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University Council

January 17, 2020

UNIVERSITY CURRICULUM COMMITTEE – 2019-2020

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Graduate School – Amy Medlock

Ex-Officio – Provost S. Jack Hu

Undergraduate Student Representative – Melissa Hevener

Graduate Student Representative – Jordan Henley

Dear Colleagues:

The attached proposal from the College of Agricultural and Environmental Sciences to terminate the major in Food Industry Marketing and Administration (B.S.A.) will be an agenda item for the January 24, 2020, Full University Curriculum Committee meeting.

Sincerely,

John Maerz, Chair

University Curriculum Committee

cc: Provost S. Jack Hu
Dr. Rahul Shrivastav

PROPOSAL FOR DEACTIVATION OR TERMINATION OF AN ACADEMIC PROGRAM

Date: October 25, 2019

School/College: College of Agricultural and Environmental Sciences

Department/Division: Agricultural and Applied Economics

Program (Major and Degree): Food Industry Marketing and Administration (B.S.A.)

Which campus(es) offer this program? Athens and Griffin

Deactivation or Termination? Termination

Proposed Effective Date: Fall 2020

Last date students will be admitted to this program: Fall 2019

Last date students will graduate from this program: Spring 2024

Note: *There may be no enrollment in the program as of the termination effective date.*

Program Abstract:

Provide a brief summary of the program being proposed for deactivation or termination.

The Food Industry Marketing and Administration (FIMA) major will prepare students for jobs in the management of organizations in the food processing, wholesale, and retail sectors. Students will receive general economic and business training, knowledge of the food industry, and the processes and standard operations involved in the food processing, restaurant, and food retailing sectors. By combining courses in agricultural economics, agribusiness, and food science, graduates of this program will be uniquely qualified for managerial jobs in this large and growing sector of the economy.

1. State the reasons for deactivating or terminating the program, and provide copies of any relevant documents.

As of Fall 2019, only six students are enrolled in the major. There were 14, 16, and 11 students enrolled in the FIMA major in AY 2016, AY 2017, and AY 2018, respectively, which has been typical for the major since it started. The reasons for the historically low enrollment in this major are not precisely known, but overall, the major has not attracted interest from a different pool of students from those who major in Agribusiness (AGB) or Agricultural and Applied Economics (AAE). Students interested in food industry marketing have opted to major in AGB or AAE, which have broader employment opportunities. Also, the “administration” part of the major has not been attractive to prospective students, in part because they are not sure what it means or entails. The department also introduced a new major in Spring 2019 in Hospitality and Food Industry Management (HFIM). This new major

is expected to have broader appeal to prospective students, and tap a new and different pool of students to the department.

As part of the approval for the HFIM major, departmental faculty voted 18 yes, 0 no in September 2016 to terminate the FIMA major once the new major was active.

2. What will be done to minimize the impact of the deactivation or termination of the program upon the personal and professional lives of the faculty and staff involved? Include specific information on: a) how faculty and staff will be notified of the deactivation or termination, and b) how faculty and staff will be reallocated.

Creation of this program combined courses already being offered in the college, and those courses will still be offered as part of other programs. No faculty or staff will be adversely affected as a result of this termination. Faculty will not see a reduction of students in their courses because the new HFIM major utilizes many of the same courses. The FIMA academic advisor is now advising HFIM students, which has seen in just one semester a larger enrollment than FIMA ever did.

3. What will be done to insure that deactivation or termination of the program does not weaken other programs (graduate, undergraduate, or professional) for which the department may be responsible?

Other than the FIMA major, the Department of Agricultural and Applied Economics has four other undergraduate majors: Agribusiness (AGB), Agricultural and Applied Economics (AAE), Environmental Economics and Management (EEM), and Hospitality and Food Industry Management. As of Fall 2019, enrollment in AGB, AAE, EEM, and HFIM majors were 135, 28, 63, and 16 students, respectively. Thus, the six students currently enrolled in the FIMA major is a very small portion of total student enrollment in the Department of Agricultural and Applied Economics, and will not noticeably affect enrollment in the department as a whole or in specific courses taught in the department. With respect to graduate programs, AGB and EEM majors represent the largest proportion of department undergraduate majors who go on to graduate school in the department, including those who enter the Double Dawgs program. Thus, it is not expected that graduate student recruitment from the ranks of undergraduate majors to be noticeably affected by the terminated FIMA major.

4. State the plans for allowing students currently enrolled in the program to complete degree requirement, including specific information on: a) how students will be notified of the program deactivation, and b) how students will be advised on completing the program?

- a. Students have already been advised about the pending termination of this degree program. Four of the remaining students are expected to complete the program in spring 2020.

b. Courses required for the program will continue to be offered and students will complete the program as listed in the next two paragraphs.

1. Required courses: One AAEC course is no longer offered because the instructor retired. A substitute course has been identified. One ADSC course has been changed from a two credit hour course to a one credit hour course. The hour lost will be added to general electives.
2. Major electives: Students are required to take five courses in major electives with at least two AAEC and two FDST courses. As there are only two options available for FDST courses, one in the fall semester and one in the spring, the academic advisor has been careful to schedule those courses in a sequence to ensure that the students are able to complete the courses. All of the AAEC course options are offered as they are also courses used by other majors within the department. Students are also given the opportunity to substitute HFIM courses for any of the courses in the major electives.

5. What plans, if any, are there for subsequent reactivation or the deactivated program?

There are no plans to reinstate this program, as the HFIM program will permanently replace the FIMA program.

Approvals on File

Proposal: Terminate the Major in Food Industry Marketing and Administration (B.S.A.)

College: College of Agricultural and Environmental Sciences

Department: Agricultural and Applied Economics

Proposed Effective Term: Fall 2020

Department:

- Agricultural and Applied Economics Department Head, Dr. Octavio Ramirez, 10/25/19

School/College:

- College of Agricultural and Environmental Sciences Associate Dean, Dr. Josef Broder, 10/25/19