Submit original with signatures + 1 copy + electronic copy to Faculty Senate (Box 7500).
See http://www.uaf.edu/uafgov/faculty-senate/curriculum/course-degree-procedures/ for a complete description of the rules governing curriculum & course changes.

**TRIAL COURSE OR NEW COURSE PROPOSAL**

**Submitted By:**

<table>
<thead>
<tr>
<th>Department</th>
<th>Fisheries Division</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prepared by</td>
<td>Quentin Fong</td>
</tr>
<tr>
<td>Email Contact</td>
<td><a href="mailto:qsfong@alaska.edu">qsfong@alaska.edu</a></td>
</tr>
<tr>
<td>College/School</td>
<td>School of Fish and Ocean Sciences</td>
</tr>
<tr>
<td>Phone</td>
<td>907-486-1516</td>
</tr>
<tr>
<td>Faculty Contact</td>
<td>Quentin Fong</td>
</tr>
</tbody>
</table>

1. **ACTION DESIRED**
   - (CHECK ONE):
     - Trial Course
     - New Course **X**

2. **COURSE IDENTIFICATION:**
   - Dept: FISH
   - Course #: F340
   - No. of Credits: 3
   - Justify upper/lower division status & number of credits:
     - This course is designed for the BA Fisheries students pursuing a career in seafood business and marketing. This course builds on a previous required course titled FISH F261 Introduction to Fish Utilization.

3. **PROPOSED COURSE TITLE:**
   - Seafood Business

4. **To be CROSS LISTED?**
   - YES/NO
     - No
     - If yes, Dept: 
     - Course #:
   - NOTE: Cross-listing requires approval of both departments and deans involved. Add lines at end of form for additional required signatures.

5. **To be STACKED?**
   - YES/NO
     - No
     - If yes, Dept: 
     - Course #:
   - How will the two course levels differ from each other? How will each be taught at the appropriate level?
   - Stacked course applications are reviewed by the (Undergraduate) Curricular Review Committee and by the Graduate Academic and Advising Committee. Creating two different syllabi—undergraduate and graduate versions—will help emphasize the different qualities of what are supposed to be two different courses. The committees will determine: 1) whether the two versions are sufficiently different (i.e. is there undergraduate and graduate level content being offered); 2) are undergraduates being overtaxed?; 3) are graduate students being undertaxed? In this context, the committees are looking out for the interests of the students taking the course. Typically, if either committee has qualms, they both do. More info online – see URL at top of this page.

6. **FREQUENCY OF OFFERING:**
   - Fall Every Year
   - Fall, Spring, Summer (Every, or Even-numbered Years, or Odd-numbered Years) — or As Demand Warrants

   - AY 2014-2015
8. COURSE FORMAT:

NOTE: Course hours may not be compressed into fewer than three days per credit. Any course compressed into fewer than six weeks must be approved by the college or school's curriculum council. Furthermore, **any core course compressed to less than six weeks must be approved by the Core Review Committee.**

<table>
<thead>
<tr>
<th>COURSE FORMAT: (check all that apply)</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>X</th>
<th>6 weeks to full semester</th>
</tr>
</thead>
</table>

OTHER FORMAT (specify)  
Mode of delivery (specify lecture, field trips, labs, etc)

Lecture

9. CONTACT HOURS PER WEEK:

<table>
<thead>
<tr>
<th>LECTURE</th>
<th>LAB</th>
<th>PRACTICUM</th>
</tr>
</thead>
<tbody>
<tr>
<td>hours/weeks</td>
<td>hours/week</td>
<td>hours/week</td>
</tr>
</tbody>
</table>

Note: # of credits are based on contact hours. 800 minutes of lecture=1 credit. 2400 minutes of lab in a science course=1 credit. 1600 minutes in non-science lab=1 credit. 2400-4800 minutes of practicum=1 credit. 2400-8000 minutes of internship=1 credit. This must match with the syllabus. See [http://www.uaf.edu/uafgov/faculty-senetcurriculum/course-degree-procedures-guidelines-for-computing/](http://www.uaf.edu/uafgov/faculty-senetcurriculum/course-degree-procedures-guidelines-for-computing/) for more information on number of credits.

