



HTM*3780DE Economics of Food Usage Course Outline

Fall 2015
College of Business and Economics
School of Hospitality & Tourism Management

Instructor Contact

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Course Information

Course Title: Economics of Food Usage
Pre-Requisites: 1 of FOOD*2010, HTM*2700, MCS*1000
Co-Requisites:
Restriction(s):
Credits: 0.50
Course Website (If applicable): [CourseLink](#)
Method of Delivery: Distance Education, Fully Online

Calendar Description

This is an overview of food supply chain management in the food and foodservice industries of Canada with a global perspective. Food production, distribution, legislation and consumption habits impacting the economics and use of food in Canada and globally are studied.

Course Description

HTM 3780 Economics of Food Usage provides an overview of food and food related activities that impact food production, distribution, and consumption globally and in Canada. The agri-food system, trade, supply chain management, legislation, regulation, food safety, new food product development, and future trends affecting the economics and use of food are studied in this course.

Course Learning Outcomes

By the end of the course, you should be able to:

- Discuss the interrelated relationship between agriculture and economics.
- Outline the history and development of agriculture from ancient time to present day from a global perspective and in Canada.
- Identify factors that have an impact on the growth and development of agriculture.
- Describe the Canadian agri-food system.
- Describe and discuss the impacts of the Canadian Agricultural Policy Framework on agriculture in Canada.
- List and discuss ten (10) global agri-food system challenges.
- List Canada's major trading partners, exports and imports.
- Describe the theoretical constructs of food supply chain management.
- Identify key issues that affect production and distribution of food nationally and globally.
- Discuss the relationship of food quality, food safety, and food regulation and inspection.
- Identify current food consumption patterns and discuss possible future trends.
- Describe the strategic interdisciplinary nature of new product development, sensory evaluation, product labelling, and food marketing.

Course Structure

The course has been structured into 12 weekly Units.

Each Unit relates to a particular topic relevant to course learning objectives and outcomes.

- Unit 01: Introduction to Agriculture and Economics
- Unit 02: Historical Perspective of Food
- Unit 03: Agri-Food System
- Unit 04: Global Agri-Food System Challenges
- Unit 05: Global Trade
- Unit 06: Supply Chain Management
- Unit 07: Food Legislation and Regulation

- Unit 08: Food Safety
- Unit 09: Food Consumption Patterns Impacting the Agri-Food System
- Unit 10: New Food Product Development
- Unit 11: Future Food and Agri-Food Issues
- Unit 12: Review

Learning Resources

Required Textbook(s)

Title: The Atlas of Food: With a New Introduction

Author(s): Erik Millstone

Edition / Year: 2013

Publisher: University of California Press

ISBN: 978-0-520-27642-0

Title: HTM*3180DE Casino Operations Management Course Reader

Author(s):

Edition / Year: 2009

Publisher:

ISBN:

You may purchase the textbook(s) at the [University of Guelph Bookstore](#) or the [Guelph Campus Co-op Bookstore](#).

eReserve

For this course you will be required to access electronic resources through the University of Guelph McLaughlin Library. To access these items visit the eReserve link in the top navigation bar. Note that you will need your Central Login ID and password in order to access items on reserve.

For further instructions on accessing reserve resources, visit [How to Get Course Reserve Materials](#).

If at any point during the course you have difficulty accessing reserve materials, please contact the e-Learning and Reserve Services Staff at:

Tel: [519-824-4120](tel:519-824-4120) ext. 53621

Email: libres2@uoquelfh.ca

Location: McLaughlin Library, First Floor, University of Guelph

Schedule: Week 1

Unit 01: Introduction to Economics of Food Usage

Required Reading

Textbook:

7-13 (Introduction to textbook)

104-119 (Tables that support content of textbook, review for awareness)

120-125 (Sources used in the textbook, review for awareness).

Activities & Assignments

Review Course Outline

Contact your group members and begin preparing for your group's Open for Discussion period.

Post your introduction and reply to some of your classmates' responses

Obtain a copy of Fast Food Nation for Book Analysis and begin reading.

Schedule: Week 2

Unit 02: Historical Perspective of Food

Required Reading

Continue reading 'Fast Food Nation' for Book Analysis

Activities & Assignments

Complete Learning Activities for Unit 02

Participate in Open for Discussion for Unit 02

Post your introduction and reply to some of your classmates' responses

Work on Book Analysis

Schedule: Week 3

Unit 03: Agri-Food System

Required Reading

Textbook:

pp. 33-63

Activities & Assignments

Complete Learning Activities for this unit

Participate in Open for Discussion for Unit 03.

