# SYLLABUS

This schedule is based on a 15-week semester - it may need to be adjusted depending on your school’s academic calendar.

<table>
<thead>
<tr>
<th>Week and Topic</th>
<th>Readings/Materials</th>
<th>Assignments due</th>
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| **Week 1:** Cooperatives in a Neoliberal Economy | ● Sparke, Matthew - *Introducing Globalization: Ties, Tensions, and Uneven Integration*  
   ○ Chapter 1: Globalization  
   ● Rank, Mark R. - “Rethinking American Poverty”  
   ● Fournier, Valérie - "Utopianism and the cultivation of possibilities: grassroots movements of hope"  
   ● Paz, Yehudah - "Are Co-operatives Relevant in the 21st Century?" | ● Key concepts  
   ● Discussion questions |
   ○ Chapter 2: Historical Development of Cooperatives Throughout the World  
   ● Gordon Nembhard, Jessica - “African American Cooperatives”  
   ● Curl, John - *For All the People: Uncovering the Hidden History of Cooperation, Cooperative Movements, and Communalism in America*  
   ○ Chapter 13: Cooperatives in the Mainstream: the 60s and 70s, Part II | ● Key concepts  
   ● Discussion questions |
| **Week 3:** Business Planning and Advising | ● Build a Flexible Business Plan video  
   ● Business Model Canvas video  
   ● SWOT Analysis video  
   ● At least one business plan from the CoFED network:: The Rad Dish Co-Op Cafe, Sonder Market, | ● SWOT Analysis  
   ● Business Model Canvas  
   ● List of potential advisers |
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<th>Humnivore Cafe</th>
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| **Week 4: Food Policy and Politics** | • Gottlieb and Joshi, *Food Justice*  
  ○ Chapters 1, 2 and 4  
  • Winnie, Mark - *Closing the Food Gap: Resetting the Table in the Land of Plenty*  
  ○ Chapter 2: Reagan, Hunger, and the Rise of Food Banks  
  • Wekerle, Gerda R. - “Food Justice Movements: Policy, Planning, and Networks” |
|                             | • Key concepts  
  • Discussion questions |
| **Week 5: Food Sovereignty and the Racialized Reality of the Food System** | • Grey, Sam and Raj Patel - “Food sovereignty as decolonization: some contributions from Indigenous movements to food system and development politics.”  
  • Alkon and Agyeman - *Cultivating Food Justice*  
  ○ Chapter 10 - Vegans of Color, Racialized Embodiment, and Problematics of the “Exotic.” A. Breeze Harper  
  ○ Chapter 12 - “If They Only Knew:” The Unbearable Whiteness of Alternative Food. Julie Guthman  
  • Redmond, LaDonna - TED Talk: “Food + Justice = Democracy”  
  • Merchant, Joshua - “Product of His Environment” |
|                             | • Key concepts  
  • Discussion questions |
| **Creative outreach & education project introduced** | |
| **Week 6-7: Marketing and Outreach** | • Suassuna, Debbie - “Understanding Marketing Research”  
  • Market survey example |
|                             | • Messaging activity  
  • Create and distribute marketing research survey  
  • Collecting and |
| Week 8: The Solidarity Economy and Participatory Economics | • Next Economy Now Podcast - Orsi, Janelle - “Leveraging the Legal System towards an Equitable & Inclusive Next Economy”  
• Amin, Cameron, and Hudson - “The Alterity of the Social Economy”  
• hooks, bell - “Love as the Practice of Freedom” | • Key concepts  
• Discussion questions |
| --- | --- | --- |
| Week 9: Cooperative Management and Governance | • International Cooperative Alliance - “What Is A Cooperative?”  
• Scholl and Sherwood - “Four Pillars of Cooperative Governance”  
• CoFED’s Organizational Structure Powerpoint  
• CoFED’s Legal Issues + Incorporation webinar  
• Sample Bylaws: Sprouts, UC San Diego Food Co-op | • Organizational structure mapping activity  
• Bonus: bylaws draft |
| Week 10-11: Finance | • CoFED’s “Financial Vocabulary”  
• CoFED’s Budget and Proforma templates | • Initial Startup Budget  
• Pro-forma projections |
| Project event to be held any time after week 11 | | |
| Week 12: No coursework | Thanksgiving or Spring Break (adjust to individual calendar) | |
| Week 13: Workshopping Marketing Plan | • CoFED’s Formal Business Plan Template  
• Rad Dish Co-op Cafe’s 2015 Marketing Plan | • Analyze and compile market research into final marketing plan |
| Week 14: Workshopping Financial Plan | • CoFED’s Formal Business Plan Template | • Analyze and compile financial |
| Week 15: Finalizing Business Plan | ● CoFED’s Formal Business Plan Template | ● Compile all work of semester into final business plan | research into final financial plan |