

SYLLABUS

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

Week and Topic	Readings/Materials	Assignments due
Week 1: Cooperatives in a Neoliberal Economy	<ul style="list-style-type: none"> ● Sparke, Matthew - <i>Introducing Globalization: Ties, Tensions, and Uneven Integration</i> <ul style="list-style-type: none"> ○ 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?" 	<ul style="list-style-type: none"> ● Key concepts ● Discussion questions
Week 2: History of Cooperatives	<ul style="list-style-type: none"> ● Zeuli, Kimberly A., and Robert Cropp - <i>Cooperatives: principles and practices in the 21st century.</i> <ul style="list-style-type: none"> ○ Chapter 2: Historical Development of Cooperatives Throughout the World ● Gordon Nembhard, Jessica - "African American Cooperatives" ● Curl, John - <i>For All the People: Uncovering the Hidden History of Cooperation, Cooperative Movements, and Communalism in America</i> <ul style="list-style-type: none"> ○ Chapter 13: Cooperatives in the Mainstream: the 60s and 70s, Part II 	<ul style="list-style-type: none"> ● Key concepts ● Discussion questions
Week 3: Business Planning and Advising	<ul style="list-style-type: none"> ● 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, 	<ul style="list-style-type: none"> ● SWOT Analysis ● Business Model Canvas ● List of potential advisers

	Humnivore Cafe	
Week 4: Food Policy and Politics	<ul style="list-style-type: none"> ● Gottlieb and Joshi, <i>Food Justice</i> <ul style="list-style-type: none"> ○ Chapters 1, 2 and 4 ● Wlnne, Mark - <i>Closing the Food Gap: Resetting the Table in the Land of Plenty</i> <ul style="list-style-type: none"> ○ Chapter 2: Reagan, Hunger, and the Rise of Food Banks ● Wekerle, Gerda R. - "Food Justice Movements: Policy, Planning, and Networks" 	<ul style="list-style-type: none"> ● Key concepts ● Discussion questions
Week 5: Food Sovereignty and the Racialized Reality of the Food System	<ul style="list-style-type: none"> ● Grey, Sam and Raj Patel - "Food sovereignty as decolonization: some contributions from Indigenous movements to food system and development politics." ● Alkon and Agyeman - <i>Cultivating Food Justice</i> <ul style="list-style-type: none"> ○ 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" 	<ul style="list-style-type: none"> ● Key concepts ● Discussion questions
Creative outreach & education project introduced		
Week 6-7: Marketing and Outreach	<ul style="list-style-type: none"> ● Suassuna, Debbie - "Understanding Marketing Research" ● Market survey example 	<ul style="list-style-type: none"> ● Messaging activity ● Create and distribute marketing research survey ● Collecting and

		analyzing marketing research
Week 8: The Solidarity Economy and Participatory Economics	<ul style="list-style-type: none"> • 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" 	<ul style="list-style-type: none"> • Key concepts • Discussion questions
Week 9: Cooperative Management and Governance	<ul style="list-style-type: none"> • 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 	<ul style="list-style-type: none"> • Organizational structure mapping activity • Bonus: bylaws draft
Week 10-11: Finance	<ul style="list-style-type: none"> • CoFED's "Financial Vocabulary" • CoFED's Budget and Proforma templates 	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • CoFED's Formal Business Plan Template • Rad Dish Co-op Cafe's 2015 Marketing Plan 	<ul style="list-style-type: none"> • Analyze and compile market research into final marketing plan
Week 14: Workshopping Financial Plan	<ul style="list-style-type: none"> • CoFED's Formal Business Plan Template 	<ul style="list-style-type: none"> • Analyze and compile financial

		research into final financial plan
Week 15: Finalizing Business Plan	<ul style="list-style-type: none">• CoFED's Formal Business Plan Template	<ul style="list-style-type: none">• Compile all work of semester into final business plan