OTHER HOURS (specify type)

10. COMPLETE CATALOG DESCRIPTION including dept., number, title, credits, credit distribution, cross-listings and/or stacking (50 words or less if possible):

**Example of a complete description:**

**FISH F487 W, O Fisheries Management**

3 Credits  Offered Spring

Theory and practice of fisheries management, with an emphasis on strategies utilized for the management of freshwater and marine fisheries. **Prerequisites:** COMM F131X or COMM F141X; ENGL F111X, ENGL F211X or ENGL F213X; ENGL F414; FISH F425; or permission of instructor. Cross-listed with NRM F487. (3+0)

**FISH F340 Seafood Business**

3 Credits  Offered Fall

Development and management of a successful seafood business from inception to operation. Practical application of business planning, obtaining financing, accounting, permitting, feasibility analysis, marketing, human resource management, and operational aspects of seafood harvesting and processing using case studies and guest lecturers from seafood industry. **Prerequisite:** FISH F261; or permission of instructor. (3+0)
11. **COURSE CLASSIFICATIONS:** Undergraduate courses only. Consult with CLA Curriculum Council to apply S or H classification appropriately; otherwise leave fields blank.

Will this course be used to fulfill a requirement for the baccalaureate core? **If YES, attach form.**

**YES:** [ ]  **NO:** [ ] X

IF YES, check which core requirements it could be used to fulfill:

O = Oral Intensive, **Format 6**  W = Writing Intensive, **Format 7**  X = Baccalaureate Core [ ]

11.A Is course content related to northern, arctic or circumpolar studies? **If yes, a “snowflake” symbol will be added in the printed Catalog, and flagged in Banner.**

**YES** [ ]  **NO:** X [ ]

12. **COURSE REPEATABILITY:**

Is this course repeatable for credit?  **YES** [ ]  **NO:** X [ ]

Justification: Indicate why the course can be repeated (for example, the course follows a different theme each time).

How many times may the course be repeated for credit?

If the course can be repeated for credit, what is the maximum number of credit hours that may be earned for this course?

If the course can be repeated with variable credit, what is the maximum number of credit hours that may be earned for this course?

13. **GRADING SYSTEM:** Specify only one. **Note:** Changing the grading system for a course later on constitutes a Major Course Change – **Format 2 form.**

**LETTER:** X [ ]  **PASS/FAIL:** [ ]

**RESTRICTIONS ON ENROLLMENT** (if any)

14. **PREREQUISITES**

FISH F261; or permission of instructor

These will be required before the student is allowed to enroll in the course.

15. **SPECIAL RESTRICTIONS, CONDITIONS**

None

16. **PROPOSED COURSE FEES**

$0

Has a memo been submitted through your dean to the Provost for fee approval?  **Yes/No** [ ]
17. PREVIOUS HISTORY
Has the course been offered as special topics or trial course previously?
Yes/No  No
If yes, give semester, year, course #, etc.

18. ESTIMATED IMPACT
WHAT IMPACT, IF ANY, WILL THIS HAVE ON BUDGET, FACILITIES/SPACE, FACULTY, ETC.
The impacts will be as follows:
1. This will be part of Fong’s annual workload.
2. Classrooms with video-conferencing capabilities will be needed for the course to be delivered distance.
3. Stationary, copying machine, printers, software such as Power Point and computers will be used.

19. LIBRARY COLLECTIONS
Have you contacted the library collection development officer (kljensen@alaska.edu, 474-6695) with regard to the adequacy of library/media collections, equipment, and services available for the proposed course? If so, give date of contact and resolution. If not, explain why not.

