



**AEC 497 – TRENDS IN THE FOOD INDUSTRY  
SCHOOL OF AGRICULTURE  
FALL 2017**

## **COURSE SYLLABUS**

### **Instructor**

Name: Dr. Jose Lopez, Associate Professor of Agribusiness  
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Office phone: (903) 886-5623  
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University email address: Jose.Lopez@tamuc.edu

### **Class Time**

Web Based Course

### **Office Hours**

You can contact me via email at [Jose.Lopez@tamuc.edu](mailto:Jose.Lopez@tamuc.edu). Alternatively, you can email me from eCollege (<http://www.online.tamuc.org/>). I generally answer emails within 1 business day (8:00 AM-5:00 PM). Emails that arrive after 5:00 PM will generally be answered the next business day. I don't answer emails on weekends or during university holidays, so make sure you contact me in time. If you wish to visit with me in person, you are also welcome to stop by my office at any time during regular working hours, but it is better if you send me an email requesting an appointment so that I know you will be coming.

## **COURSE INFORMATION**

### **Textbook**

No textbook is required for this course.

### **Course Material**

This course may require one to four months of subscription to one or two of the following video streaming services (which cost about \$7.99/month): Hulu , NETFLIX, or Amazon Prime.

### **Prerequisites**

None.

### **Teaching Philosophy**

1. A course must deliver information, concepts and methods that will be useful in the student's professional life. However, learning analytical reasoning skills and improving the ability to process and use information efficiently is more important than memorizing facts and formulas and performing procedures repeatedly.

2. Students learn best when theories, concepts and procedures are explained in plain language as well as formally, and are complemented with examples or applications that are relevant to the students.

### **Character Formation**

It is important during your graduate education to learn the values and rewards of hard work, responsibility, and honesty. The professor will promote character formation while teaching the course.

### **Course Description**

Analysis of current trends in the food industry, including sanitary and labeling standards, trade issues, and policies with national and international scope that affect the U.S. food industry. The focus is on developing an understanding of the causes and consequences of such trends, the various issues involved, and how they affect stakeholders.

### **Student Learning Outcomes**

Upon satisfactory completion of the course the students will be able to:

- Understand the complexities of the food industry.
- Discuss food issues from a national and international perspective.
- Describe the role of major government regulations.
- Discuss selective research topics on food and agricultural trade.
- Demonstrate knowledge of the interconnectedness of global dynamics (issues, processes, trends, and systems)

### **Topics**

The following is a sample list of topics that can be discussed in this course.

- The Founder
  - Ray Kroc and the McDonald brothers; how the fast food industry for hamburgers, fries, and milkshakes has evolved from 1940s to today; franchise agreements and their limitations; challenges small business owners/entrepreneurs face as their business grow; quality control and enforcing standards; protecting of innovation and revolutionary ideas.
- GMOs
  - What is a GMO, the implication of GMOs, types of GMOs, arguments by GMO proponents and opponents; the worldwide seed proprietary market; Dupont, Monsanto, and Syngenta; feeding the world; role of scientists and regulators.
- Coca Cola: the Real Story Behind the Real Thing
  - A look at Coca Cola's system of mass production and remote distribution, how this American enterprise has quenched the thirst of people around the world.
- Trash Inc.: the Secret Life of Garbage
  - One man's trash has become another man's multibillion-dollar treasure. The garbage industry: where the money is made, who's making it, and how trash amounts to a \$52-billion industry.
- Supermarkets
  - A fascinating look at today's supermarket industry. A business generating half a trillion dollars in annual sales.
- The Coffee Addiction

