FIM—Food Industry Management

Department of Agricultural, Food, and Resource 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 Agribusiness Management. SA: FIM 200


203 Data Analysis for the Agri-Food System
Fall, Spring. 3(3-0) Interdepartmental with Agribusiness Management and Environmental Economics and Management. Administered by Agribusiness Management. P: (ABM 100) and (EC 201 or concurrently) RB: STT 200 or STT 201 or STT 315 R: Open to undergraduate students in the Agribusiness Management Major or in the Agribusiness Management Minor or in the Environmental Economics Minor or in the Environmental Economics and Management major or in the Food Industry Management Major or in the Food Industry Management Minor.

Introduction to data analysis tools used in the management of food systems.

210 Professional Seminar in Food Industry Management
Spring. 1(1-0) R: Open to students in the Food Industry Management Major or in the Food Industry Management Minor.

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
Spring. 3(3-0) P: ABM 100 or concurrently RB: EC 201

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
Fall, Spring. 3(3-0) Interdepartmental with Agribusiness Management. Administered by Agribusiness Management. P: ABM 100 or EC 201 or EC 202 R: Open to sophomores or juniors or seniors. SA: FIM 320

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

224 Information and Market Intelligence in the Agri-Food Industry
Summer. 3(3-0) Interdepartmental with Agribusiness Management. Administered by Food Industry Management. P: (ABM 100 or concurrently) or (EC 201 or concurrently) SA: FIM 424


260 World Food, Population and Poverty
Fall. 3(3-0) Interdepartmental with Agribusiness Management and Environmental Economics and Management. Administered by Environmental Economics and Management. P: ABM 100 or EC 201 or EEM 255 SA: EEP 260

Description and analysis of world food, population and poverty problems. Interrelationships between developed and developing countries.

303 Economics of Decision Making in the Agri-Food System
Fall, Spring. 3(3-0) Interdepartmental with Agribusiness Management and Environmental Economics and Management. Administered by Agribusiness Management. P: MTH 124 and EC 201 and EC 202 and ABM 203 and (STT 200 or STT 315 R: Open to juniors or seniors in the Food Industry Management Major or in the Food Industry Management Minor.

Managerial economics with applications focusing on agriculture, food, and resources issues.

335 Food Marketing Management
Fall. Spring. 3(3-0) P: (FIM 220) and (MKT 327 or MKT 300) and ABM 203 Management decision-making in the 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.

351 Retail Management
Fall, Summer. 3(3-0) Interdepartmental with Marketing. Administered by Marketing. P: MKT 300 or MKT 327 R: Open to juniors or seniors in the Eli Broad College of Business and The Eli Broad Graduate School of Management or in the Food Industry Management major and open to students in the Food Industry Management Specialization. SA: MSC 351

Domestic and international retailing structure, environment, and development. Managerial strategy. Location, 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 Agribusiness Management. P: EC 201 and EC 202 R: (ABM 303) or (ABM 203 and EC 301) R: Open to juniors or seniors. SA: FIM 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.

405 Corporate Environmental Management (W)
Spring. 3(3-0) Interdepartmental with Agribusiness Management and Environmental Economics and Management. Administered by Environmental Economics and Management. P: (EEM 255) and (ACC 201 or ACC 230 or ABM 130) and ABM 203 and ((ABM 303 or EC 301) or approval of department) and completion of Tier I writing requirement) R: Open to juniors or seniors. SA: PRM 405

Integration of environmental protection and pollution prevention with business management. Economic and strategic analysis of environmental protection.

410 Advanced Professional Seminar in Food Industry Management
Fall. 1(1-0) P: FIM 210 R: Open to juniors or seniors in the Food Industry Management Minor or in the Food Industry Management Major.

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.

415 Human Resource Management: Changes and Challenges
Spring. 3(3-0) P: ABM 100 or EC 201 or EC 202 R: Open to juniors or seniors. Not open to students with credit in ABM 337.

Human resource management strategies used in food industries. Changing demographics and labor force issues. Diversity, labor markets, regulations, employer policies, job analysis and staffing, compensation and benefits, motivation, performance appraisal, fair labor unions, and cases.

422 Vertical Coordination in the Agri-Food System
Fall. 3(3-0) Interdepartmental with Agribusiness Management. Administered by Agribusiness Management. P: ABM 100 and ABM 203 and EC 201 RB: (ABM 303) or EC 301 R: Open to juniors or seniors. SA: FSM 443


427 Global Agri-Food Industries and Markets
Fall. 3(3-0) Interdepartmental with Agribusiness Management. Administered by Agribusiness Management. P: (FIM 220 or ABM 225) and (EC 201 and EC 202) and ABM 203 RB: (ABM 303) or EC 301 R: Open to juniors or seniors.

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.
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439  Strategic Management for Food and Agribusiness Firms (W)
Fall, Spring. 3(4-0) Interdepartmental with Marketing. Administered by Food Industry Management. P: (FIM 220) and (ABM 130 or ABM 435 or FI 320 or ABM 303 or EC 301 or approval of department) R: Open to seniors.
Principles and techniques for analyzing and implementing business and strategy. Approaches to identify and manage strategic problems. Application to firms in the food and agribusiness industries. Capstone project.

460  Retail Information Systems
Fall, Spring. 3(3-0) P: (FIM 220) and (MKT 327 or MKT 300) and ABM 203 RB: (ABM 303 or EC 301) and (FIM 335 or concurrently) R: Open to juniors or seniors. SA: HED 460, RET 460
Information needed to make effective retail decisions. Use of technology in collecting, analyzing, and interpreting retail systems data and in writing and presenting reports.

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. A student may earn a maximum of 6 credits. Students are limited to a combined total of 6 credits in ABM 490 and FIM 490. P: ABM 100 R: Not open to freshmen. Approval of department; application required. 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. 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, CMP 493, CSS 493, CSUS 493, EEP 493, FIM 493, FOR 493, FSC 493, FW 493, HRT 493, PDC 493, PKG 493, PLP 493, and P: (ABM 100) R: Open to undergraduate students in the Food Industry Management major. Approval of department; application required.
Supervised professional experience in the food industry.