<table>
<thead>
<tr>
<th>No</th>
<th>Yes</th>
<th>X</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Contact Date to Ms. Karen Jensen: July 22, 2013 by e-mail; Resolution Date: July 23, 2013 Ms. Jensen responded via e-mail with the following note: “From your syllabus, it looks like you’re not requiring a research paper, but instead more of a practical application of what the students will learn in class. The library requirement on the course form is mostly to make sure we have any research materials needed in our databases and journal subscriptions. You can just put my name and the date on the form in the library blank and you’re ready to submit your paperwork for approval.”

20. IMPACTS ON PROGRAMS/DEPTS
What programs/departments will be affected by this proposed action?
Include information on the Programs/Departments contacted (e.g., email, memo)

B.A. Degree in Fisheries, Fisheries Division, School of Fisheries and Ocean Sciences

21. POSITIVE AND NEGATIVE IMPACTS
Please specify positive and negative impacts on other courses, programs and departments resulting from the proposed action.

This course will positively impact the B.A. Fisheries Program. Although there are many business and marketing courses offered by the School of Management, this course specifically focus on students that would like to pursue a career in fisheries business, policy, and coastal community development.
JUSTIFICATION FOR ACTION REQUESTED

The purpose of the department and campus-wide curriculum committees is to scrutinize course change and new course applications to make sure that the quality of UAF education is not lowered as a result of the proposed change. Please address this in your response. This section needs to be self-explanatory. Use as much space as needed to fully justify the proposed course.

The objective of the B.A. degree in fisheries is to provide “students with the knowledge base, skill sets, and hands-on experience to obtain positions within the fishing and seafood processing industries in Alaska and throughout North America.” Graduates of this program should be “qualified to work for traditional fisheries governmental agencies in the areas of business administration, policy development, fisheries education and outreach, or as social scientists.” Currently, B.A. Fisheries Program students interested in pursuing a business career in the fishing and seafood processing industries in Alaska are limited to one course: FISH F261 Introduction to Fish Utilization. This course describes the application of fishing methods and seafood processing technology but does not address business aspects. The proposed seafood business course will build on what students have learned in FISH F261 into a business context unique to the university by focusing every assignment, lecture, case study will only focus on the fishing and seafood industry. For example, cost data for an oyster farm feasibility analysis study generated in partnership with the Alaska Shellfish Growers Association would be used by the instructor as a teaching tool for this course. In addition, planned guest lectures from the partners in the fishing and seafood processing industry would provide students firsthand knowledge in the mechanics of running a seafood processing plant and/or fishing operation.

In summary, this course provides hands-on knowledge to students hoping to pursue a career in fisheries business, economics, policy, and coastal community development and be successful in the Alaska workforce.

APPROVALS: Add additional signature lines as needed.

Signature, Chair, Program/Department of: 

Date 09/03/13

FISHING DIVISION

Signature, Chair, College/School Curriculum Council for: SFS COUNCIL COMMITTEE

Date 09/03/13

Signature, Dean, College/School of: 

Date 04/20/13
Offerings above the level of approved programs must be approved in advance by the Provost.

Signature of Provost (if above level of approved programs)

ALL SIGNATURES MUST BE OBTAINED PRIOR TO SUBMISSION TO THE GOVERNANCE OFFICE

Signature, Chair
Faculty Senate Review Committee: _Curriculum Review _GAAC
_Core Review _SADAC

ADDITIONAL SIGNATURES: (As needed for cross-listing and/or stacking)

Signature, Chair, Program/Department of:

Signature, Chair, College/School Curriculum Council for:

Signature, Dean, College/School of:
ATTACH COMPLETE SYLLABUS (as part of this application). This list is online at: http://www.uaf.edu/uafgov/faculty-senate/curriculum/course-degree-procedures-/uaf-syllabus-requirements/

The Faculty Senate curriculum committees will review the syllabus to ensure that each of the items listed below are included. If items are missing or unclear, the proposed course (or changes to it) may be denied.

SYLLABUS CHECKLIST for all UAF courses

During the first week of class, instructors will distribute a course syllabus. Although modifications may be made throughout the semester, this document will contain the following information (as applicable to the discipline):

1. Course information:
   - Title, number, credits, prerequisites, location, meeting time (make sure that contact hours are in line with credits).

