

Items Approved by Education Council February 7, 2019

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Arts and Foundational Programs

New course

GEOG 255 – 3 – 3

Rationale:

Second year geography course with physical and human geographical elements offered in Vernon, examining spatial patterns in the production, consumption, and traditions of beer, complimentary to "Geography of Wine" (GEOG 213) which is offered on the KLO campus. This course will be beneficial for geography students wishing to make connections between climate, environments, crops, water resources (and water quality/characteristics), agriculture, culture, and industry. GEOG 255 can be an elective for Business students, as economic trends of global consolidation and the resurgence of local entrepreneur brewers will be examined. The course may be of value to those interested in BC history, particularly with respect to women's studies, as the influence of WCTU's promotion of prohibition in BC, eventually resulting in the compromise of the beer parlour, will be examined. The course may also be of interest to those pursuing an academic path in tourism and hospitality, general studies, or environmental science/management.

Calendar description:

GEOG 255 Geography of Beer examines local, regional, and national spatial patterns in the history, ingredients, cultural traditions, and practices in the agriculture, brewing, and consumption of beer. Impacts of climate and climate change on raw ingredient crops and local water resources will be explored; waste streams, agriculture, tourism, labour, economic trends, including global consolidation and the craft brewing renaissance within the beer industry, will be examined. Emphasis will be on the local (Okanagan) area in comparison to provincial, Canadian, British, European, and American regions. No alcohol will be consumed during class time. Travel within the region may be required as part of the course. (3, 0, 0)

Prerequisites:

Second year standing or completion of at least 3 credits of first year GEOG or EESC.

Course outline:

GEOG 255: Geography of Beer

Geography, Earth & Environmental

Science Okanagan College

Professor: First Last-Name
Office: C-255, office hours _____ day x:xx-y:yy
Phone: 250-762-5445 ext. 5555
Email: FLast-Name@okanagan.bc.ca

Calendar Description

Geog 255 Geography of Beer examines local, regional, and national spatial patterns in the history, ingredients, cultural traditions, and practices in the agriculture, brewing, and consumption of beer. Impacts of climate and climate change on raw ingredient crops and local water resources will be explored; waste streams, agriculture, tourism, labour, economic trends, including global consolidation and the craft brewing renaissance within the beer industry, will be examined. Emphasis will be on the local (Okanagan) area in comparison to provincial, Canadian, British, European, and American regions. No alcohol will be consumed during class time. Travel within the region may be required as part of the course. (3, 0, 0)

Learning Outcomes

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

- Describe the history and technique of beer brewing from ancient Egypt to modern day in the Okanagan Valley
- Recognize production patterns of raw ingredients and the impact of climate change on water resources, appellation, and regional beer availability
- Integrate knowledge of local beer-related agricultural practices to ecosystem health
- Recognise agro-tourism opportunities within the beer industry and connect sustainability attributes within the sector
- Relate cultural traditions to provide insight into trends within the beer industry
- Recognize how beer fits into overall patterns of alcohol (cider, wine and spirits) economics locally, provincially, and nationally

Course Format

This is an instructor-led course. It includes lectures and experiential learning excursions led by the professor and presented by local experts in the sector.

Several experiential learning excursions during lecture time may be scheduled and may involve meeting at a location off-campus.

Experiential Learning: Excursion Highlights

On each excursion, the students will have the opportunity to hear from and ask local experts how they see their business affected by geography, or how geography affects their industry.

Elements from each excursion will be related to the learning objectives, i.e. modern Okanagan brewing techniques, ingredients (including water), agricultural practices and ecosystem health, trends within the beer industry, and geographical patterns of the alcohol sector.

1. Gambrinus Malting Corporation, Armstrong BC

- Local malting house with local-to-provincial market reach
- Purchasing from local/extra-local grain producers
- Industrial processes, quality control/assurance, shipping/distribution networks
- Contribution to economy, jobs, environment (waste recycling, power consumption, water usage)

2. Okanagan Spring Brewing, Vernon BC

- Industrial brewer with national reach
- Local to international ingredient use (hops?), packaging, distribution network
- Brewing technology with water quality enhancement
- Waste streams, energy consumption

3. Marten Brew Pub, Vernon BC

- Small batch, local to foreign ingredients
- Waste stream
- Water characteristics
- Yeast choices
- Market size, distribution?

