

**BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY  
COURSE OUTLINE**

**COURSE NAME: MANAGEMENT FOR FOOD TECHNOLOGY**

**COURSE OUTLINE: BUSA 1105**

**DATE: SEPT 1994**

PREPARED BY: WALTER WARDROP

SCHOOL: BIOLOGICAL SCIENCES

DATE PREPARED: AUGUST 1994

SETS: 44A3    WEEKS: 15    HRS/WK: 3

INSTRUCTOR: WALTER WARDROP

LOCAL: 8991

TAUGHT TO: SECOND YEAR

PROGRAM: FOOD TECHNOLOGY

OPTION:

TOTAL HRS: 45

CREDITS: 3

OFFICE: SE6 346

OFFICE HOURS: TBA

**PREREQUISITES:** Successful entrance into term 3 of the program

**Learning Outcomes**

- Understand the roles and functions of management in modern organizations.
- Know the different styles of management, and relate the strengths and weaknesses of each.
- Understand theory and practice in the following subject areas:
  - Business Ethics and a Company's Responsibilities
  - Planning and its associated tools
  - Decision Making and Strategy
  - Organizational Theory
  - Responsibility, authority and delegation
- Develop a new product as a lab assignment, from concept to retail

**Course Objectives: Food-** Upon successful completion of this course, the student will be able to:

- Determine when a company may want to develop new products or change existing items
- Do market research in food products
- Determine how to take a product from the research level, through raw material to production, add packaging and distribute to consumers

**Course Objectives: Business-** Upon successful completion of this course, the student will be able to:

- Understand the roles and functions of management, and how these roles are changing in modern organizations
- Appreciate various management theories
- Define and understand the importance of Corporate Social Responsibility and Business Ethics
- Be able to identify and implement organizational objectives
- Define organizational planning, and appreciate both the necessity for and difficulties in formulating and implementing plans

## BUSA 1105 COURSE OUTLINE CONTINUED

- Understand decision making as both a function and a process
- Use various quantitative methods to improve decision making
- Distinguish between strategic and tactical goals
- Identify an organizations strategic direction using a SWOT analysis
- Define and use Planning, Forecasting and Scheduling
- Formulate and apply Gantt and PERT charts
- Use Personal Computers as an assist in Management

### EVALUATION

Case study assignments	10	%	A passing grade is required in the tests before other marks are included.
Team research project	35	%	
Mid-Term test	25	%	
Final exam	30	%	

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**REQUIRED TEXT** **Winning at New Products.** Second Edition. Cooper. Addison-Wesley. 1993

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### REFERENCE TEXTS

**From Kitchen to Consumer.** The Entrepreneur's Guide to Commercial Food Production. Nelson-Stafford. Academic Press, Inc. 1991

**The Portable MBA.** Collins and Devanna. Wiley. 1990

**Modern Management in Canada.** Fourth Edition. Certo, Applebaum and Shapiro. Prentice Hall Canada Inc. 1993

**Management.** Canadian Fourth Edition. Robbins and Stuart-Kotze. Prentice Hall Canada Inc. 1994

Note: Library call number for Management books are HD.  
Marketing Books are HF

The main periodicals are:

Packaging Digest	Food Engineering
Packaging	Prepared Foods
Materials Management and Distribution	Entrepreneur

## BUSA 1105 COURSE SCHEDULE

DATE	MATERIAL TO BE COVERED	ASSIGNMENT
Sept 12	Introduction to Business Management	
Sept 19	What kinds of companies - Entrepreneur	
	- Established company	
	- Owner or Partner	
Sept 26	Choosing a product - Front end research	
	- Strengths, Weaknesses, Opportunities and Threats	
	- Me-Too's	
Oct 3	Designing in Value, Quality and Manufacturability	
Oct 10	Holiday	
Oct 17	MIDTERM	Testing and Trial Runs - Can we make it Can we sell it      Will it remain edible
Oct 24	Costing Quantitative Methods	
Oct 31	Manufacturing	- Build or Buy - Manual or Automated - Business Plan - Capitalization
Nov 7	Packaging	- Size - Materials - Unit Loads - Recyclability - Labelling
Nov 14	Ethics - Voluntary Quality vs Laws and Standards Legal Ramifications	
Nov 21	Logistics and Shipping	
Nov 28	Marketing and Advertising What to do as the product matures - Tweak, Replace or Drop	
Dec 5	Review	
Dec 12	Final Exam	