

# COURSE OUTLINE (UNIV 6050)

## The Integration of Science and Business

### Fall 2014 – Winter 2015

#### Course Instructors and Schedule

Fall 2014	Winter 2015
<b>Class:</b> Tuesday, MACS 121; 7:00 - 9:50 p.m. Office hours by appointment	Class: TBA
<b>Instructor:</b> Erna van Duren Office 302, MACS 519 824 4120 ext. 52100 evandure@uoguelph.ca	<b>Instructor:</b> Dr. Mike von Massow Office 303, MACS 519 824 4120 ext. 56347 mvonmass@uoguelph.ca

#### 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 and in-class group activities	20%
Team Research Project and Presentations	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.  4 presentations and a summative report.	40%
Cases	During the course we use a series of teaching case studies. A variety of assignment formats will be used with these cases.  4 cases with 4 deliverables – each worth 10%	40%
<b><i>Detailed guidelines and expectations for all components will be provided on CourseLink</i></b>		

## 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](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>

## Course Schedule

Details for 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, cases and other formats in this course that use external resources.

Class	Date	Description
1	Sept. 9	Introductions
2	Sept. 16	Agriculture and Food System: Lecture and in-class activity
3	Sept. 23	Project Introduction Case #1
4	Sept. 30	Guest Speaker: Rich Moccia, Associate V.P Research
5	Oct 7	What is a business? Strategic Management
	Oct 14	No scheduled class
6	Oct 21	Guest Speaker: Catalyst Center
7	Oct 28	Case #2
8	Nov. 4	Team Research Project Presentation #1: Describing the product/technology, IP issues
9	Nov. 11	Marketing, Creating Value
10	Nov. 18	Operations Management, Value Chains (Mike)
11	Nov. 25	Team Research Project Presentation #2: External Analysis, Markets, Competition
12	Nov. 27	Note that this a rescheduled class from Tuesday Oct 14 <sup>th</sup> . We will use it to debrief.
At this point, we have not been provided with the evening on which this class will be scheduled		
13	Jan 6-8	More Introductions, "Beer Game"
14	Jan 13-15	Guest Speaker – Leadership/HR related
15	Jan 20-22	Public Policy and Business (Erna)
16	Jan 27-29	Case #3
17	Feb 3-5	Business models – making a business case
18	Feb 10-12	Guest Speaker ; Business Communications
	Feb 17-19	
19	Feb 24-26	Team Research Project Presentation #3: the business case for XX
20	March 3-5	Case #4
21	March 10-12	Topic to be determined
22	March 17-19	Guest Speaker
23	March 24-26	Team Research Project Practice for Final Presentations (Erna and Mike together)
24	March 31- April 2	Team Research Project Public Presentation (Erna and Mike together)