

FIM 439

Food Business Analysis and Strategic Planning

3 Credits

Fall Semester

Prerequisites: FIM 220, Completion of Tier I (ATL or WRA course)
writing requirement
Open Only to SENIORS

DEVELOP your knowledge and understanding of the \$700 billion U.S. Food Industry which provides 1 in 6 management jobs.

LEARN techniques for strategic management, including how to:

- Assess the strengths and weaknesses of a business
- Assess the opportunities and threats faced by a business in its marketplace
- Prepare a vision and mission statement for a business
- Develop long-term and short-term business objectives
- Select an appropriate business strategy to achieve the mission and objectives
- Implement strategy once it has been selected

EXPERIENCE real live strategic managers through case studies, guest speakers in class, and field project experiences.

DEVELOP a complete strategic analysis and plan for a business that you and your group members will select. You won't just talk about strategic management in this course. You'll do it!

BUILD your portfolio of managerial skills in group management, interpersonal behavior, oral and written communication, problem solving, decision making under uncertainty, and strategy formation and implementation.

ENHANCE your marketability to major companies such as:

Hershey Foods, Coca Cola, Nestle, Quaker Oats, Kroger, Spartan, Hormel Foods Inc., Gordon Food Service and many more.

For more information contact:

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