CALIFORNIA STATE POLYTECHNIC UNIVERSITY, POMONA

Course Title: Industry Studies EC 441
Date of Preparation: May 2009
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COURSE OUTLINE

I. Catalog Description

EC 44l Industry Studies (4)

Examination of the historical, scientific, technological, and economic developments of a selected industry. Domestic and international market analysis. Impact of regulations and laws on industry operations. Selected industries may include: health care, entertainment, wine, computer systems, steel, biotechnology. 4 lecture/discussions. Prerequisites: EC 201 or EC 202; completion of General Education Area A; completion of one course from subarea B2, one course from either subarea B1 or B3 and one course from either subarea D1 or D3. Fulfills GE Interdisciplinary Synthesis requirement.

II. Required Background or Experience

EC 201 or EC 202. Completion of General Education Area A; completion of one course from subarea B2, one course from either B1 or B3 and one course from either subarea D1 or D3. Fulfills GE Interdisciplinary Synthesis requirement.

III. Expected Outcomes

Students in EC 441 will:

a) characterize the historical, scientific, technological and economic development of a particular industry,

b) apply basic micro and macroeconomic principles to analyze a particular industry's supply and demand, market structure, and economic growth,

c) identify and examine the impact of regulation and laws on a particular industry,

d) compare and contrast domestic and international industrial operations and performance over time for a particular industry,

e) describe future scientific, technological and economic directions for a particular industry, and

f) analyze a particular industry from a multidisciplinary perspective.

IV. Text and Readings

a) Varies with the industry chosen, but it will include references on economics, history, science, and technology.

b) References will cover domestic and international aspects of the particular industry.

c) Industry experts will be invited to present their analysis of the particular industry.

Texts: (Selected Industry = The wine industry is used as an example, other industries can be the subject of studies)

Adams, W. and J. W. Brock The Structure of American Industry, 12th Ed. (Upper Saddle River, NJ: Prentice Hall, 2009). (Economics, regulation, law)

Bird, D. Understanding Wine Technology: The Science of Wine Explained (San Francisco, CA: The Wine Appreciation Guild, 2002). (Technology, science).

Caves, R. E. American Industry: Structure, Conduct, Performance, 7th Ed. (Saddle River, NJ: Prentice Hall, 1992). (Economics).

Deutsch, L. L., Ed. Industry Studies (Armonk, NY: M.E. Sharpe, Inc., 2002). (Economics).

Jackson, R. S. Wine Science: Principles, Practice, Perception, 2nd Ed. (San Diego, CA: Academic Press, 2000). (Science, technology)

Lukacs, P. American Vintage: The Rise of American Wine (New York, NY: W.W. Norton and Company, 2005). (History, legislation)

Phillips, R. A Short History of Wine (New York, NY: Harper Collins, 2001). (History, economics, legislation)

Scherer, F. M. Industry Structure, Strategy, and Public Policy (New York, NY: Harper Collins, 1996). (Economics).

Spahni, P. The International Wine Trade, 2nd Ed. (Cambridge, ENG: Woodhead Publishing, Ltd., 2001). (Economics)

Waldman, D. E. and E. J. Jensen Industrial Organization: Theory and Practice, 3rd Ed. (Boston, MA: Addison Wesley, 2006). (Economics)

Readings:

Asch, P. and R. S. Seneca Government and the Marketplace, 2nd Ed. (New York: Dryden Press, 1988). (Economics, policy).

Boulton, R. B., V. L. Singleton, L. F. Bisson and R. E. Kunkee Principles and Practices of Winemaking (Gaithersburg, MD: Aspen Publishers, Inc., 1998). (Science, Technology).

Carlton, D. W. and J. M. Perloff Modern Industrial Organization, 4th Ed. (San Francisco, CA: Addison Wesley Higher Education, 2005). (Economics)

Coombe, B. G. and P. R. Dry, Eds. Viticulture, Vol. 2, Practice (Adelaide, AU: Winetitles, 1988). (Science).

Crawford, J. W. Understanding the General Economy and Its Impact on the California Wine Industry (San Francisco, CA: Wine Institute, 1985). (Economics)

Davies, J. L. Economic Impact of Wine and Vineyards in Napa County (Napa, CA: MKF Research Report, 2005). (Economics).

