

FORMAT 1

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
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SUBMITTED BY:

Department	Fisheries Division	College/School	School of Fish and Ocean Sciences
Prepared by	Quentin Fong	Phone	907-486-1516
Email Contact	qsfong@alaska.edu	Faculty Contact	Quentin Fong

1. ACTION DESIRED

(CHECK ONE):

Trial Course ☐New Course ☒**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

7. SEMESTER & YEAR OF FIRST OFFERING (AY2013-14 if approved by 3/1/2013; otherwise AY2014-15)

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.**

COURSE FORMAT:

(check all that apply)

<input type="checkbox"/>	1	<input type="checkbox"/>	2	<input type="checkbox"/>	3	<input type="checkbox"/>	4	<input type="checkbox"/>	5	<input checked="" type="checkbox"/>	6 weeks to full semester
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OTHER FORMAT (specify)

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

Lecture

9. CONTACT HOURS PER WEEK:

3

LECTURE

hours/weeks

LAB

hours /week

PRACTICUM

hours /week

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-senate/curriculum/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)

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11. COURSE CLASSIFICATIONS: Undergraduate courses only. Consult with CLA Curriculum Council to apply S or H classification appropriately; otherwise leave fields blank.

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

YES:		NO:	X
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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	
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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
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12. COURSE REPEATABILITY:

Is this course repeatable for credit?	YES		NO	X
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Justification: Indicate why the course can be repeated (for example, the course follows a different theme each time).

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How many times may the course be repeated for credit?

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

	CREDITS
--	---------

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

	CREDITS
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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:	
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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

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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.

No

Yes

X

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.



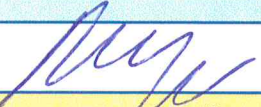
JUSTIFICATION FOR ACTION REQUESTED

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.

	Date	09/03/13
Signature, Chair, Program/Department of:	Fisheries Division	
	Date	09/03/13
Signature, Chair, College/School Curriculum Council for:	SFAS Council Committee	
	Date	9/4/2013
Signature, Dean, College/School of:	SFAS	

Offerings above the level of approved programs must be approved in advance by the Provost.

	Date	
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Signature of Provost (if above level of approved programs)

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

	Date	
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Signature, Chair

Faculty Senate Review Committee: ☐ Curriculum Review ☐ GAAC

☐ Core Review ☐ SADAC

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

	Date	
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Signature, Chair, Program/Department
of:

	Date	
--	------	--

Signature, Chair, College/School Curriculum Council for

	Date	
--	------	--

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":

http://www.uaf.edu/files/uafgov/Info-to-Publicize-C_Grading-Policy-UPDATED-May-2013.pdf

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:

- Kay, R., W. Edwards, & P. Duffy. 2013. *Farm Management*. McGraw-Hill (7th Edition). 480 pp. ISBN: 978-0073545875
- Kotler, P. & G. Armstrong. 2013. *Principles of Marketing*. Prentice Hall (15th Edition). 720 pp. ISBN: 978-0133084047
- Readings will be provided on UAF Blackboard (<http://classes.uaf.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:

<u>Component</u>	<u>Points</u>	<u>Percent Total</u>
Homework	250	25%
Mid-Term Exam	250	25%
Final Exam	250	25%
Term Project/Presentation	250	25%
Total	1000	100%

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

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

Curriculum Committee SFOS

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

21 August 2013

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 than 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.



Christina Neumann <cneumann@alaska.edu>

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 <cneumann@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 Herrman, 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 Herrmann <mlherrmann@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](tel: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