
COURSE INFORMATION

Course Title	Course Code Number	Credit Value
Fundamentals of Agri-Food Business	MFS 515	3

PREREQUISITES

Student must be a full-time UBC graduate student.

COREQUISITES

No

CONTACTS

Course Instructor(s)	Contact Details	Office Location	Office Hours
Dr. R.J. (Ron) Wasik PhD, MBA, CFS	Email: rwasik@rjwconsultingcanada.com Ron.Wasik@ubc.ca Typical response time is less than 24 hours not including weekends and holidays.	No formal office. I arrive early and stay after class to meet with students.	One hour prior to class and one hour after class.

COURSE INSTRUCTOR BIOGRAPHICAL STATEMENT

RONALD J. (RON) WASIK

Accomplished functional team leader and executive who thrives on the fast pace and challenges within growth-oriented companies requiring control of diversified interests as well as constant innovation. Demonstrated strengths include:

■ Operations Excellence ■ Team Building ■ Program Development ■ Brand Leadership

EMPLOYMENT HISTORY:

President	RJW CONSULTING CANADA LTD	1979 - Present
Adjunct Professor	LAND AND FOOD SYSTEMS, UBC	2009 - Present
Freelance Food Columnist	FOOD IN CANADA MAGAZINE	1985-2021
Retired		May, 2007
Director of Quality Assurance	J.D. SWEID LIMITED	2003-2007
Director of Research and Development	J.D. SWEID LIMITED AND WHITE SPOT	2001-2003
General Manager	REAL ENTERPRISE SOLUTIONS CANADA	2000-2001
Director of Quality Assurance, R&D	TRICON CANADA (YUM! BRANDS)	1989-2000
Lecturer School of Business	UNIVERSITY OF WATERLOO	1985-1986
Technical Director	NATIONAL BABY FORMULA SERVICE	1984-1988
Technical and Marketing Manager	HOFFMANN LA ROCHE	1982-1984
Director of Technology	DOVER INDUSTRIES	1980-1982
Research Scientist	AGRICULTURE CANADA	Prior to 1978

EDUCATION:

C.F.S. - Certified Food Scientist	INSTITUTE OF FOOD TECHNOLOGIST	2013
M.B.A. - Operations Management	UNIVERSITY OF WESTERN ONTARIO	1980
Ph.D. - Cereal Grains Biochemistry	UNIVERSITY OF MANITOBA	1973

PROFESSIONAL MEMBERSHIPS AND DIRECTORSHIPS:

- Industry Advisory Board of the Guelph Food Innovation Centre
- Standards Council of Canada Subcommittees on Food Safety at International Standards Organization (ISO)
- Small Scale Food Processors of BC, Associate Member, Director
- Canadian Supply Chain Food Safety Coalition, Director
- BC Food Protection Association, Professional Member
- Institute of Food Technologists, Professional Member
- International Association for Food Protection, Professional Member
- Paediatric Association of Canada, Life-Time Associate Member

OTHER INSTRUCTIONAL STAFF

No

COURSE STRUCTURE

COURSE DESCRIPTION

This is an **online**, introductory course in agri-food business designed specifically for Masters of Science (MSc) and Masters of Food Science (MFS) students with or without previous business experience who plan to pursue careers in the agri-food industry. Topics covered include accounting, finance, marketing, budgeting, operations management, human resources, leadership, quality assurance, crisis management, ethics, sustainability, entrepreneurship and career planning.

SCHEDULE OF TOPICS

COURSE OUTLINE (Topics are subject to change to reflect student capabilities and interests.)

- Week 1. Introduction and human resource lecture
- Week 2. Accounting and finance case(s)
- Week 3. Budgeting case(s)
- Week 4. Marketing case(s)
- Week 5. Purchasing case(s)
- Week 6. Operations management/production case(s)
- Midterm exam or assignment
- Week 7. Entrepreneurship case(s)
- Week 8. Sustainability case(s)
- Week 9. Quality assurance cases(s)
- Week 10. Crisis management and ethics case(s)
- Week 11. Leadership case(s)
- Week 12. Career planning case(s)
- Final exam or assignment

LEARNING OUTCOMES

This course was developed to introduce students to core business concepts and business management activities that routinely occur within any business enterprise. Knowledge and skills acquired in this course will permit students to recall and use concepts in human resources, marketing, accounting, finance, budgeting, operations management, quality control, ethics, purchasing and crisis management, to apply this knowledge and these skills within the agri-food industry, to identify and analyze issues related to the daily operations of a business or institution, to develop and evaluate options to address these issues either alone or as a team member and to present the proposals to senior management in a manner which reflects not only an understanding of the immediate issue but also how the problem and recommended solutions could impact other aspects of the organization.

LEARNING ACTIVITIES

Specially-selected business cases are used. Most of the materials are from the Western University Ivey School of Business and follow the highly successful Harvard School of Business case-study format. Cases are global in nature and are selected to be appropriate for introductory level students. In addition to the cases, peer-reviewed reference materials are used to provide background information in areas such as accounting, marketing, HR and operations. These materials are "posted" on a controlled-access website (Canvas) accessible only by students, approved faculty and IT support personnel.

Cases and assignment questions are posted a week prior to the class. Students may either download and/or print off the posted materials. Students are required to have read these materials in advance of meeting in assigned small groups to discuss the assignments before class and then come to class prepared to discuss the reference readings and the case(s). Students are randomly assigned to small groups of 3-4 students to work on the case(s). The composition of these groups is shuffled monthly. The small group experience provides students with real-life experience interacting with individuals that they may not know well, presenting and defending their analyses and gaining consensus. They meet weekly before class to discuss the assigned case(s).

