

## Syllabus for MGT 290-2, Food and Agriculture Industry Immersion

### Course Description

This course introduces students to the many facets of the food and agricultural industry and provides a framework for understanding the complex forces that shape and drive it. Drawing upon the deep expertise of UC Davis as well as connections to industry experts, each session will take a deep dive into a particular issue. Topics to be covered include:

- Historic Perspective of Innovation in the Food Industry & Future Challenges
- Developing Brands for Shifting Consumer Demand
- Innovation in Food Waste, Preservation & Recycling
- Determining the how to manage a complex international vegetable seed business
- Global Supply Chain Management
- Innovation in the global CPG Industry
- Role of Big Data in Retail and Distribution
- Reshaping Corporate Images in the Shifting Landscape
- Product Development and Brand Creation

Drawing on background readings, speakers' presentations and other media, students will learn about a topic or case study, discuss it in class, tackle a specific problem in small groups of MBA and PhD students, and then present their findings. Students will be given opportunities to develop cross-functional solutions to problems facing the industry.

### Learning Objective

Feeding the world is a critical challenge facing us all as the global population continues to grow, resources remain finite and the environment is vulnerable. Success will require the application of extraordinary leadership and management skills as well as innovative approaches to the food supply system. The objective of this course is to increase the student's practical knowledge of the operations and sustainable practices in the food and agriculture industry and gain hands-on experience in solving industry-specific problems. Introducing students to academic and industry experts will help them develop their effectiveness in this area.

### Course Structure

The course will meet for 5 sessions to be held on five Friday mornings starting January 7, 2022 through February 11th, 2021, *with the exception of January 28<sup>th</sup>*, when we will not meet. In person class will be held in Gallagher Hall from 8:45 AM - 4 PM each day, with a one hour networking lunch break. There will be a morning speaker and session, followed by a separate afternoon speaker and session. Students will prepare for each session by reviewing readings and other material related to the topic. During the class meeting time, an industry expert will provide background and context to lead the discussion. At the end of the discussion, students will break up into small groups to tackle a specific industry challenge or opportunity related to the topic and to develop a solution to deal with the issue. Each group will present their recommendation and receive feedback on their proposed solution from the industry expert.

## Student Assignments

Grades are assigned based on participation in each session's discussion, small work group activity, and submission of papers (weekly and final synthesis).

Five (5) Weekly Reflection two-page papers (500-1,000 words) consisting of:

- a. A brief summary of what the speaker(s) discussed.
- b. The managerial problems that were discussed in class.
- c. The different solutions you heard from your classmates.
- d. The solution that appealed to you the most and the reason why it appealed to you.

An 8-10 page final synthesis paper that includes the following:

- a. What are the important lessons you learned from the various speakers? You can categorize the problems discussed by various speakers any way you want to, and explain the types of solutions that were discussed in class for each category of problems. For example, if the problem dealt with supply chains, you should discuss solutions that were presented with respect to supply chains (e.g., usage of technology, supplier contracting processes, building redundancy into the supply system).
- b. Select one speaker who made the most impact on you. What part of the material covered by the speaker affected you? Explain why.
- c. How does this course affect what you do (or plan to do) in the future? Be specific in your response.

## Grading

40% Class Participation (discussion groups, presentations)

30% Five 2-page Papers (one per class day) – see more information below at end of syllabus

30% Final Paper

## Absences/Makeup Work

Students will be able to make up work for **one** excused session (morning or afternoon) absence that is either school related (e.g. Buffet trip) or related to a job search (e.g. interview). The instructor must be notified well in advance of the planned absence. **No other absences will be excused and if the student is absent he/she will receive a zero for all work in that session.** As this class requires in-class participation and the writing assignments are based on discussions which occur in-class, attendance is mandatory.

## Academic Code of Conduct

All students will need to uphold the standard of conduct relating to academic integrity as defined in GSM Code of Academic Conduct, <http://sja.ucdavis.edu/files/cac.pdf>.

## TENTATIVE LIST OF SPEAKERS FOR WINTER 2022 FOOD & AG IMMERSION COURSE

- **H. Rao Unnava**, Dean, UC Davis Graduate School of Management
- **Justin Siegal**, Professor (UCD) & Entrepreneur
- **Harold Schmitz**, March Fund, Former Chief Scientific Officer, Mars, Inc.
- **Justin Shimek**, CEO & CTO, Mattson
- **Soren Bjorn**, President, Driscoll's
- **Greg Estep**, Managing Director & CEO Spices, Olam Food Ingredients
- **John Foraker**, CEO & Co-Founder, Once Upon A Farm
- **James Brusca**, Global Vice President, R&D, HM.CLAUSE
- **Vincent Asiago**, Director R&D Portfolio and Innovation, HM.CLAUSE
- **Cori Ritter**, Strategic Business Analyst, HM.CLAUSE & GSM Alumna
- **Ned Spang**, Associate Director, UC Davis Center for Water-Energy Efficiency, and Assistant Professor, UC Davis
- **Dan Kurzrock**, Co-Founder and Chief Grain Officer, Regrained
- **Deirdre Zimmerman**, Chief Customer Experience Officer, Raley's Supermarkets
- **Jack Clare**, CIO, UNFI & GSM Alumnus
- **Yu Shi**, VP Flavor & Ingredients Research, Coca Cola

## WEEKLY REFLECTION GUIDELINES

**ALL SUBMISSIONS SHOULD HAVE YOUR NAME, ASSIGNMENT TITLE, AND DATE AT THE TOP**

**ASSIGNMENTS ARE DUE ON THE WEDNESDAY (AT MIDNIGHT PST) FOLLOWING PRIOR WEEK'S FRIDAY IMMERSION.**

There will be five (5) short written "Weekly Reflection" assignments due during the quarter. The papers, which are expected to be between 500 and 1000 words, will provide you with an opportunity to reflect on what you learned from the previous week's speaker and case challenge and will be scored up to 10 points each (see grading criteria below). These papers must be your original work, and must recognize all quoted materials and cite all sources used in their preparation.