2. Instructor (and if applicable, Teaching Assistant) information:
   - Name, office location, office hours, telephone, email address.

3. Course readings/materials:
   - Course textbook title, author, edition/publisher.
   - Supplementary readings (indicate whether required or recommended) and any supplies required.

4. Course description:
   - Content of the course and how it fits into the broader curriculum;
   - Expected proficiencies required to undertake the course, if applicable.
   - Inclusion of catalog description is strongly recommended, and Description in syllabus must be consistent with catalog course description.

5. Course Goals (general), and (see #6)

6. Student Learning Outcomes (more specific)

7. Instructional methods:
   - Describe the teaching techniques (eg: lecture, case study, small group discussion, private instruction, studio instruction, values clarification, games, journal writing, use of Blackboard, audio/video conferencing, etc.).

8. Course calendar:
   - A schedule of class topics and assignments must be included. Be specific so that it is clear that the instructor has thought this through and will not be making it up on the fly (e.g. it is not adequate to say "lab". Instead, give each lab a title that describes its content). You may call the outline Tentative or Work in Progress to allow for modifications during the semester.

9. Course policies:
   - Specify course rules, including your policies on attendance, tardiness, class participation, make-up exams, and plagiarism/academic integrity.

10. Evaluation:
    - Specify how students will be evaluated, what factors will be included, their relative value, and how they will be tabulated into grades (on a curve, absolute scores, etc.) Publicize UAF regulations with regard to the grades of "C" and below as applicable to this course. (Not required in the syllabus, but is a convenient way to
publicize this.) Link to PDF summary of grading policy for "C":

11. Support Services:
☐ Describe the student support services such as tutoring (local and/or regional) appropriate for the course.

12. Disabilities Services: Note that the phone# and location have been updated. http://www.uaf.edu/disability/
The Office of Disability Services implements the Americans with Disabilities Act (ADA), and ensures that UAF students have equal access to the campus and course materials.

☐ State that you will work with the Office of Disabilities Services (208 WHITAKER BLDG, 474-5655) to provide reasonable accommodation to students with disabilities.

5/21/2013
FISH F340 Seafood Business
FALL 2014

Instructor
Dr. Quentin S.W. Fong, Associate Professor
Kodiak Seafood and Marine Science Center
118 Trident Way
Kodiak AK 99615
Tel: 907-486-1516
Cell: 907-942-5776
E-mail: qsfong@alaska.edu

Office Hours:
Monday to Friday: 11:00 a.m. to 12:00 p.m.; or by appointment

Meeting Times
9:30 – 11:00 a.m., Tuesdays and Thursdays, Room 225 Kodiak Seafood and Marine Science Center and by video conference

Course Description and Goals
This course presents the development and management of a successful seafood business from inception to operation. Practical application of business planning, obtaining financing, accounting, permitting, feasibility analysis, marketing, human resource management, and operational aspects of seafood harvesting and processing using case studies and guest lecturers from seafood industry will be introduced.

This course will be primarily delivered by lectures, supported by case studies to illustrate concepts presented.

At the end of this course, the student will understand the appropriate managerial and decision-making tools that are needed to start and run a seafood business, focusing on the harvesting and processing sectors. In addition to learning basic managerial skills, students will also understand and apply the tools that measure management performance and the profitability of the seafood business. At the end of the semester, the student will:

• Learn and know how to write a seafood business plan.
• Learn and know how to determine which type of business structure, such as private business, partnerships, and corporation would be best suited for his/her business.
• Learn and know how to conduct break-even analysis for planning purposes, and understand the uses of statement of cash-flow, income statement, and the balance sheet to maximize the profitability of a seafood business.
• Understand the permitting and regulatory process to start a seafood business. For example, if a student plan to start a seafood processing facility, he/she would know who to contact in the state of Alaska (e.g. Department of Environmental Regulation), what type of paperwork he/she needs, (e.g. HACCP - Hazardous Critical Control Point plan), and how to obtain the knowledge to comply with regulation (e.g. take a 3 day HACCP course with the Alaska Sea Grant Marine Advisory Program).
• Learn and know how to conduct seafood market research, put together and execute a marketing management plan that will optimally place a seafood product with highest return, and identify resources that can help a seafood business market their products (e.g. Alaska Seafood Marketing Institute).