- Coffee is so much more than just a drink. As one of the most actively traded commodities, coffee is now a multibillion-dollar global industry.
- Pepsi’s Challenge
  - An exclusive look inside the global powerhouse that makes more than one billion products purchased every day.
- The Profit Marijuana Millions
  - A look at a new and thriving marijuana industry and how it infuses capital and jobs into the economy. The evolving acceptance and commercialization of pot in America.
- Transport Food Miles
  - The shift from a solar based to fossil fuel based food system and how this has changed both growing and transporting procedures.
- Food Inc.
  - A look at what goes into making the products we consume and the secretive and surprising journey food takes on the way from processing plants to our dinner tables.
- The Age of Walmart
  - A look at the secrets behind the success of the world's largest retailer. How the company navigated a period of intense criticism and controversy, only to strengthen its grip on the global market. Walmart's effort to reinvent itself and whether new leadership, aggressive green policies and a full-scale store overhaul signify real change for the controversial powerhouse. How Walmart decides where to build a store. Walmart's success in Asia and around. A look at Walmart's environmental push and ultimatums imposed on suppliers.
- Target: Inside the Bullseye
  - How Target became both tastemaker and discount retailer extraordinaire, while continually reminding its customers to “Expect More, Pay Less.”
- Budwiser
  - A look at Anheuser-Busch and how it plans to meet the challenge of an ever-changing marketplace and stay on top.
- Etc.

## GRADING

### Grading

Exam 1	20%
Exam 2	20%
Exam 3	20%
Discussions	20%
Quizzes	20%
	100%

Note: There would be an optional final comprehensive exam (Exam 4). The optional final comprehensive exam will replace your lowest exam grade (if you decide to take it). All your grades will be available in the Pearson LearningStudio, the learning management system used by Texas A&M University-Commerce.

## Grading Scale

<u>Range</u>	<u>Grade</u>
90-100.00	A
80-89.99	B
70-79.99	C
60-69.99	D
Less than 60	F

## **TECHNOLOGY REQUIREMENTS**

This course will be enhanced using Pearson LearningStudio, the learning management system used by Texas A&M University-Commerce. Students will be required to download PowerPoint presentations and other important class material from the Pearson LearningStudio website for the course. To access the material:

- You will need to use a current, Flash enabled browser. For PC users, the suggested browser is Internet Explorer 9.0 or 10. For Mac users, the most current update of Firefox is suggested.
- You will need regular access to a computer with a broadband Internet connection. The minimum computer requirements are:
  - 512 MB of RAM, 1 GB or more preferred
  - Broadband connection required courses are heavily video intensive
  - Video display capable of high-color 16-bit display 1024 x 768 or higher resolution
- You must have a:
  - sound card, which is usually integrated into your desktop or laptop computer
  - speakers or headphones.
- You might also need a:
  - webcam
  - microphone
  - headphones
- Both versions of Java (32 bit and 64 bit) must be installed and up to date on your machine. Java can be downloaded at: <http://www.java.com/en/download/manual.jsp>
- Current anti-virus software must be installed and kept up to date.
- You will need some additional free software for enhanced web browsing. Ensure that you download the free versions of the following software:
  - Adobe Reader
  - Adobe Flash Player
- At a minimum, you must have Microsoft Office 2013, 2010, 2007 or Open Office. Microsoft Office is the standard office productivity software utilized by faculty, students, and staff. Microsoft Word is the standard word processing software, Microsoft Excel is the standard

spreadsheet software, and Microsoft PowerPoint is the standard presentation software. Copying and pasting, along with attaching/uploading documents for assignment submission, will also be required. If you do not have Microsoft Office, you can check with the bookstore to see if they have any student copies.

- For additional information about system requirements, please refer to Technology Requirements link at: <http://www.online.tamuc.org>

## ACCESS, NAVIGATION, AND SUPPORT

### Pearson LearningStudio Access and Log in Information

This course will be enhanced using Pearson LearningStudio, the learning management system used by Texas A&M University-Commerce. To access the ancillary material provided online, go to: <http://www.tamuc.edu/myleo.aspx>.

**You will need your CWID and password to log in to the course. If you do not know your CWID or have forgotten your password, contact Technology Services at 903.468.6000 or [helpdesk@tamuc.edu](mailto:helpdesk@tamuc.edu).**

It is strongly recommended that you perform a “Browser Test” prior to the start of your course. To launch a browser test, login to Pearson LearningStudio, click on the ‘myCourses’ tab, and then select the “Browser Test” link under Support Services.