In the process they also evaluate the participation quality of their group members using forms provided on Connect. This exercise teaches the concept of performance evaluation, a discipline that anyone in management is required to do annually, if not more frequently.

Small groups are also required to formally present their case analysis at least once in class. Group presentations are followed by instructor-led analysis of the case(s).

The **online** sessions are structured as one three-hour session per week with a 10 minute breaks after each hour. Format includes lectures, instructor-led class discussions, small-group presentations and the occasional guest speaker. Class attendance is tracked. Class participation is tracked and graded.

PARTICIPATION

Participation is extremely important in this course. Students who struggle to read, to write, to speak in English and to express their insights in small groups and in class have found this course to be very challenging and do not achieve all that this course offers.

LEARNING MATERIALS

Cases and assignment questions are posted a week prior to the class on Canvas. There is no cost for the cases and reference materials used in Food 515. Students may either download and/or print off the posted materials. Student who elect to print off the posted cases and reference readings will incur the cost of printing.

ASSESSMENTS OF LEARNING

Instructor and small-group (assessed by your peer group members) participation each count for 15% of the final mark. Participation mark weighting reflects the harsh reality that your success in the real world is directly proportional to the degree to which you actively and meaningfully interact within your own functional area and with other stake holders. The participation criteria and marking scale is similar to that which the student small groups use.

The midterm and final exams or projects each count for 35% of the final mark.

Some consideration is given to regrade exams and late submissions.

EXAM FORMATS

To be determined. Options include:

- a. Small-group teams working to complete a case assignment over a week
- b. Individually completed case assignment over a week

University Policies:

UBC PROVIDES RESOURCES TO SUPPORT STUDENT LEARNING AND TO MAINTAIN HEALTHY LIFESTYLES BUT RECOGNIZES THAT SOMETIMES CRISES ARISE AND SO

THERE ARE ADDITIONAL RESOURCES TO ACCESS INCLUDING THOSE FOR SURVIVORS OF SEXUAL VIOLENCE. UBC VALUES RESPECT FOR THE PERSON AND IDEAS OF ALL MEMBERS OF THE ACADEMIC COMMUNITY. HARASSMENT AND DISCRIMINATION ARE NOT TOLERATED NOR IS SUPPRESSION OF ACADEMIC FREEDOM. UBC PROVIDES APPROPRIATE ACCOMMODATION FOR STUDENTS WITH DISABILITIES AND FOR RELIGIOUS OBSERVANCES. UBC VALUES ACADEMIC HONESTY AND STUDENTS ARE EXPECTED TO ACKNOWLEDGE THE IDEAS GENERATED BY OTHERS AND TO UPHOLD THE HIGHEST ACADEMIC STANDARDS IN ALL OF THEIR ACTIONS.

Details of the policies and how to access support are available on [the UBC Senate website](#).

UBC DISABILITY RESOURCE CENTRE

The Disability Resource Centre ensures educational equity for students with disabilities, injuries or illness. If you are disabled, have an injury or illness and require academic accommodations to meet the course objectives, please contact Access and Diversity <https://students.ubc.ca/about-student-services/access-diversity>

UBC OMBUDSMAN OFFICE

The Ombudsman Office offers independent, impartial, and confidential support to students in navigating UBC policies, processes, and resources, as well as guidance in resolving concerns related to fairness.

email: ombuds.office@ubc.ca

Web: <http://ombudsoffice.ubc.ca/>

UBC EQUITY AND INCLUSION OFFICE

UBC is a place where every student, staff and faculty member should be able to study and work in an environment that is free from discrimination and harassment. UBC prohibits discrimination and harassment on the basis of the following grounds: age, ancestry, colour, family status, marital status, physical or mental disability, place of origin, political belief, race, religion, sex, sexual orientation or unrelated criminal conviction. If you require assistance related to an issue of equity, discrimination or harassment, please contact the Equity and Inclusion Office.

Web: <http://equity.ubc.ca/>

SAFEWALK

Don't want to walk alone at night? Not too sure how to get somewhere on campus? Call Safewalk at 604-822-5355

For more information, see: <https://www.ams.ubc.ca/services/safewalk/>

OTHER COURSE POLICIES

COURSE COMMUNICATIONS

All student communications (oral and written) will be exclusively in English when in class and when working in assigned small groups.

ACADEMIC INTEGRITY

The academic enterprise is founded on honesty, civility, and integrity. As members of this enterprise, all students are expected to know, understand, and follow the codes of conduct regarding academic integrity. At the most basic level, this means submitting only original work done by you, and acknowledging all sources of information or ideas and attributing them to others as required. This also means you should not cheat, copy, or mislead others about what is your work. Violations of academic integrity (i.e., misconduct) lead to the breakdown of the academic enterprise, and therefore serious consequences arise and harsh sanctions are imposed. For example, incidences of plagiarism or cheating may result in a mark of zero on the assignment or exam and more serious consequences may apply if the matter is referred to the President's Advisory Committee on Student Discipline. Careful records are kept in order to monitor and prevent recurrences.

A more detailed description of academic integrity, including the University's policies and procedures, may be found in the Academic Calendar at

<http://www.calendar.ubc.ca/vancouver/index.cfm?tree=3,54,111,958>

LEARNING ANALYTICS

Instructor and small-group (assessed by your peer group members) participation each count for 15% of the final mark. Participation mark weighting reflects the harsh reality that your success in the real world is directly proportional to the degree to which you actively and meaningfully interact within your own functional area and with other stake holders. The participation criteria and marking scale is similar to that which the student small groups use.

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