The students of this class will have the opportunity to listen and ask questions with practitioners in the seafood industry such as seafood trader/brokers, commercial fishermen, seafood processing plant owner/operators, and/or seafood restaurant operators.

As part of the requirement of this course, the students will also have the opportunity to practice putting together a seafood business plan of their interest.

Prerequisites: FISH F261 or approval by Instructor.

Credits: 3 + 0

Special Needs
Please contact me as soon as possible if you need accommodations and course adjustments due to a disability so that I will make the necessary arrangements with the Office of Disabilities Services.

Reading Assignments
Currently, there are no specific text books devoted to the topic of Seafood Business. Thus the reading materials for the course will be obtained from various sources. However, there are two text books that the instructor will draw heavily upon to illustrate concepts on cost and profitability analysis, and market research, implementation, and measurement:

• Readings will be provided on UAF Blackboard (http://classes.uafl.edu)

Grading
Grades will be assigned using a plus-minus system based on the following scale:
A  > 93
A-  90-93
B+  87-90
B   83-87
B-  80-83
C+  77-80
C   70-77
C-  65-70
Point and percentage values for each evaluation are as follows:

<table>
<thead>
<tr>
<th>Component</th>
<th>Points</th>
<th>Percent Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Homework</td>
<td>250</td>
<td>25%</td>
</tr>
<tr>
<td>Mid-Term Exam</td>
<td>250</td>
<td>25%</td>
</tr>
<tr>
<td>Final Exam</td>
<td>250</td>
<td>25%</td>
</tr>
<tr>
<td>Term Project/Presentation</td>
<td>250</td>
<td>25%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>1000</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

**Homework Assignment**

There will be 5 homework assignments. Each assignment is worth 50 points. All homework assignments are due by e-mail to me no later than 5PM one week after it is assigned. For example, if the homework set is assigned Tuesday, Oct 7, it is due no later than 5PM Oct 14 to my e-mail account. Late assignments will not be accepted and your missed work will be assigned a zero score. It is your responsibility to contact me at least three days before the assignment due date if you cannot turn it in due to a legitimate reason.

**Exams**

There will be two exams, one mid-term and one final. The final exam will be accumulative. Unless there is an emergency, request for making up an exam will only be honored if a legitimate reason is provided to me at least one week prior. Both the mid-term and the final worth 250 points and 25% of the grade each.

**Term Project/Presentation**

The term project/presentation will require you to write a business plan of a seafood operation of your choice. Depending on the size of the class, this will be a group effort. You will learn the mechanics of putting together a business plan during the first 4 weeks of the semester and you will have 9 more weeks to put together and refine the business plan. I will work with each group outside of class to guide you through the process. The business plan is due no later than 5 pm Dec 04 to me by e-mail. I will then distribute each of the business plans to the rest of the class to evaluate. Each group will have 10 minutes to present the business plan and 10 minutes for question and answer by the rest of the class. More specific guidance and information will be given over the course.

**Honor System**

Unless you are specifically instructed, all assignments submitted are expected to be your own work. The faculty, staff, and students of University of Alaska Fairbanks do not tolerate any academic dishonesty. Any cheating, plagiarism, and other violations will be reported. Moreover, you will automatically fail this course.
## Course Outline

