

## FOOD INDUSTRY MANAGEMENT FIM

### Department of Agricultural Economics College of Agriculture and Natural Resources

- 100 Decision-making in the Agri-Food System**  
Fall, Spring. 3(3-0) Interdepartmental with Agribusiness Management. Administered by Department of Agricultural Economics. SA: FSM 200

Organization and operation of the agri-food system. Economic analysis of agri-food firms and consumers. Management functions and decision-making of agri-food firms.

- 210 Professional Seminar in Food Industry Management**  
Spring. 1(1-0) P:M: (ABM 100 or concurrently or ABM 130 or concurrently) R: Open only to Food Industry Management majors.

Industry trends in food industry management. Verbal, written, and visual communication techniques applied to professional situations, including professional development and career planning.

- 220 Food Product Marketing**  
Fall. 3(3-0) P:M: (ABM 100 or concurrently)  
Structure of the food marketing system including food processors, manufacturers, retailers and food service. Impact of consumer behavior and buying patterns. International food product marketing. Strategic planning in food marketing.

- 222 Agribusiness and Food Industry Sales (W)**  
Fall, Spring. 3(3-0) Interdepartmental with Agribusiness Management. Administered by Department of Agricultural Economics. P:M: (ABM 100 or ABM 130 or EC 201 or EC 202) and completion of Tier I writing requirement. R: Open only to sophomores or juniors or seniors. SA: FSM 320

Selling processes and activities within agribusiness and food firms. Principles and techniques of sales. Operation of sales organizations.

- 335 Food Marketing Management**  
Spring. 3(3-0) Interdepartmental with Marketing and Supply Chain Management. P:M: (FIM 220 or MSC 300) SA: ML 335, MTA 335, FSM 335

Management decision-making in food industry organizations (processors, wholesalers, retailers). Marketing and sales in response to customer and consumer needs. Distribution and merchandising systems in domestic and international contexts.

- 337 Labor and Personnel Management in the Agri-Food System**  
Fall. 3(3-0) Interdepartmental with Agribusiness Management. Administered by Department of Agricultural Economics. P:M: (ABM 100 or ABM 130) R: Open only to juniors or seniors. SA: FSM 325

Human resource management principles for farms, agribusinesses and food firms: planning, recruiting, training, scheduling, motivating, supervising and evaluating. Labor regulations, compensation and records.

- 351 Retail Management**  
Fall, Spring, Summer. 3(3-0) Interdepartmental with Marketing and Supply Chain Management. Administered by Department of Marketing and Supply Chain Management. P:M: (MSC 300 or MSC 327) R: Open only to juniors or seniors in the Eli Broad College of Business or the Food Industry Management or Merchandising Management major. SA: ML 351, MTA 351

Domestic and international retailing structure, environment, and development. Managerial strategy. Locational, purchasing, organizational, personnel and promotional techniques. Retail budgeting and control. Social and ethical considerations.

- 400 Public Policy Issues in the Agri-Food System**  
Spring. 3(3-0) Interdepartmental with Agribusiness Management. Administered by Department of Agricultural Economics. P:M: (ABM 100) R: Open only to juniors or seniors. SA: FSM 421

Objectives, alternatives and consequences of public policy in the agri-food system. Analysis of economic implications for food and agribusiness firms, farmers, consumers and society.

- 410 Advanced Professional Seminar in Food Industry Management**  
Fall. 1(1-0) P:M: (ABM 210 or FIM 210) R: Open only to Food Industry Management juniors or seniors.

Advanced professional problems and reestablishment of career planning in the agri-food system. Industry trends, career alternatives, and job search strategies. Enhanced verbal, written and visual communication techniques.

- 422 Vertical Coordination in the Agri-Food System**  
Fall. 3(3-0) Interdepartmental with Agribusiness Management. Administered by Department of Agricultural Economics. P:M: (ABM 100 and EC 201) R: Open only to juniors or seniors. SA: FSM 443

Analysis of vertical coordination in the industrialized agri-food system. Agricultural cooperatives, contracts, marketing orders, and trade associations. Analysis of imperfect competition and methods of conducting business. Interaction with legal systems and government.

- 427 Global Agri-Food Industries and Markets**  
Fall. 3(3-0) Interdepartmental with Agribusiness Management. Administered by Department of Agricultural Economics. P:M: (FIM 220 or ABM 225)

Strategic understanding of the international agri-food system. Analysis of global production, marketing, and consumption. Knowledge of changing conditions in international industries and markets. Global trends and opportunities.

- 439 Food Business Analysis and Strategic Planning(W)**  
Fall. 3(3-0) Interdepartmental with Marketing and Supply Chain Management. P:M: (FIM 220) R: Open only to juniors or seniors SA: ML 439, MTA 439, MSC 439

Principles and techniques of business analysis and strategic planning applied to food firms. Food trend forecasts, market potential, competition and cost analyses, business and strategic planning.

- 490 Independent Study in Food Industry Management**  
Fall, Spring, Summer. 1 to 6 credits. A student may earn a maximum of 6 credits in all enrollments for this course. P:M: (ABM 100) R: Open only to sophomores or juniors or seniors in the Food Industry Management major. Approval of department: Application required. Students are limited to a combined total of 6 credits in ABM 490 and FIM 490. SA: FSM 490

Independent supervised study in topics in food industry management.

- 493 Professional Internship in Food Industry management**  
Fall, Spring, Summer. 1 to 3 credits. A student may earn a maximum of 6 credits in all enrollments for this course. P:M: (ABM 100) R: Open only to juniors or seniors in the Food Industry Management major. Approval of department; application required. A student may earn a maximum of 6 credits in all enrollments for any or all of these courses: ABM 493, AEE 493, ANR 493, ANS 493, CSS 493, EEP 493, FIM 493, FW 493, HRT 493, PKG 493, PLP 493, PRR 493, and RD 493.

Supervised professional experience in the food industry.

## FOOD SCIENCE FSC

### Department of Food Science and Human Nutrition College of Agriculture and Natural Resources

- 120 What's for Dinner: Science on Your Plate**  
Fall, Spring. 1(2-0) Not open to students with credit in FSC 211 or FSC 229.  
Relationship between science and food. Current issues and future challenges in food science, technology, government, consumers and the media.

- 150 Introduction to Human Nutrition**  
Fall, Spring, Summer. 3(3-0) Interdepartmental with Human Nutrition and Foods. Administered by Department of Food Science and Human Nutrition.  
Nutrition needs in life stages from a human ecological perspective. Domestic and international factors affecting the availability of a safe, nutritious food supply. Relationships of food choices to health and disease.

- 211 Principles of Food Science**  
Fall. 3(3-0)  
Scientific principles, historical perspective, and current status of technology related to food composition, safety, toxicology, processing, preservation, and distribution.

- 229 Unit Operations in Food Processing**  
Fall. 3(3-0)  
Principles, technologies, and applications involved in conversion of raw products into high quality foods. Processing principles such as thermal processing, irradiation, freezing, membrane concentration, enzyme technologies, dehydration, and refrigeration.