### Pearson LearningStudio Student Technical Support

Texas A&M University-Commerce provides students technical support in the use of Pearson LearningStudio.

Technical assistance is available 24 hours a day/ 7 days a week.

If at any time you experience technical problems (e.g., you can't log in to the course, you can't see certain material, etc.) please contact the Pearson LearningStudio Help Desk, available 24 hours a day, seven days a week.

The student help desk may be reached by the following means 24 hours a day, seven days a week.

- **Chat Support:** Click on '*Live Support*' on the tool bar within your course to chat with an Pearson LearningStudio Representative.
- **Phone:** 1-866-656-5511 (Toll Free) to speak with Pearson LearningStudio Technical Support Representative.
- **Email:** [helpdesk@online.tamuc.org](mailto:helpdesk@online.tamuc.org) to initiate a support request with Pearson LearningStudio Technical Support Representative.

**Accessing Help from within Your Course:** Click on the '*Tech Support*' icon on the upper left side of the screen inside the course. You will then be able to get assistance via online chat, email or by phone by calling the Help Desk number noted below.

**Note:** Personal computer problems is not an excuse for accessing the online class material. Each student needs to have a backup method to deal with these inevitable problems. These methods might include the availability of a backup PC at home or work, the temporary use of a computer at a friend's home, the local library, office service companies, an Internet cafe, or a bookstore, such as Barnes & Noble, etc.

**For assistance with the library:** To access the Library databases and tutorials click on the Library link under Course Home or minimize your Pearson LearningStudio session and open another browser window going to the Library's web site directly, at the following link: <http://www.tamuc.edu/library> not from within Pearson LearningStudio.

### **Policy for Reporting Problems with Pearson LearningStudio**

Should students encounter Pearson LearningStudio based problems while submitting any online assignment specified by the instructor, the following procedure **MUST** be followed?

1. Students must report the problem to the help desk. You may reach the helpdesk at [helpdesk@online.tamuc.org](mailto:helpdesk@online.tamuc.org) or 1-866-656-5511
2. Students **MUST** file their problem with the helpdesk and obtain a helpdesk ticket number
3. Once a helpdesk ticket number is in your possession, students should email me to advise me of the problem and to provide me with the helpdesk ticket number
4. At that time, I will call the helpdesk to confirm your problem and follow up with you

**PLEASE NOTE:** Your personal computer/access problems are not a legitimate excuse for filing a ticket with the Pearson help desk. You are strongly encouraged to check for compatibility of your browser **BEFORE** the course begins and to take the Pearson LearningStudio tutorial offered for students who may require some extra assistance in navigating the Pearson LearningStudio platform. **ONLY** Pearson LearningStudio based problems are legitimate.

### **Internet Access**

An Internet connection is necessary to take the course and have access to readings, assignments, exercises, labs, exams, and receive feedback from your professor. View the requirements as outlined in Technology Requirements above for more information.

### **MyLeo Support**

Your myLeo email address is required when you wish to contact the instructor via email. Please email [helpdesk@tamuc.edu](mailto:helpdesk@tamuc.edu) or call us at 903-468-6000 with any questions about setting up your myLeo email account. You may also access information at <https://leo.tamuc.edu>.

### **Learner Support**

The following One Stop Shop online website (<http://www.tamuc.edu/admissions/onestopshop/>) was created to provide students with many resources. Similarly, this Academic Success Center link (<http://www.tamuc.edu/campusLife/campusServices/academicSuccessCenter/>) focuses on providing academic resources to help students achieve academic success.

### **Course Navigation**

All aspects of this course, including assignments, exercises, labs, and exams will be completed / turned in through Pearson LearningStudio. Your grades will also be available in Pearson LearningStudio.

The Pearson LearningStudio website for this course is divided up into the course sections that will be covered in this course. Each section will have (a)/(an) Overview, Objectives, Handout, Assignments, Practice Questions, and Review Questions. The Assignments section inside each

Section tab will provide you with a list of everything you need to do to prepare for class and help you succeed in the course.

