

University of Guelph
Department of Food, Agricultural & Resource Economics
FARE*6940 Food Firms, Consumers & Markets II
Course Outline - FALL 2010

COURSE LOGISTICS

Instructor:	Dr. J. Cranfield 320 J.D. MacLachlan Building Extension 53708 jcranfie@uoguelph.ca
Course Time and Location:	Tuesday & Thursday 4:00 p.m. to 5:20 p.m. 101 J.D. MacLachlan Building
Class Web page:	Login into Courselink via University of Guelph webpage
Office Hours:	Monday 10 a.m. to 11 a.m. or by appointment

COURSE DESCRIPTION

This course builds on Food Firms, Consumers and Markets I by extending the breadth and depth of student's understanding and scope of economic analysis. Advanced techniques in producer and consumer theory, as well as advance market analysis techniques are presented and utilized. Understanding of the research process and advanced methods is emphasized throughout.

COURSE OBJECTIVES

By the end of the course students should be able to:

1. Apply microeconomic theory and quantitative methods to research problems encountered when studying markets for food and agricultural products.
2. Conceptualize research problems encountered when studying firms and consumers in markets for food and agricultural products, as well as research problems related to phenomenon observed in food and agricultural markets generally.
3. Be able to identify an appropriate quantitative tool when confronted with a researchable problem related to markets for food and agricultural products.
4. Critically evaluate the empirical/quantitative models and techniques used in research.
5. Formulate and test hypotheses related to firm and consumer behaviour in food and agricultural markets, and phenomenon observed in food and agricultural markets.
6. Frame, develop and communicate an original research paper.

PREREQUISITES

AGEC*6930 or FARE*6930, ECON*3710, or equivalent.

TEXTBOOK

There is no required text for this course. However, selected readings will be drawn from various textbooks and journals.

ASSESSMENT

Students will be assessed based on the following areas:

Item	Date	Value
Research Paper	See below	40%
Assignments	Various dates	20%
Mid Term Exam	(In class, 21 October 2010)	20%
Final Exam	(7 p.m. to 9 p.m. 6 December 2010)	20%

A brief discussion of each assessed area is provided below. Requests to re-grade can be accommodated. You should be aware that if you request a review of the mark awarded for any element of the evaluation, the review could result in your mark being revised either upwards or downwards.

RESEARCH PAPER

The original research paper provides students with the opportunity to:

- Apply course concepts in an area of their choosing.
- Formulate a research problem, choose an appropriate approach, and conduct research that provides answers to the problem at hand.
- Apply quantitative methods in an actual research setting.

The following guidelines are to be followed in preparing your research paper.

1. The paper cannot exceed thirty (30) type written pages in total.
2. All text must be double-spaced; references, tables, and figures can be single-spaced.
3. Other than the above two guidelines, follow the Canadian Journal of Agricultural Economics style and format guidelines, which can be found at: http://caes.usask.ca/cjae/docs/CJAE_formatting_guidelines.pdf
4. Grammar, spelling and style will count towards ten (10) percent of each item's grade! Be sure to use appropriate grammar software and tools available on campus (e.g. the Learning Commons) to aid in the development of your research paper.

The breakdown of the grade assigned to various elements of the research paper project is as follows:

Item:	Due date:	Percent of final grade:
Research paper topic and interview	17 September 2010	1%
Research paper proposal	30 September 2010	4%
Seminar	Last week of class	10%
Final paper	Last day of class	25%
Total		40%

The interview helps the student focus on a research topic. As such, students are expected to have thought through a number of topics of interest (and are required to bring a list of ideas), but not to have necessarily chosen a particular issue.

The proposal should be no more than five (5) pages long (follow the guidelines provided above) and include at least five recent references from appropriate peer-reviewed journals (where recent means published in the last five years). The proposal should include the following:

1. A problem statement and motivation for why the economic problem is of interest.
2. A clearly stated objective and subsequent goals.
3. A brief literature review that illustrates what has been done in the past.
4. A sketch of your intended work that addresses methods, data requirements and sources.

