

**MICHIGAN STATE
UNIVERSITY**

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MEMORANDUM

TO: Dr. June Youatt, Assistant Provost for Undergraduate Education
and Dean of Undergraduate Studies

FROM: Dr. Linda O. Stanford, Assistant Provost for Academic Services and
Registrar

RE: Request to Require a Grade-Point of 2.0 in MSC 351 for the Bachelor of
Science Degree in Food Industry Management

For Transmittal to the University Committee on Academic Policy (UCAP)

The request referenced above is being sent to you for action by the University Committee on Academic Policy (UCAP).

The Food Industry Management program is requesting a grade-point of 2.0 in MSC 351. UCAP previously approved that students must achieve a grade of at least 2.0 or higher in each ABM and FIM course referenced under the requirements in 3. a. and in all courses taken to fulfill requirements 3. b. and 3.d.

Please ask the UCAP to consider the request of the grade-point requirement in MSC 351 referenced above at its meeting on February 24, 2005. Please mail the related materials referenced under the heading Attachments at the end of this memorandum to the members of the UCAP.

The academic program request referenced above will be included on the agenda for the February 24, 2005 meeting of Subcommittee B, University Committee on Curriculum (UCC). Requests that are approved by Subcommittee B on February 24 will be before the Full Committee, UCC, for action on March 3, 2005. Requests that are approved by the Full Committee on March 3 will be included in the March 22, 2005, Report of the UCC to the Academic Council.

If you have any questions about this memorandum or the attached materials, please call me at 5-8420.

Thank you for your help.

Attachments:

1. Request for Changes in an Academic Program form dated December 20, 2004; Bachelor of Science Degree in Food Industry Management and attachments.

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**UNIVERSITY
CURRICULUM
and CATALOG**

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COLLEGE OF AGRICULTURE AND NATURAL RESOURCES

1. Request to change the requirements for the **Bachelor of Science degree in Food Industry Management** in the Department of Agricultural Economics as updated on page 122 of the 2002-2004 *Academic Programs*, to the following. The University Committee on Academic Policy (UCAP) will consider this request at its February 24, 2005 meeting.

a. Under the heading **Requirements for the Bachelor of Science Degree in Food Industry Management** make the following changes:

(1) Change item 1., paragraph two to the following:

The University's Tier II Writing Requirement for the Food Industry Management major is met by completing Food Industry Management 439. That course is referenced in item 3. a. below.

(2) In item 2., change paragraph three to the following:

Students must achieve a grade of at least 2.0 or higher in each ABM and FIM course referenced in items 3. a. including Marketing and Supply Chain Management 351, and in all courses taken to fulfill requirements 3. b. and 3. d.

(3) In item 3. a. change "FIM 100" to "ABM 100".

(4) In item 3. b. delete the following course:

ABM	337	Labor and Personnel Management in the Agri-Food System	3
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Add the following courses:

EEP	405	Corporate Environmental Management	3
FIM	335	Food Marketing Management	3
FIM	415	Human Resource Management: Changes and Challenges	3
FIM	424	Information and Market Intelligence in the Agri-Food Industry	3

(5) In item 3. c. delete the following courses:

HED	363	Promotional Strategies in Marketing	3
HED	373	Merchandising Management Entrepreneurship	3
HED	465	International Consumer Distribution Systems	3
MSC	335	Food Marketing Management	3

Add the following courses:

ACC	202	Principles of Management Accounting	3
RET	363	Promotional Strategies in Retailing	3
RET	373	Retail Entrepreneurship	3
RET	460	Retailing Information Systems	4
RET	465	International Retailing	3

(6) Change item 3. e. to the following:

Additional courses in Food Science, Retailing, Hospitality Business, Human Nutrition and Foods, Packaging, and Environmental Economics and Policy as approved by the academic adviser	9
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Effective Fall 2005.