## COMMUNICATION WITH INSTRUCTOR

### Interaction with Instructor Statement

My primary form of communication with the class will be through course Announcements and emails. Any changes to the syllabus or other important information critical to the class will be disseminated to students via class Announcements and/or via email through your official university email address available to you through MyLeo. It will be your responsibility to check the course Announcements and your university email regularly.

Students who email me outside of regular working hours (8:00 AM – 5:00 PM) can expect a reply within 24 hours M-F beginning from 8:00 AM of the next business day (M-F). Students who email me during university holidays or over the weekend should expect a reply within 24 hours from 8:00 AM of the next regularly scheduled business day.

## COURSE AND UNIVERSITY PROCEDURES/POLICIES

### Course Specific Procedures

#### Academic Honesty

Students who violate University rules on scholastic dishonesty are subject to disciplinary penalties, including (but not limited to) receiving a failing grade on the assignment, the possibility of failure in the course and dismissal from the University. Since dishonesty harms the individual, all students, and the integrity of the University, policies on scholastic dishonesty will be strictly enforced. In **ALL** instances, incidents of academic dishonesty will be reported to the Department Head. Please be aware that academic dishonesty includes (but is not limited to) cheating, plagiarism, and collusion.

*Cheating* is defined as:

- Copying another's test or assignment
- Communication with another during an exam or assignment (i.e. written, oral or otherwise)
- Giving or seeking aid from another when not permitted by the instructor
- Possessing or using unauthorized materials during the test
- Buying, using, stealing, transporting, or soliciting a test, draft of a test, or answer key

*Plagiarism* is defined as:

- Using someone else's work in your assignment without appropriate acknowledgement
- Making slight variations in the language and then failing to give credit to the source

*Collusion* is defined as:

- Collaborating with another, without authorization, when preparing an assignment
- If you have any questions regarding academic dishonesty, ask. Otherwise, I will assume that you have full knowledge of the academic dishonesty policy and agree to the conditions as set forth in this syllabus.



## **Attendance Policy**

While this is an online course, students are expected to ‘attend class’ and actively participate. Student participation/activity will be monitored by the professor. Students should plan to dedicate approximately 15-20 hours/week of time to this course.

## **APA Citation Format Policy**

It is very important that you learn how to cite properly. In some ways, citations are more important than the actual text of your paper/assignment. Therefore, you should take this task seriously and devote some time to understanding how to cite properly. If you take the time to understand this process up front, it will save you a significant amount of time in the long run (not to mention significant deductions in points).

In the social and behavioral sciences, we generally follow the APA (American Psychological Association) formatting style. As a rule of thumb, one cites whenever they are paraphrasing other people’s words or when they quote other’s words directly. You may learn to cite from a variety of different sources including the APA Tutorial and the sources listed below and in the Getting Started section of your course.

[www.apastyle.org](http://www.apastyle.org)

<http://owl.english.purdue.edu/owl/resource/560/02/>

[www.library.cornell.edu/resrch/citmanage/apa](http://www.library.cornell.edu/resrch/citmanage/apa)

It is the student’s responsibility to understand how to cite properly. If you have questions, feel free to ask.

## **Late Work**

It is the student’s responsibility to plan accordingly and submit their assignments in a timely manner. Class assignments will be announced by the instructor during regular class time. The instructor reserves the right to assign a grade of zero to any late assignment.

## **Drop Course Policy**

Students should take responsibility for dropping themselves from the course according to University policy should this become necessary.

## **University Specific Procedures**

### **ADA Statement - Students with Disabilities:**

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you have a disability requiring an accommodation, please contact:

**Office of Student Disability Resources and Services**

**Texas A&M University-Commerce**

**Gee Library- Room 132**

**Phone (903) 886-5150 or (903) 886-5835**

**Fax (903) 468-8148**

University Email address: [StudentDisabilityServices@tamuc.edu](mailto:StudentDisabilityServices@tamuc.edu)



University Website address:

<http://www.tamuc.edu/campuslife/campuservices/studentDisabilityResourcesAndServices/default.aspx>

### **Student Conduct**

All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment. See Student's Guide Handbook, Rules and Procedures, Code of Student Conduct

(<http://www.tamuc.edu/CampusLife/documents/studentGuidebook.pdf>).