Submit Book Analysis

Schedule: Week 4

Unit 04: Global Agri-Food System Challenges

Required Reading

Textbook:

pp. 15-31, Part 1: Contemporary Challenges

Activities & Assignments

Complete Learning Activities for this unit

Participate in Open for Discussion for Unit 04

Work on QSR Industry Visit Assignment

Schedule: Week 5

Unit 05: Global Trade

Required Reading

Textbook:

pp. 65-101, Part 3: Trade

Activities & Assignments

Complete Learning Activities for this unit

Participate in Open for Discussion for Unit 05

Submit QSR Industry Visit Assignment

Schedule: Week 6

Unit 06: Supply Chain Management

Activities & Assignments

Complete Learning Activities for this Unit

Participate in Open for Discussion for Unit 06

Schedule: Week 7

Unit 07: Food Legislation and Regulation

Activities & Assignments

Complete Learning Activities for this Unit

Participate in Open for Discussion for Unit 07

Schedule: Week 8

Unit 08: Food Safety

Activities & Assignments

Complete Learning Activities for this unit

Participate in Open for Discussion for Unit 08

Complete Midterm Quiz

Schedule: Week 9

Unit 09: Food Consumption Patterns Impacting the Agri-Food System

Required Reading

Textbook:

pp. 114-119, Consumption Tables

Activities & Assignments

Complete Learning Activities for this Unit

Participate in Open for Discussion for Unit 09

Schedule: Week 10

Unit 10: New Food Product Development

Activities & Assignments

Complete Learning Activities for this Unit

Participate in Open for Discussion for Unit 10

Schedule: Week 11

Unit 11: Future Food and Agri-Food Issues

Activities & Assignments

Complete Learning Activities for this Unit

Participate in Open for Discussion for Unit 11

Work on Comprehensive Essay

Schedule: Week 12

Unit 12: Review

Activities & Assignments

Participate in Online Review Session

Submit Comprehensive Essay

Course Evaluation

The grade determination for this course is indicated in the following table. Note: There is *no* final examination for this course.

Table 1: Course Evaluation

Assignments	Value
Post a Detailed Introduction	Opportunity to meet classmates
Lead Open for Discussion (Group Activity)	20%
Participate in Online Discussions	15%
Midterm Quiz	10%
Book Analysis	15%
QSR Industry Visit	15%
Comprehensive Essay	25%
Total	100%

Technical Requirements

Students are responsible for ensuring that their computer system meets the necessary [specific technical requirements](#) of their program.

Technical Support

If you need any assistance with the software tools or the website, contact the Open Learning and Educational Support (OpenEd) Help Desk.

Open Learning and Educational Support
University of Guelph
Day Hall, Room 211

Email: help@OpenEd.uoguelph.ca
Tel: 519-824-4120 ext. 56939
Toll-Free (CAN/USA): 1-866-275-1478

Hours of Operation (Eastern Time):

Monday - Friday: 8:30am – 8:30pm
Saturday: 10:00am – 4:00pm

Sunday: 12:00pm – 6:00pm

Policies and Procedures

As a student of the University of Guelph, it is important for you to understand your rights and responsibilities and the academic rules and regulations that you must abide by.

If you are a registered University of Guelph Degree Student, consult the [Undergraduate Calendar](#) for the rules, regulations, curricula, programs and fees for current and previous academic years.

If you are an Open Learning Program Student, consult the [Open Learning Program Calendar](#) for information about University of Guelph administrative policies, procedures and services.

Email Communication

University of Guelph Degree Students

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.

Open Learning Program Students

Check your email account (the account you provided upon registration) regularly for important communications, as this is the primary conduit by which the Open Learning and Educational Support will notify you of events, deadlines, announcements or any other official information.

When You Cannot Meet Course Requirements

When you find yourself unable to meet an in-course requirement due to illness or compassionate reasons, please advise your course instructor in writing, with your name, ID number and email contact.

University of Guelph Degree Students

Consult the [Undergraduate Calendar](#) for information on regulations and procedures for Academic Consideration.

Open Learning Program Students

Please refer to the [Open Learning Program Calendar](#) for information on regulations and procedures for requesting Academic Consideration.

Drop Date

University of Guelph Degree Students

The last date to drop one-semester courses, without academic penalty, is indicated in the Schedule section of this course website. [See the Undergraduate Calendar for regulations and procedures for Dropping Courses.](#)

Open Learning Program Students

Please refer to the [Open Learning Program Calendar.](#)

Copies of Assignments

Keep paper and/or other reliable back-up copies of all assignments: you may be asked to resubmit work at any time.