Hutchinson, R. B. The California Wine Industry (Los Angeles, CA: University of California, Los Angeles, 1969). (Unpublished dissertation) (Economics)

Lakner, Z. and P. Prochazka, Eds. European Wine Economy (Budapest, HU, 2002). (Economics).

Lapsley, J. T. Bottled Poetry: Napa Winemaking from Prohibition to the Modern Era (Berkeley, CA: University of California Press, 1996). (History, law, legislation)

Loftus, S. Anatomy of the Wine Trade: Abe's Sardines and Other Stories (London, ENG: Sidgwick and Jackson, 1985) (Economics, history)

Mansfield, E. Monopoly Power and Economic Performance, 5th Edition (New York: W.W. Norton and Co., 1987).

Margalit, Y. Winery Technology and Operations: A Handbook for Small Wineries (San Francisco, CA: The Wine Appreciation Guild, 1996). (Technology, science, economics)

MacNeil, K. The Wine Bible (New York, NY: Workman Publishers, 2001) (History, Science).

McGrew, J.R., J. Loenholdt, T. Zabadal, A. Hunt, and H. Amberg Growing Wine Grapes (Ann Arbor, MI: The American Wine Society, 1993). (Science, technology)

McInereny, J. Bacchus and Me: Adventures in the Wine Cellar (New York, NY: Vintage Books, 2002). (History, culture).

Mondavi, R. Harvests of Joy: How the Good Life Became Great Business (New York, NY: Harcourt Brace and Company, 1998). (History, economics)

Mullins, M. C., A. Bouquet, and L. E. Williams Biology of the Grapevine (New York, NY: Cambridge University Press, 1992). (Science)

Needham, D. Readings in the Economics of Industrial Organization (New York: Hold, Rinehart, and Winston, 1984). (Economics)

Perdue, L. The Wrath of Grapes: The Coming Wine Industry Shakeout and How to Take Advantage of It (New York, NY: Avon Books, 1999). (Economics, policy)

Pindyck, R. S. and D. L. Rubinfeld Microeconomics, 7th Ed. (Upper Saddle River, NJ: Prentice Hall, 2009). (Economics)

Ribereau-Gayon, P., Ed. The Handbook of Enology: Microbiology of Wine (New York, NY: John Wiley and Sons, 2000). (Science, technology)

Rosenbaum, D., Ed. Market Dominance: How Firms Gain, Hold or Lose It and the Impact on Economic Performance (Westport, CN: Praeger Publishers, 1998). (Economics, legislation, law).

Shepherd, W. G. Public Policies Toward Business, 8th Edition (Homewood, IL: Richard D. Irwin, 1991). (Economics, legislation, law)

Steiman, H. Essentials of Wine: A Guide to the Basics (New York, NY: M. Shanken Communications, Inc., 2000). (Science, history).

Vergari, D. Small Wineries in California: Management and Economic Factors (Unpublished manuscript, 1992). (Economics)

Viscusi, W. K., J. M. Vernon, and J.E. Harrington, Jr. Economics of Regulation and Antitrust, 4th Ed. (Cambridge, MA: MIT Press, 2005). (Economics, legislation, law)

Weiss, L. W. Case Studies in American Industry, 2nd Edition (John Wiley and Sons, 1990). (Economics, legislation, law)

Winkler, A. J., L. A. Lider and L. A. Lider General Viticulture (Berkeley, CA: University of California Press, 1975). (Science, technology)

Yorkshire, H. Wine Savvy: The Simple Guide to Buying and Enjoying Wine Anytime, Anywhere (Portland, OR: Duplex Media Group, 1996). (Culture).

Zraly, K. Windows on the World: Complete Wine Course, 2002 Ed. (New York, NY: Sterling Publishing Co., Inc.: 2002).

References:

Agricultural Economics
American Economic Review
Barron's
Economic Inquiry
Economic Journal
Economic Record
Journal of Economic Issues
Journal of Economic Perspectives
Journal of Industrial Economics
Journal of Political Economy
Journal of Reprints for Antitrust Law and Economics
Journal of Wine Research
Liquid Assets
Review of Agricultural Economics
Southern Economic Journal
Wall Street Journal
Wine Business Monthly
Wine Spectator

V. Minimum Student Materials

Textbooks, notebooks and access to library and computer references.

