALUMNI

never stop daring

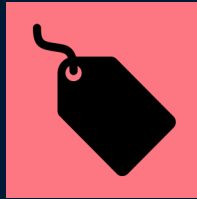
# 43 DIFFERENT NATIONALITIES

Since the program was created in 2014

MSc FAM graduates nationalities (N=130)  
May 2023



# DIVERSE CAREER OPPORTUNITIES



Sales account manager, (junior) brand manager, product manager, commercial manager



Junior consultant, manager of studies, research teacher, consultant

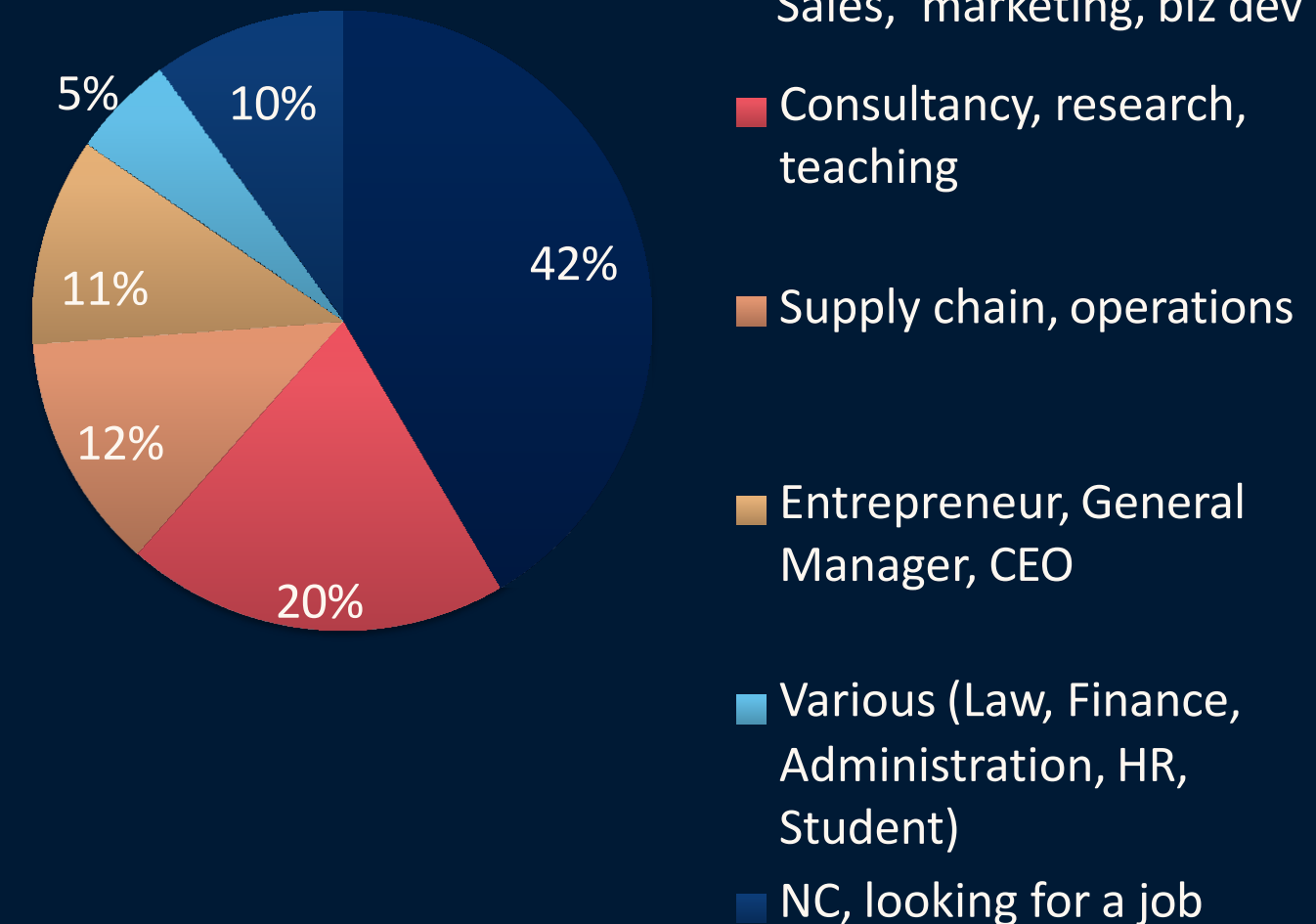


Supply chain coordinator, traceability junior manager, supply chain and packaging plant manager



