

## **Wholesaling and Retailing Food Products**

ABUS 312 (3 units); Fall 2009  
Tuesday, 5:00 p.m. to 7:50 p.m.

California State University, Chico

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                 Or by Appointment

**Description:** Principles and practices of distributing food products from producer to consumer this includes buying, assembling, transporting, handling, receiving and merchandising. The functions of wholesalers and intermediate handlers including food brokers will be discussed as well as an in-depth analysis of the retail industry.

In addition, you will be involved in developing a wholesale or retail business from inception to the point of requesting funding from a bank.

**Required Text Material:** Material and Readers will be available on the WEB CT.

### **Course Requirements:**

1. Active participation in class discussions is a must; hence attendance is required in class and absences will count against you each class is worth 10 points.
2. Be prepared to work in groups in class on case studies. On the course outline there are cases assigned, each of the cases will be worked on in class and a typed response will be due the following class meeting. If time allows more cases or assignments will be assigned during class time.
3. Homework or assignments will not be accepted after the due date. You may email them early and I will accept assignments up to the end of class on the due date.
4. Exams: There will be two mid-term exams and a final; all exams will consist of multiple choice, true false, fill-in, and short answer questions. There will be no make-up exams and as always there is no talking during an exam or a quiz.
5. Group Term Paper and Oral Presentation: Please see Project guidelines. Oral presentations should be approximately 10-15 minutes in length. Your grades will be determined by the written presentation (80%) and oral presentation (20%). The grade for the presentation will be based on an evaluation of your peers (an over-all average of the audience). In addition, a written critique of each group member will be given to the instructor, include in your comments a grade between 1 and 100 for each of your members.
6. Individual Term Paper: This term paper will be a maximum of 5 typed pages double-spaced. It is an independent effort and can be on any topic related to agriculture. It is due on the last day of class. The formatting for terms papers, etc. will follow the Chicago Manual of Style, I have provide the following link to the Chicago style traditional term papers:

<http://www.bedfordstmartins.com/online/cite7.html>

For Internet or print based citations utilizing the Chicago style. It is found at:

<http://www.dianahacker.com/resdoc/history/footnotes.html>

There are other examples on that page as well (for bibliography, etc.).

7. If you have a disability that requires special accommodations, you must contact a counselor at Disability Support Services, Building E, Room 107 (530) 898-5959.

8. Students are responsible for handling the necessary paperwork for adding or dropping this class by the due dates found in the 2009-2010 Academic Calendar. University guidelines for dropping classes are strictly adhered to.
9. The course outline will be followed and it is your responsibility to be prepared for each class. It is the instructor's discretion to make appropriate changes to the course outline.
10. The class follows the standards set in the Code of Students Rights and Responsibilities (EM 96-38) and students are subject to disciplinary action for violation of that code. It is the student's responsibility to know those codes and adhere to them.

Grades will be based on percentages (no class curves) and are assigned as follows:

|             |             |
|-------------|-------------|
| A = 93-100% | C = 73-76   |
| A- = 90-92  | C- = 70-72  |
| B+= 87-89   | D+= 66-69   |
| B = 83-86   | D = 60-65   |
| B- = 80-82  | Other = <60 |
| C+= 77-79   |             |

|                                     |             |
|-------------------------------------|-------------|
| (2) Mid-Terms @ 15% each            | = 30%       |
| GroupTerm-Paper & Oral Presentation | = 25%       |
| Final Exam                          | = 15%       |
| Individual Term Paper               | = 10%       |
| Attendance                          | = 10%       |
| Class Participation/Assignments     | = 10%       |
| Total                               | <u>100%</u> |

It is recommended that students make and keep a copy of all assignments and papers submitted to the instructor.

If there is evidence that you have been involved in any form of academic dishonesty, you will receive an "F" grade for the course, be locked from WebCT, and a report will be provided to Student Judicial Affairs for further action.

If a student feels an error in grading has been made, the student has one week from the time of the assignment is returned to them to request a review of the grade. The request must be in writing – attached to the original assignment-and must include a specific statement as to what is in error, how it should be corrected, and what supporting evidence is available.

### ***Altering Course Status***

Requesting "No Grade of Record" (NGR), alterations in Credit/No-Credit status or withdrawing from the course is the student's responsibility, as is attending to the necessary paperwork and timelines except where required of the instructor by university policy.

If student does not withdraw, and does not attend class or complete required work, an "F" will be reported for their grade. Instructors may drop a student or issue a "W" for those students who do not attend the first two classes. Students should never assume that instructors automatically drop students from their class. After the 20<sup>th</sup> week of instruction, withdrawal (W) is permitted only for extenuating circumstances.