VI. Minimum College Facilities

Classroom suitable for seminar discussions equipped for audio-visual and computer presentations, i.e. "smart classroom".

VII. Course Outline

PLEASE NOTE:

a) The specific course outline will vary with the industry chosen, but will include references on economics, history, science and technology.

b) An example of the wine industry in California, the U.S. and the world is offered. The industry will be vary by faculty and student interests.

c) Industry experts will be invited to present their analysis of the particular industry.

(Selected Industry = The wine industry is used as an example, other industries can be the subject of studies)

A. Historical Development of the Wine Industry

1. Neolithic Period -- Fertile Crescent, Greece, 5,000 – 1,000 B.C.
2. Ancient Greece and Rome, 1,000 B.C. – 500 A.D.
3. The Dark Ages -- , 500 – 1,000 A.D.
4. The Middle Ages, 1,000 – 1,500 A.D.
5. The Alcohol Revolution, 1,500 – 1,700 A.D.
6. Wine in the New World – The Americas, Africa and Australia, 1,500 -- 1,800 A.D.
7. Europe in the Eighteenth Century
8. Age of Promise, 1,800 – 1,870
9. Prohibition and War Periods, 1,870 – 1,950 A.D.
10. Prosperous Times, 1,950 - present

B. Scientific and Technological Development of the Wine Industry

1. Grape Species and Varieties
2. Grapevine Structure and Functions
3. Vineyard Practice
4. Site Selection and Climate
5. Chemical Constituents of Grapes and Wine
6. Fermentation
7. Postfermentation Treatments
8. Specific and Distinctive Wine Styles

C. Economic Development of the Wine Industry

1. Formative Years
   a) U.S.
   b) California
   c) World

2. Prohibition and Post-Repeal Developments
   a) U.S.
   b) California
   c) World

3. Overview of Wine Production and Consumption
   a) U.S.
   b) California
   c) World

4. Supply and Demand for Grapes
   a) Factors affecting consumer demand
   b) Factors affection producer supply
   c) Market structure in the wine market
   d) International trade aspects of wine market

D. Wine Industry Laws and Regulations

1. Prohibition
2. Post-Repeal
3. Current laws and regulations

E. Future Prospects for the Wine Industry

1. Viticulture development
2. Technological innovations
3. Trends in supply and demand
   a) U.S.
   b) California
   c) World

VIII. <u>Instructional Methods</u>

There are four methods of instruction:

a) assigned readings,
b) presentation of lecture, audio-visual, speakers, and written material by the professor,
c) instructor guidance on written term papers that synthesize the science and technology, and economic components of a topic that is pertinent to the particular industry, and
d) student leadership and participation in class discussions on selected topics and critiques of student presentations.

IX. <u>Evaluation of Outcomes</u>

There are three evaluation methods. The student will:

a) write two take-home examinations concerning the aspects of the particular covered in the required course readings and lectures,

b) prepare a 10 page term paper on a topic pertinent to the particular industry that contains sections covering science and technology, and economic aspects of that topic and present their findings to the class,

c) write several short, i.e. 2 page, papers summarizing and/or updating videos shown in class, and talks by guest industry representatives, regulatory agencies personnel and legal experts, and

d) when possible, and under the direction of the instructor, write a report on a service learning project that applies the course material and synthesis requirements to an internship, or work experience with a regional or local industry, or a regulatory or legal entity related to the particular industry. (This method of evaluation would replace the 10 page term paper for students who are approved for a service learning project).

X. <u>Assessment</u>

Students answer the following questions in a required written course assessment:

a) Has this course built upon the related lower division material you have studied? If so, identify three examples of the course content that pertain to the chosen synthesis area. (Student may choose science and technology, or social science synthesis.)

b) For each of the course's expected outcomes provided in the course syllabus, identify how the course has covered that educational objective.

c) Did student paper presentations reflect the course synthesis requirements? And if so, how was that accomplished?

d) Were course lectures, readings, videos, guest speakers, and service learning projects (if applicable) consistent with the course's synthesis objectives?

e) Do you have any other suggestions for improving the course?