

COURSE OUTLINE (UNIV 6050)
The Integration of Science and Business
Fall 2013 – Winter 2014



Instructor: Dr. Erna van Duren
Office 224, MACS
519 824 4120 ext. 52100
evandure@uoguelph.ca

Class: Tuesday, MACS 121; 7:00 - 9:50 p.m.

Office Hours: By appointment / posted in
CourseLink during the semester

Course Description

This course aims to provide graduate students enrolled in a variety of graduate programs with a working knowledge of the structure and issues of the modern food system, with an emphasis on Canada. Students will be ready for careers that require the integration of physical science, technology, business and social science concepts and skills in sectors such as business, industry, government or academia. Topics covered include a variety of issues affecting food and agriculture, intellectual property, innovation and commercialization, management, public policy, corporate social responsibility and leadership.

The course is delivered using a mix of lectures, guest speakers, workshops, team projects, class participation and online learning supports.

Course Learning Objectives

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

1. Describe the structure of the Canadian food system, within the context of the world food system
2. Describe the elements of a value chain for food and bio-products and understand how value can be created
3. Describe and assess the role of public policy in the food system, with particular emphasis on Canada and Ontario
4. Understand the nature of consumer demand for food and bio-products, and current issues affecting consumer demand
5. Understand the structure, strategies and functional management areas of firms in the food and bio-products economy
6. Understand the process and role of research in innovation and commercialization, and the role and specifics of developing a business plan
7. Develop and deliver business and policy oriented communications

Course Materials

There is not a required textbook for this course. All readings, cases and other materials will be made available in class or online.

Evaluation

Component	Description	Grade
Participation	Participation in class, in group discussions and structured online dialogues that are formative activities for other graded components are included in this component. We will use a 360 degree – self and peer – evaluation mechanism for a portion of this grade.	20%
Team Presentations and Case Reports	During the semester(s), you will be assigned to one or more teams and be expected to prepare and present work as a team to design, conduct interviews, write and present a case study of an “invented @ Guelph” product, service or technology.	40%
Individual Short Papers, Presentations	One or more individual papers or presentations will be required during the semester(s). The paper will be due after two semesters, and progress reports and presentations will be required during both semesters.	40%
Detailed guidelines and expectations for all components will be provided on CourseLink		

Schedule

The weekly schedule of activities, readings and deadlines will be posted in CourseLink. Please note that it is subject to change given the use of speakers and workshops in this course, which rely on external resources.

Administration

Schedules and deadlines

Some flexibility on time limes and deadlines is afforded in this course due to the possibility that classes maybe rescheduled to accommodate speakers or special activities. In the event that such rescheduling affects a deadline for work that is to be graded, a reasonable amount of extra time will be made available. While normally this would be one or two weeks, if a student has a particular scheduling issue (such as conference to attend, comprehensive exam to write), alternative arrangements will be made.

Grounds for Academic Consideration

Academic consideration may be granted on the following grounds: medical, psychological, compassionate, misapplication of regulations or procedures and other special circumstances. Generally, work commitments will not constitute grounds for academic consideration. The necessity for documentation will depend on the situation. Students should contact their Advisor or Graduate Coordinator regarding documentation requirements. Complete information is available:

http://www.uoguelph.ca/registrar/calendars/graduate/current/genreg/sec_d0e1400.shtml

Academic Integrity and Misconduct

All graduate students are expected to be familiar with the materials at

- <http://www.academicintegrity.uoguelph.ca/index.cfm>
- <http://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-amisconduct.shtml>