<table>
<thead>
<tr>
<th>Topic</th>
<th>Date</th>
<th>Readings</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>INTRODUCTION</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>The Concept of Profit and the Profit Triangle</td>
<td>Sep 04</td>
<td>Readings</td>
</tr>
<tr>
<td>Alaska Seafood in the Global Market Place</td>
<td>Sep 09</td>
<td>Kotler, Ch 19; Readings</td>
</tr>
<tr>
<td><strong>THE SEAFOOD BUSINESS PLAN</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Why Planning? Components of a Business Plan</td>
<td>Sep 11</td>
<td>Kay Ch 2; Readings</td>
</tr>
<tr>
<td>Components of a Business Plan (continued)</td>
<td>Sep 16</td>
<td>Readings</td>
</tr>
<tr>
<td>Cost Considerations and Break-even Analysis</td>
<td>Sep 18</td>
<td>Kay Ch 9; Readings</td>
</tr>
<tr>
<td>Cost Considerations and Break-even Analysis (continued)</td>
<td>Sep 23</td>
<td>Kay Ch 9; Readings</td>
</tr>
<tr>
<td>Market Research and the Marketing Plan</td>
<td>Sep 25</td>
<td>Kotler Ch 3; Readings</td>
</tr>
<tr>
<td>Market Research and the Marketing Plan (continued)</td>
<td>Sep 30</td>
<td>Kotler Ch 4; Readings</td>
</tr>
<tr>
<td><strong>SETTING UP THE SEAFOOD BUSINESS</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Permits and Regulations</td>
<td>Oct 02</td>
<td>Readings</td>
</tr>
<tr>
<td>Permits and Regulations (continued)</td>
<td>Oct 07</td>
<td>Readings</td>
</tr>
<tr>
<td>Financing and Corporate Structure</td>
<td>Oct 09</td>
<td>Kay Ch 20; Readings</td>
</tr>
<tr>
<td>Corporate Structure (continued) and Tax Considerations</td>
<td>Oct 14</td>
<td>Kay 20; Readings</td>
</tr>
<tr>
<td><strong>TERM PROJECT DISCUSSION and REVIEW FOR</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>MID-TERM</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>MID-TERM EXAM</strong></td>
<td>Oct 21</td>
<td>No Reading</td>
</tr>
<tr>
<td><strong>OPERATING A SEAFOOD BUSINESS</strong></td>
<td></td>
<td></td>
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<tr>
<td>Leadership, Management, and Operational Considerations</td>
<td>Oct 23</td>
<td>Kay Ch 21, 22; Readings</td>
</tr>
<tr>
<td>Management and Operational Considerations (continued)</td>
<td>Oct 28</td>
<td>Kay Ch 21, 22; Readings</td>
</tr>
<tr>
<td>Logistics and Supply</td>
<td>Oct 30</td>
<td>Readings</td>
</tr>
<tr>
<td>Sales and Marketing - Principles</td>
<td>Nov 04</td>
<td>Kotler Ch 6, 7</td>
</tr>
<tr>
<td>Sales and Marketing - Application</td>
<td>Nov 06</td>
<td>Kotler Ch 10; Readings</td>
</tr>
<tr>
<td>Sales and Marketing – Outcome Measurement</td>
<td>Nov 11</td>
<td>Readings</td>
</tr>
<tr>
<td><strong>MEASURING THE PROFITABILITY OF A SEAFOOD BUSINESS</strong></td>
<td>Nov 13</td>
<td>Kay Ch 4, Readings</td>
</tr>
<tr>
<td>Balance Sheet and its uses</td>
<td>Nov 18</td>
<td>Kay Ch 5, Readings</td>
</tr>
<tr>
<td>Income Statement and its uses</td>
<td>Nov 20</td>
<td>Kay Ch 13, Readings</td>
</tr>
<tr>
<td>Cash-Flow Statement and its uses</td>
<td>Nov 25</td>
<td>Kay Ch 17, 18; Readings</td>
</tr>
<tr>
<td>Feasibility Analysis and Time Value of Money</td>
<td>Nov 27</td>
<td>No Class</td>
</tr>
<tr>
<td><strong>Thanksgiving</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>SPECIAL TOPICS</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Guest Lectures from Industry e.g. Seafood Broker</td>
<td>Dec 02</td>
<td>No Readings</td>
</tr>
<tr>
<td>Guest Lectures from Industry e.g. Seafood Plant Manager</td>
<td>Dec 04</td>
<td>No Readings</td>
</tr>
<tr>
<td><strong>TERM PROJECT – BUSINESS PLAN DUE</strong></td>
<td>Dec 04</td>
<td></td>
</tr>
<tr>
<td><strong>PROJECT PRESENTATIONS and WRAP-UP</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Student Presentations</td>
<td>Dec 09</td>
<td>No Readings</td>
</tr>
<tr>
<td>Student Presentations and Review for Final Exam</td>
<td>Dec 11</td>
<td>No Readings</td>
</tr>
</tbody>
</table>
Curriculum Committee SFOS