Accessibility

The University of Guelph is committed to creating a barrier-free environment. Providing services for students is a shared responsibility among students, faculty and administrators. This relationship is based on respect of individual rights, the dignity of the individual and the University community's shared commitment to an open and supportive learning environment.

University of Guelph Degree Students

Students requiring service or accommodation, whether due to an identified, ongoing disability or a short-term disability should contact the Student Accessibility Services as soon as possible.

For more information, contact SAS at 519-824-4120 ext. 56208 or email [SAS](#) or [visit the SAS website.](#)

Open Learning Program Students

If you are an Open Learning program student who requires academic accommodation, please [contact the Academic Assistant to the Director.](#) Please ensure that you contact us before the end of the first week of your course (every semester) in order to avoid any delays in support. Documentation from a health professional is required for all academic accommodations. Please note that all information provided will be held in confidence.

If you require textbooks produced in an alternate format (e.g., DAISY, Braille, large print or eText), please [contact the Academic Assistant to the Director](#) at least two months prior to the course start date. If contact is not made within the suggested time frame, support may be delayed. It is recommended that you refer to the course outline before beginning your course in order to determine the required readings.

The provision of academic accommodation is a shared responsibility between OpenEd and the student requesting accommodation. It is recognized that academic accommodations are intended to “level the playing field” for students with disabilities.

Academic Misconduct

The University of Guelph is committed to upholding the highest standards of academic integrity and it is the responsibility of 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. University of Guelph students have the responsibility of abiding by the University's policy on academic misconduct regardless of their location of study; faculty, staff and students have the responsibility of supporting an environment that discourages misconduct. Students need to remain aware that instructors have access to and the right to use electronic and other means of detection.

Please note: Whether or not a student intended to commit academic misconduct is not relevant for a finding of guilt. Hurried or careless submission of assignments does not excuse students from responsibility for verifying the academic integrity of their work before submitting it. Students who are in any doubt as to whether an action on their part could be construed as an academic offence should consult with a faculty member or faculty advisor.

The [Academic Misconduct Policy](#) is detailed in the Undergraduate Calendar.

Acceptable Use

The University of Guelph has an [Acceptable Use Policy](#), which you are expected to adhere to.

Copyright Notice

All content within this course is copyright protected. Third party copyrighted materials (such as book chapters and articles) have either been licensed for use in this course, or have been copied under an exception or limitation in Canadian Copyright law.

The fair dealing exemption in Canada's Copyright Act permits students to reproduce short excerpts from copyright-protected materials for purposes such as research, education, private study, criticism and review, with proper attribution. Any other copying, communicating, or distribution of any content provided in this course, except as permitted by law, may be an infringement of copyright if done without proper license or the consent of the copyright owner. Examples of infringing uses of copyrighted works would include uploading materials to a commercial third party web site, or making paper or electronic reproductions of all, or a substantial part, of works such as textbooks for commercial purposes.

Students who upload to CourseLink copyrighted materials such as book chapters, journal articles, or materials taken from the Internet, must ensure that they comply with Canadian Copyright law or with the terms of the University's electronic resource licenses.

For more information about students' rights and obligations with respect to copyrighted works, see [Fair Dealing Guidance for Students](#).

Grades

The assignment of grades at the University of Guelph is based on clearly defined standards, which are published in the Undergraduate Calendar for the benefit of faculty and students.

Grading System

In courses, which comprise a part of the student's program, standings will be reported according to the following schedule of grades:

Letter Grade	Percentage
A+	90-100
A	85-89
A-	80-84
B+	77-79
B	73-76
B-	70-72
C+	67-69
C	64-66
C-	60-62
D+	57-59
D	53-56
D-	50-52
F	0-49

Statement of Students' Academic Responsibilities

Your success as a student depends above all on your own response to the opportunities and responsibilities that the university environment provides. The University of Guelph is committed to supporting you in your intellectual development and responding to your individual needs. To this end, a broad network of advising, counselling, and support services is provided to assist you in meeting your personal and academic goals.

For more information on your responsibilities as a student, see [Statement of Students' Academic Responsibilities](#).

Plagiarism Detection Software

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 from the University can be imposed.

Recording of Materials

Presentations which are made in relation to course work—including lectures—cannot be recorded or copied without the permission of the presenter, whether the instructor, a classmate or guest lecturer. Material recorded with permission is restricted to use for that course unless further permission is granted.

Religious Holidays

Should a student need to miss scheduled tests, mid-term examinations, final examinations, or requirements to attend classes and participate in laboratories for religious reasons, please advise the instructor within two weeks of the distribution of this course outline so that alternate arrangements can be made.