Students should also consult the Rules of Netiquette for more information regarding how to interact with students in an online forum: <http://www.albion.com/netiquette/corerules.html>

Texas A&M University-Commerce will comply in the classroom, and in online courses, with all federal and state laws prohibiting discrimination and related retaliation on the basis of race, color, religion, sex, national origin, disability, age, genetic information or veteran status. Further, an environment free from discrimination on the basis of sexual orientation, gender identity, or gender expression will be maintained.

### **Counseling Center**

A student that faces a crisis or a serious and unforeseeable event that affects his/her class performance must contact the Counseling Center, Student Services Building, Room 204, Phone (903) 886-5145. If important class material or course assignments are missed because of such crisis or event, the student must contact the instructor as soon as possible.

### **Campus Concealed Carry**

Texas Senate Bill - 11 (Government Code 411.2031, et al.) authorizes the carrying of a concealed handgun in Texas A&M University-Commerce buildings only by persons who have been issued and are in possession of a Texas License to Carry a Handgun. Qualified law enforcement officers or those who are otherwise authorized to carry a concealed handgun in the State of Texas are also permitted to do so. Pursuant to Penal Code (PC) 46.035 and A&M-Commerce Rule 34.06.02.R1, license holders may not carry a concealed handgun in restricted locations. For a list of locations, please refer to

(<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/34SafetyOfEmployeesAndStudents/34.06.02.R1.pdf>) and/or consult your event organizer). Pursuant to PC 46.035, the open carrying of handguns is prohibited on all A&M-Commerce campuses. Report violations to the University Police Department at 903-886-5868 or 9-1-1.

## **IMPORTANT DATES**

Aug. 28 <sup>th</sup> , Monday	First day of class.
Dec. 8 <sup>th</sup> , Friday	Last day of class.
Dec. 10 – 15	Final exam.

## **COURSE CALENDAR**

Every effort will be made to adhere to the course calendar below. However, unforeseen circumstances may require changes to the course calendar. In that case, changes will be announced via University Email and in Announcements. The professor reserves the right to change the course calendar if necessary and depending on the progress of the class. I highly recommend that you follow the calendar outlined below **VERY CAREFULLY** so that you are sure to complete readings as assigned and turn your assignments in on time.

**AEC 497 - TRENDS IN THE FOOD INDUSTRY**  
**Course Calendar, Fall 2017**  
**Web Based Class**

Week	Subject/Material Covered	Assignment Due By 11:59 PM on Date Provided
Week 1 Aug 28 - Sep 1	Topic 1	eCollege Tutorial
Week 2 Sep 4 - Sep 8	Topic 2	Quiz Discussion
Week 3 Sep 11 - Sep 15	Topic 3	Quiz Discussion
Week 4 Sep 18 - Sep 22	Exam 1 (Topics 1-3)	Exam 1
Week 5 Sep 25 - Sep 29	Topic 4	Quiz Discussion
Week 6 Oct 2 - Oct 6	Topic 5	Quiz Discussion
Week 7 Oct 9 - Oct 13	Topic 6	Quiz Discussion
Week 8 Oct 16 - Oct 20	Exam 2 (Topics 4-6)	Exam 2
Week 9 Oct 23 - Oct 27	Topic 7	Quiz Discussion
Week 10 Oct 30 - Nov 3	Topic 8	Quiz Discussion
Week 11 Nov 6 - Nov 10	Topic 9	Quiz Discussion

Week 12 Nov 13 - Nov 17	Exam 3 (Topics 7-9)	Exam 3
Week 13 Nov 20 - Nov 24	Topic 10	Quiz Discussion
Week 14 Nov 27 - Dec 1	Topic 11	Quiz Discussion
Week 15 Dec 4 - Dec 8	Topic 12	Quiz Discussion
Week 16 Dec 9 - Dec 15	Exam 4 - Optional Final Comp. Exam	Exam 4