The assignment is designed to prove to me that you engaged thoughtfully in the case challenge immersion. If done well, each assignment should prove to be a useful "journal entry" that you can look back on long after your time during the course. The paper should include:

- a. A brief summary of what the speaker discussed.
- b. The managerial problem that was discussed in class.
- c. The different solutions you heard from your classmates.
- d. The solution that appealed to you the most and the reason why it appealed to you.

It should briefly summarize the case challenge you and your team faced, describe your response to the case challenge, including both the relevant data you identified and your analysis of the situation. Be sure to take a clear stand or opinion on the case challenge and provide ideas or facts from pre-assigned material, if available, and your research during the class, to support that stand (using appropriate citations). Also, if useful, contrast your team's approach to other groups.

**Do not simply repeat items from the readings or stated by the speaker, but do not ignore them altogether.**

As a graduate student at UC Davis, you will be expected to employ self-editing skills to produce a professional writing style. As a reminder, those skills involved the following:

- Concise expression
- Strong paragraphs, with good topical sentences
- Logical flow
- Shorter sentences, with mixed lengths
- Direct, fast-moving sentences
- Necessary jargon only

Those skills should be in evidence in your writing for this class. While you will not receive line editing, and may or may not receive comment about your writing, it will be a factor in the grading.

## **Scoring Rubric**

I will score the assignments as follows:

10 points if you:

- (1) clearly state your position,
- (2) support it with ideas and facts from the readings, and
- (3) write with clarity and concision.

8 points if you give me two of three

6 points if you give me one out of three

0 points if you fail to turn it in on time.

## **Submission**

Assignments will be submitted electronically, via the course site on Canvas. You will be penalized 2 points for a late submission.

## **Statement on Accommodation**

UC Davis is committed to educational equity in the academic setting, and in serving a diverse student body. All students who are interested in learning about how disabilities are accommodated can visit the [Student Disability Center](#) (SDC). If you are a student who requires academic accommodations, please contact the SDC directly at [sdc@ucdavis.edu](mailto:sdc@ucdavis.edu) or 530-752-3184. If you receive an SDC Letter of Accommodation, submit it to your instructor for each course as soon as possible, at least within the first two weeks of a course.

## **Rights and Responsibilities**

All participants in the course, instructor and students, are expected to follow the UC Davis [Principles of Community](#), which includes affirmation of the right of [freedom of expression](#), and rejection of discrimination. The right to express points-of-view without fear of retaliation or censorship is a cornerstone of academic freedom. A diversity of opinions with respectful disagreement and informed debate enriches learning. However, in this course, any expression or disagreement should adhere to the obligations we have toward each other to build and maintain a climate of mutual respect and caring.

You are expected to take UC Davis's [Code of Academic Conduct](#) as seriously as we do. You were given this code of conduct with explicit explanations of violations (e.g. plagiarism, cheating, unauthorized collaboration, etc.) and your responsibilities in regard to them during orientation, and you signed a statement affirming that you understand it. Academic conduct violations will not be tolerated, and your instructor will not hesitate to turn violators over to Student Judicial Affairs. If

you are uncertain about what constitutes an academic conduct violation, please refer to the code linked above, contact your instructor, or refer to the [Office of Student Judicial Affairs](#).

All material in the course that is not otherwise subject to copyright is the copyright of the course instructor and should be considered the instructor's intellectual property.

### **Safety and Emergency Preparedness**

UC Davis has many resources to help in case of emergency or crisis. While reviewing campus [Emergency Information](#), you may want to register for UC Davis Warn Me and Aggie Alert, which will give you timely information and instructions about emergencies and situations on campus that affect your safety.

If there is an emergency in the classroom or in non-Davis locations, follow the instructions of your instructor.

### **Student Wellness**

You deserve respect, and are encouraged to [practice self-care](#) so that you can remain focused and engaged; that might mean getting a drink of water, leaving to use the restroom, taking a moment to stretch, or doing something else you need to do to take care of yourself. Please be respectful of others by minimizing distractions when practicing self-care – especially in lab, field or studio settings where safety is imperative.

College life can be overwhelming at times but know that you are not alone if you're feeling stressed. For many of us, systems of oppression such as racism, sexism, heterosexism or cissexism may cause additional stress. Please remember to practice self-care and reach out for support if and when you need it.

You can visit [Virtual UC Davis](#) to find resources related to health and well-being, academics, basic needs (food and housing) and more.

### **Disclaimer**

Unexpected events might require elements of this syllabus to change. Your instructor will keep you informed of any changes.