Members: Trent Sutton (Chair)  
         Brenda Konar  
         Ana Aguilar-Islas  
         Andres Lopez

New Course  
Course Number: FISH 340  
Course Title: Seafood Business  
Instructor: Fong  
First Time of Offering: Yes

General Recommendations:  
No general recommendations.

Faculty Senate Form:

Clarify and Address the following:
- For contact hours per week, please remove “2 hours for finals”. It is not necessary to list that as it is mandatory.
- For Catalog Description, a more thorough course description is required (e.g., what is this course about?). The current description is the course objective.
- For Library Collections, it is great that you contacted the library. However, you must also state the outcome of that contact – do they have the library resources available that are needed for your course?

Syllabus:
- Be sure to follow the syllabus checklist and address all required syllabus components per the last page of the Faculty Senate form.
- As per above, provide a more thorough description of the course. Note that this should match the course description from the Faculty Senate form.
- Must include learning outcomes in more depth that what you have included in the syllabus.
- Please contact SOM as there might be some overlap with your class and one of their courses. Further, they also might be interested in cross listing this course which could increase your enrollment.
Fwd: Re: Offering a Seafood Business Course

Quentin Fong <qsfong@alaska.edu>  
Wed, Aug 28, 2013 at 11:28 AM
To: Trent Sutton <tmsutton@alaska.edu>, Christina Neumann <clneumann@alaska.edu>

Dear Trent and Christina,

Enclosed are my revisions for:
1. Faculty Senate new course proposal form.
2. Syllabus.

I also included:
1. Comments from SFOS Curriculum Committee.
2. Enclosed is an e-mail from Mark Herman, Dean of SOM. I still have not heard about cross-listing the course from them.

Thanks.

Q

----- Original Message -----

Subject: Re: Offering a Seafood Business Course

Date: Fri, 23 Aug 2013 09:25:01 -0800
From: Mark Hermann <mhermann@alaska.edu>
To: Quentin Fong <qsfong@alaska.edu>
CC: Kevin Berry <kberry9@alaska.edu>

Hi Quentin,

Thanks for sending this to me. I don't have a problem with you offering the course. Not sure about cross-listing it. I have cc'd Kevin Berry who is the Associate Dean at SOM and handles all issues in regard to curriculum. I will talk to him about it and have Kevin get back to you.

Thanks

Mark

On Thu, Aug 22, 2013 at 5:53 AM, Quentin Fong <qsfong@alaska.edu> wrote:

Hi Mark,

Hope all is well.

I am in the process of submitting the paperwork for a FISH 340 Seafood Business class as part of the Fisheries BA program.

The SFOS curriculum committee suggest that I contact the School of Management to see if:
1. Any conflict with any similar courses that SOM is offering.
2. If SOM see any utility in having this course cross-listed.
3. If you are not the person I talk to, if you can identify somebody as point of contact.
Enclose is the draft syllabus and it is a work in progress.

I am traveling later today and tomorrow and will not be in e-mail contact.

Thanks and have a nice day!

Quentin

Mark Herrmann
Dean
School of Management
University Alaska Fairbanks
Fairbanks, Alaska 99775
907-474-7116
mlherrmann@alaska.edu

3 attachments

- Fong-FISH F340 Seafood Business FS-13-14 Format-1-New-Course.docx
  47K

- Fong-FISH F340 Seafood Business syllabus.docx
  24K

- Curriculum Committee SFOS Review Form Fong.doc
  30K