The ECONLIT database will be helpful in developing a proposal; Google Scholar is also becoming an excellent research search engine. Student will not be penalised for changing topics at a later date if need be.

Students are advised to be realistic in terms of the level of sophistication when selecting a problem. A paper with well-defined, manageable, and realistic objective is far more rewarding than trying to solve larger problems.

The seminar is intended to help students build communication skills through experience with classmates and the instructor and, importantly, to receive feedback concerning their original research. Each student's seminar will be 12-15 minutes in duration, should involve no (or very little) mathematics, and should focus on what the problem is, why it is important, what the author did (i.e., mode of analysis), the main results, and a summary and conclusion. Students MUST use PowerPoint or other electronic media for the presentation. Presentations will be graded on clarity and succinctness, appropriate use of electronic media, and responses during the question and answer session following the student's seminar.

The final draft should reflect the feedback received in the seminar and follow the guidelines set out above. Papers exceeding the page limit will be penalised one (1) percent (out of 100 percent) per page in excess. Failure to follow the remaining guidelines will result in a penalty of two (2) percent (out of 100 percent) for each infraction.

ASSIGNMENTS

Assignments will be distributed through out the course. Students are strongly encouraged to work through assignments in groups; such a process will facilitate shared learning and underscore the importance of interaction in an academic setting. However, each student is to hand in their own assignment, written in their own words.

EXAMINATIONS

There will be an in-class mid-term examination on 21 October 2010, as well as a final examination from 7 p.m. to 9 p.m. on 6 December 2010. All exams are closed book.

E-MAIL COMMUNICATION

As per university regulations, all students are required to check their @uoguelph.ca e-mail account regularly; e-mail is the official route of communication between the university and its students.

ACADEMIC INTEGRITY

The University of Guelph is committed to upholding the highest standards of academic integrity and enjoins all members of the University community - faculty, staff and students - to be aware of what constitutes academic misconduct and to do as much as possible to prevent academic offences from occurring. The University of Guelph takes a serious view of academic misconduct and it is your responsibility as a student to be aware of and to abide by the University's policy. Included in the definition of academic misconduct are such activities as cheating on examinations, plagiarism, misrepresentation, and submitting the same material in two different courses without written permission. You are advised to make use of the resources available through the Learning Commons and to discuss any questions you may have with your course instructor. Students should be aware that faculty have the right to use software to aid in the detection of plagiarism or copying and to examine students orally on submitted work. For students found guilty of academic misconduct, serious penalties, up to and including suspension or expulsion, can be imposed. Students are encouraged to become familiar with academic integrity issues and to consult the University of Guelph's policy regarding academic misconduct, which is available in the University of Guelph Graduate Calendar at:

www.uoguelph.ca/registrar/calendars/graduate/current/genreg/sec_d0e1340.shtml

Pursuant to University policy, suspected cases of academic misconduct will be forwarded to the Department Chair.

DEADLINES

Deadlines for course material are firm. Unless appropriate documentation is provided, all late work will be assigned a grade of zero. Students who wish to claim illness or compassionate reasons for missing term work or exams must submit the appropriate certificates or verification as indicated in the University of Guelph Graduate Calendar, as outlined at:

www.uoguelph.ca/registrar/calendars/graduate/current/genreg/sec_d0e1218.shtml

STUDENT COURSE EVALUATIONS

Course evaluations are used in the Department of Food, Agricultural and Resource Economics to provide feedback to instructors and to improve the teaching of individual courses. Course evaluations are also used by the Department Chair and the Department Promotion and Tenure

Committee in making recommendations regarding promotion, tenure and faculty salary increases. Students are assured that no faculty member sees the results of the course evaluations or any written comments before the final grades for the course are submitted. University policy states that students' unsigned written comments can only be seen by the course instructor. Signed written comments can be read by the faculty member, Department Chair and the Department Promotion and Tenure Committee. In order for student written comments to have the most influence on improving teaching in the Department, it is strongly recommend that all written comments be signed. Students wishing more information on how the Department evaluates teaching performance and the questions included on the evaluation form are referred to the FARE web page.

John Cranfield
6 September 2010