FOOD INDUSTRY MANAGEMENT

The food industry management major is designed to meet the needs of students who are interested in careers in the food industry. Graduates of this major enter managerial positions with food wholesalers-distributors and retailers as well as sales, account management, and production supervision positions with food manufacturers. The program provides a system-wide perspective of managerial problems confronting firms in the food industry, recognizes the increasing interdependence among such firms and focuses on creating consumer value. Faculty who are associated with the program maintain close relationships with food companies and trade associations, bring practical applications and examples to the classroom and provide current information about career and scholarship opportunities.

Requirements for the Bachelor of Science Degree in Food Industry Management

1. The University requirements for bachelor's degrees as described in the *Undergraduate Education* section of this catalog; 120 credits, including general elective credits, are required for the Bachelor of Science degree in Food Industry Management.

The University's Tier II Writing Requirement for the Food Industry Management major is met by completing ~~Agriculture and Natural Resources 400 and Food Industry Management 439. These courses are referenced in items 2 and 3, a, below.~~

The completion of the College of Agriculture and Natural Resources Mathematics requirement may also satisfy the University mathematics requirement.

2. The requirements of the College of Agriculture and Natural Resources for the Bachelor of Science degree.

Certain courses referenced in requirement 3, below may be counted toward College requirements as appropriate.

Students must achieve a grade of at least 2.0 or higher in each ABM and FIM course referenced in items 3, a, and in all courses taken to fulfill requirements 3, b, and 3, d.

Agribusiness Management 427 may be used to fulfill requirement 3, b, if it is not used to fulfill requirement 3, d.

3. The following requirements for the major:

a. All of the following courses: CREDITS
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ACC 230	Survey of Accounting Concepts	3
CSE 101	Computing Concepts and Competencies	3
EC 201	Introduction to Microeconomics	3
EC 202	Introduction to Macroeconomics	3
FI 320	Introduction to Finance	3
FIM 100	Decision-making in the Agri-Food System	3
FIM 210	Professional Seminar in Food Industry Management	1
FIM 220	Food Product Marketing	3
FIM 410	Advanced Professional Seminar in Food Industry Management	1
FIM 439	Food Business Analysis and Strategic Planning (W)	3
MGT 325	Management Skills and Processes	3
MSC 303	Introduction to Supply Chain Management	3
MSC 327	Introduction to Marketing	3
MSC 351	Retail Management	3

Students who pass a waiver examination will not be required to complete Computer Science and Engineering 101.

b. Four of the following courses: 12

ABM 222	Agribusiness and Food Industry Sales (W)	3
ABM 225	Commodity Marketing	3
ABM 327	Labor and Personnel Management in the Agri-Food System	3
ABM 400	Public Policy Issues in the Agri-Food System	3
ABM 422	Vertical Coordination in the Agri-Food System	3
ABM 425	Commodity Marketing II	3
ABM 435	Financial Management in the Agri-Food System	3

c. Two of the following courses: 6

GBL 323	Introduction to Business Law	3
HED 363	Promotional Strategies in Marketing	3
HED 373	Merchandising Management Entrepreneurship	3
HED 465	International Consumer Distribution Systems	3
MSC 302	Consumer and Organizational Buyer Behavior	3
MSC 325	Food Marketing Management	3

d. One of the following courses: 3

ABM 427	Global Agri-Food Industries and Markets	3
EEP 260	World Food, Population and Poverty	3

e. One of the following courses: 3 or 4

STT 200	Statistical Methods	3
STT 201	Statistical Methods	4
STT 315	Introduction to Probability and Statistics for Business	3

f. Additional courses in Food Science, ~~Human Environment~~ Retailing

and Design, Hospitality Business, Human Nutrition and Foods, Packaging, and Environmental Economics and Policy		9
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including Marketing and Supply Chain Management 351,

Insert ①
 Insert ②

Retailing
 Retail
 Retailing

Retailing

as approved by the academic adviser

Insert ①

EEP	405	Corporate Environmental Management	3
FIM	335	Food Marketing Management	3
FIM	415	Human Resource Management: Changes and Challenges	3
FIM	424	Information and Market Intelligence in the Agri-Food Industry	3

Insert ②

ACC	202	Principles of Management Accounting	3
RET	460	Retailing Information Systems	4