

OFFICIAL UNDERGRADUATE COURSE OUTLINE FORM

Note: The University reserves the right to amend course outlines as needed without notice.

Course Code and Number: BUS 477		Number of Credits: 3															
Course Full Title: Fair Trade and Ethical Consumption Course Short Title: Fair Trade Ethical Consumption <i>(Transcripts only display 30 characters. Departments may recommend a short title if one is needed. If left blank, one will be assigned.)</i>																	
Faculty: Faculty of Professional Studies		Department (or program if no department): School of Business															
Calendar Description: <p>The history and practices of fair trade and ethical consumption movements differ from traditional practices of trade. This course explores the development of these movements and their solidarity roots, the creation of market-driven social justice, and its relationships to cooperatives, retailers, producers, and consumers.</p> <p>Note: Students with credit for BUS 308E cannot take this course for further credit.</p>																	
Prerequisites (or NONE):		75 university-level credits.															
Corequisites (if applicable, or NONE):		none															
Pre/corequisites (if applicable, or NONE):		none															
Antirequisite Courses <i>(Cannot be taken for additional credit.)</i> Former course code/number: BUS 308E Cross-listed with: Dual-listed with: Equivalent course(s): <i>(If offered in the previous five years, antirequisite course(s) will be included in the calendar description as a note that students with credit for the antirequisite course(s) cannot take this course for further credit.)</i>		Special Topics This course is offered with different topics: <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes <i>(Double-click on box to select it as checked.)</i> If yes, different lettered courses may be taken for credit: <input type="checkbox"/> No <input type="checkbox"/> Yes, repeat(s) <input type="checkbox"/> Yes, no limit <i>(The specific topic will be recorded when offered.)</i>															
Typical Structure of Instructional Hours <table border="1"> <tr> <td>Lecture/seminar hours</td> <td>45</td> </tr> <tr> <td>Tutorials/workshops</td> <td></td> </tr> <tr> <td>Supervised laboratory hours</td> <td></td> </tr> <tr> <td>Experiential (field experience, practicum, internship, etc.)</td> <td></td> </tr> <tr> <td>Supervised online activities</td> <td></td> </tr> <tr> <td>Other contact hours:</td> <td></td> </tr> <tr> <td>Total hours</td> <td>45</td> </tr> </table>		Lecture/seminar hours	45	Tutorials/workshops		Supervised laboratory hours		Experiential (field experience, practicum, internship, etc.)		Supervised online activities		Other contact hours:		Total hours	45	Transfer Credit Transfer credit already exists: (See bctransferguide.ca) <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes Submit revised outline for rearticulation: <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes <i>(If yes, fill in transfer credit form.)</i>	
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		Grading System <input checked="" type="checkbox"/> Letter Grades <input type="checkbox"/> Credit/No Credit															
		Expected Frequency of Course Offerings: Annually <i>(Every semester, Fall only, annually, every other Fall, etc.)</i>															
Department / Program Head or Director: Dr. Frank Ulbrich		Date approved: April 10, 2018															
Faculty Council approval		Date approved: June 1, 2018															
Dean/Associate VP: Dr. Tracy Ryder Glass		Date approved: June 1, 2018															
Campus-Wide Consultation (CWC)		Date of posting: n/a															
Undergraduate Education Committee (UEC) approval		Date of meeting: September 28, 2018															

Labs to be scheduled independent of lecture hours: ☒ No ☐ Yes

Learning Outcomes:

Upon successful completion of this course, students will be able to:

- LO 1. Analyze the history, theory, and practices of fair trade movement and ethical consumption;
- LO 2. Apply the key principles and values of fair trade to business and trade situations;
- LO 3. Analyze the dynamics of market-driven social justice;
- LO 4. Critique the strengths, weaknesses, opportunities, and threats of fair trade networks;
- LO 5. Evaluate the impact of individual economic choices;
- LO 6. Develop strategies to advance the fair trade movement.

Prior Learning Assessment and Recognition (PLAR)

☒ Yes ☐ No, PLAR cannot be awarded for this course because

Typical Instructional Methods (*Guest lecturers, presentations, online instruction, field trips, etc.; may vary at department's discretion.*)

Seminars, presentations, guest speakers, webinars, and podcasts.

NOTE: The following sections may vary by instructor. Please see course syllabus available from the instructor.

Typical Text(s) and Resource Materials (*If more space is required, download Supplemental Texts and Resource Materials form.*)

Author (surname, initials)	Title (article, book, journal, etc.)	Current ed.	Publisher	Year
1. Byrne, S., and Sharpe, E	In Pursuit of Justice. JUST US! Coffee Roasters Co-op and the Fair Trade Movement	<input checked="" type="checkbox"/>	Fernwood	
2. Dubuisson-Quellier. S. translated by Scott, H.	Ethical Consumption	<input checked="" type="checkbox"/>	Fernwood	
3. Fair Trade Research Group	Centre for Fair and Alternate Trade Studies http://www.colostate.edu/Depts/Sociology/FairTradeResearchGroup/	<input checked="" type="checkbox"/>	Fair Trade Research Group	
4. Story of Stuff	Our Water, Our Future; This Land is Our Land; Let's Ban the Bead; The Story of Solutions; Story of Change; Story of Broke; Story of Citizens United v FEC; La Historia de las Cosas (Spanish); Story of Electronics; Story of Cosmetics; Story of Bottled Water; Story of Cap and Trade; Story of Stuff. https://storyofstuff.org/movies/	<input checked="" type="checkbox"/>	Story of Stuff	
5. Swift, R.	SOS Alternatives to Capitalism	<input checked="" type="checkbox"/>	New Internationalist	

Required Additional Supplies and Materials (*Software, hardware, tools, specialized clothing, etc.*)**Typical Evaluation Methods and Weighting**

Final exam:	%	Assignments:	50%	Field experience:	%	Portfolio:	%
Midterm exam:	%	Project:	50%	Practicum:	%	Other:	%
Quizzes/tests:	%	Lab work:	%	Shop work:	%	Total:	100%

Details (if necessary): Research proposal (15%); Paper/Project/Presentation (50%) Learning Journal (35%)

Typical Course Content and Topics

Module 1: Analyze the history, theory, and practices of fair trade movement and ethical consumption

- Context for fair trade and its development
- Fair trade and global capitalism
- History and theoretical origins of fair trade networks
- History of consumption protection and protest

Module 2: Apply the key principles and values of fair trade to business and trade situations

- Challenges, opportunities, and limits of fair trade
- Fair trade in Canada

Module 3: Analyze the dynamics of market-driven social justice

- Mass consumption
- Fair trade and market-driven social justice, moral economy
- Issues facing North – South; South – South; North – North partners

Module 4: Critique the strengths, weaknesses, opportunities, and threats of fair trade networks

- Commodification of goods
- Commodities and commerce
- Fair trade certifications, marketing, and finance

Module 5: Evaluate the impact of individual economic choices

- Economies of fair trade
- Applying fair trade principles

Module 6: Develop strategies to advance the fair trade movement

- Constructing alternatives to market, alternate trade, alternatives to capitalism
- Building the fair trade movement, collaborative commons

Assessments

Assignments (LO 1-6)

Project (LO 1-6)