*Requesting an Incomplete ("I"):* A student must have a passing grade at the time they request an incomplete from the instructor, who at their discretion may or may not award an incomplete as the grade. If it is awarded, the student must complete all remaining coursework in the following semester. An incomplete is not given because a student is unable or unwilling to keep pace with the requirements of a course.

*Adding this Class:* For students not currently enrolled in this class, for the first week of class student may continue to enroll in open classes without an add authorization number. For closed classes, students must attend the class to obtain and add authorization number from the instructor prior to registration. Add cards and Add Authorization Numbers are available from the class instructor.

### *Expected Student Behavior in the Classroom*

- Students are expected to turn off all pagers, cell phones and other electronic devices during class time.
- Students are expected to pay attention and participate in class meetings.
- Students may not read other materials (newspapers, magazines) during class.
- Students are to remain in class during the entire session with the exception of breaks. Students are not allowed to come and go during the class session.
- All class participants are expected to exhibit respectful behavior to other students and the instructor.
- All students have the right and privilege to learn in the class, free from harassment and disruption. Inappropriate or disruptive behavior will not be tolerated, nor will lewd or foul language.

The class follows the standards set in the ***Code of Students Rights and Responsibilities (EM 96-38)*** and students are subject to disciplinary action for violation of that code.

### *Academic Conduct and Appealing Grades:*

#### Academic Honesty

Students are responsible for the honest completion and representation of their work, for the appropriate citation of sources, and for the respect of others' academic endeavors. Students who violate these standards (e.g., cheating and plagiarism) must be confronted and must accept the consequences of their actions. The university's policies on academic dishonesty will be strictly enforced. It is the student's responsibility to know and understand the CSUC Academic Honesty Policy. The university's policy is provided in their catalog as well as via its web site. Ignorance of university policies and to what constitutes academic dishonesty are not acceptable excuses in this matter. If there is evidence that the student has been involved in any form of academic dishonesty, they will receive an "F" grade for the course, be locked from WebCT, and a report will be provided to Student Judicial Affairs for further action.

**Wholesaling and Retailing of Food Products**  
**Course Outline**

| <b><u>Date</u></b> | <b><u>Chapter &amp; Description</u></b>  | <b><u>Comments</u></b>                    |
|--------------------|--|---|
| 8/25               | Introduction to Course and Instructor's expectations<br>Review Group Project Requirements  |   |
| 9/1                | An Overview of Retailing and Wholesaling<br>Retail Strategy: Creating the Competitive Advantage  | Reader pgs 1-17<br>Situation 1<br>Case 2A |
| 9/8                | <b>NO CLASS MEETING-Campus Closure</b><br>The Environment of Retailing and<br>Decision-Making Issues                                     | Case 3A                                   |
| 9/15               | Understanding and Identifying the Customer<br>Customer Information from Research<br><b>Draft of Part 1 is Due</b><br>Review for Mid-term | Reader pgs 18-38<br>Case 4B               |
| 9/22               | <b>Midterm Exam</b><br>Store Location and Site Evaluation  | Reader pgs 39-60<br>Case 6A               |
| 9/29               | Store Design and Layout<br><b>Draft of Part 2 is Due</b>   | Reader pgs 61-77                          |
| 10/6               | Human Resource Management and Store<br>Organization<br><b>Draft of Part 3 is Due</b>   | Case 8A                                   |
| 10/13              | Financial Analysis and Management  | Reader pgs 78-93<br>Case 9B               |
| 10/20              | Planning Merchandise Needs and Merchandise<br>Budgets<br>Retail Advertising<br>Review for Midterm<br><b>Draft of Part 4 is Due</b>       | Reader pgs 94-110<br>Case 10B<br>Case 13A |
| 10/27              | <b>Mid-term Exam</b><br>Retail Selling, Sales Promotion, and Publicity   | Case 14A                                  |
| 11/3               | Assortment Planning, Buying, and Vendor<br>Relations<br><b>Draft of Part 5 is Due</b>  | Case 11A                                  |
| 11/10              | Pricing Merchandise<br><b>Group Term Paper is Due</b>  | Markup #1                                 |
| 11/17              | The Virtual Store and Retail Database Marketing  | Case 15B                                  |
| 11/23-11/27        | Thanksgiving Holiday Week  |   |
| 12/1               | Globalization and Changing Retail Formats  | Case 16A                                  |
| 12/8               | <b>Oral Presentations</b><br><b>Individual Term Paper Due</b>  |   |
| 12/15              | <b>Final Exam (Comprehensive)</b>  |   |