CEO, business owner, business unit manager, firm co-founder

MSc. FAM graduates' job positions  
(N=130) - May 2023





# FAM STUDENTS ARE STUDENTREPRENEURS

In sustainable and innovative agrifood business



Tommie Hooft van Huysduynen,  
Proteen, Uganda


Olivia Akaakar, Vavegoagro Nigeria






# FAM LINKEDIN GROUP

## To grow your professional and international network





**Corinne Lamour** Owner

Created group: Jul 2019

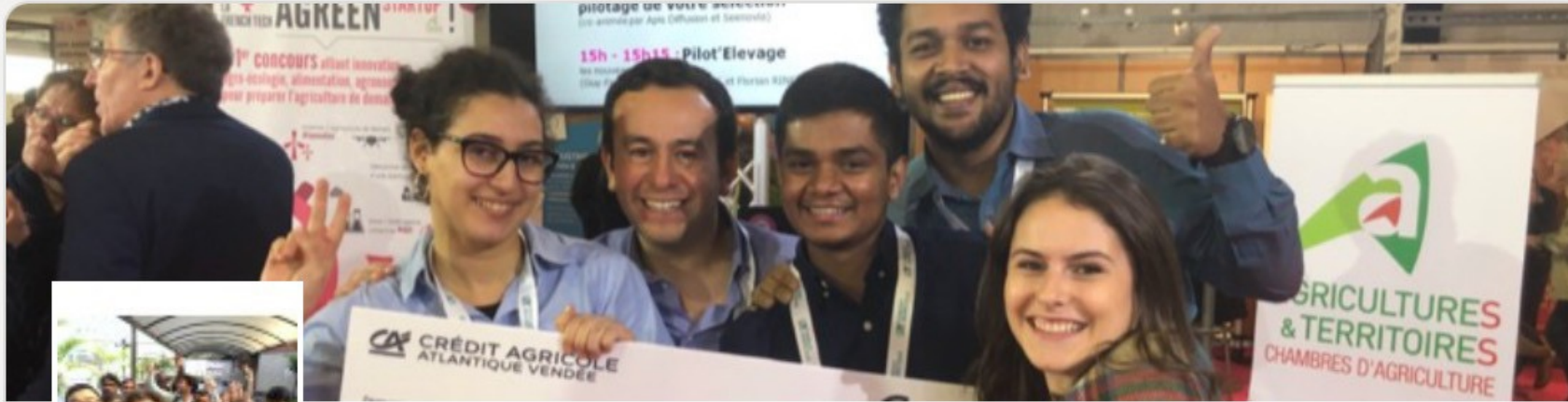
Pending posts0






Requests to join1

Manage group


Edit group

Recent





### Students and Alumni - Master of Science / MBA in Food and Agribusiness Management of Audencia

 Listed group

[Earn an Active Group badge](#)

107 members

Including Katie Francois and 102 other connections



Invite connections

Show all →

Analytics

Last 15 days activity

# FAM TEAM

## Contact details

For academic questions:

Dr Corinne Lamour  
Program Director  
[corinne.lamour@audencia.com](mailto:corinne.lamour@audencia.com)  
+33(0)6 48 88 05 79



For admin questions:

Sarah Cooke  
Program Assistant  
[scooke@audencia.com](mailto:scooke@audencia.com)  
+33 (0)2 40 37 45 57



Prof. Jose Luis TEJON  
Academic partner in  
FECAP, Sao Paulo  
[tejon@tejon.com.br](mailto:tejon@tejon.com.br)  
+55 11 99147 5999



Mrs. Roseli AZEVEDO  
International Affairs  
FECAP, Sao Paulo  
[roseli.azevedo@fecap.br](mailto:roseli.azevedo@fecap.br)  
+55 11 98339 6908



Happy to answer your questions!