4. Planet Bee /Honeymoon Meadery, Vernon BC

- Flower crop to produce honey
- Ecosystem health: compare against grain production

5. Crannog Brewing, Sorrento, BC

- Cradle-to-grave waste recycling with farm, hop plantation
- Provincial distribution, packaging
- Local ingredients, water

Prerequisites

Second-year standing or completion of at least 3 credits of first-year GEOG or EESC

Required Textbook

Mark Patterson, Nancy Hoalst-Pullen, 2014. *The Geography of Beer: Regions, Environment, and Societies*. Springer

Additional readings

Bill Bryson. 2013. *One Summer: America 1927*. Double Day. Ch 12 Prohibition. (excerpt on Moodle)

Robert A. Campbell 1991. *Demon Rum or Easy Money: Government Control of Liquor in British Columbia from Prohibition to Privatization*. Carleton University Press (on reserve in library)

Sharon Anne Cook 1995. *Through Sunshine and Shadow: The Woman's Christian Temperance Union, Evangelism, and Reform in Ontario, 1847-1930*. McGill-Queen's University Press (on reserve in library)

Nancy Hoalst-Pullen, Mark Patterson, 2017. Atlas of Beer. National Geographic Society. (on reserve in library)

Abass A. Olajire, 2012. The brewing industry and environmental challenges. Journal of Cleaner Production (in press)

John Palmer and Colin Kaminski. 2013. Water: A Comprehensive Guide for Brewers. Brewers Publications (excerpt on Moodle, on reserve in library)

Geoffrey S. Simate et al. 2011. The treatment of brewery wastewater for reuse: State of the art. Desalination 273:235-247 (pdf on moodle)

Evaluation

Your mastery of the learning outcomes will be evaluated through a mid-term and final exam and response papers on seminars/field trips as follows:

Experiential learning responses	25% (five at 5% each)
Mid-term exam	20%
Research project*	20%
Final Exam	35%

*Students will be expected to generate a research question in consultation with the college professor toward the aim of creating a research project worth 20% on a topic related to the Geography of Beer

Class Policies

- Please be courteous to your fellow students, show up to class on time, restrain from excessive or loud talking during lectures, and turn off all cell phones.
- Cheating on an exam or assignment may result in failure of the course and will be reported to the Dean. Cheating includes but is not limited to dishonest conduct during tests or examinations in which use is made of books, notes, diagrams or other aids. It includes communicating with others for the purpose of obtaining information, copying from the work of others and purposely exposing or conveying information to other students who are taking the test or examination (see OC Calendar <http://webapps-5.okanagan.bc.ca/ok/Calendar/AcademicIntegrity>).

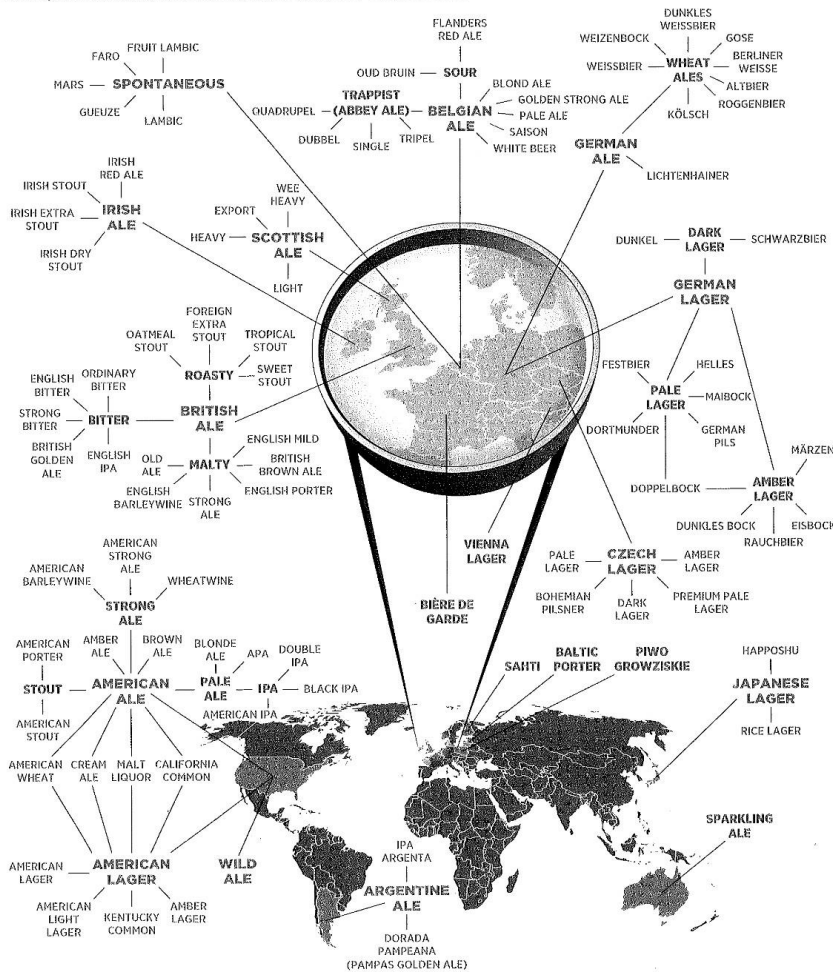
There will be no makeup exams without prior approval or an official excuse**. Please notify me as soon as possible if you will miss an exam. As per college policy, out-of-time final examination will not be granted for vacations, trips, or reasons other than those noted in the Calendar. Thus upon your return, you should be prepared to present proof for the absence (e.g., a physician's note, death certificate, etc.).

- It is the responsibility of the student to contact Accessibility Services (https://www.okanagan.bc.ca/Student_Services/students/accessibility-services.html) to initiate the process to develop an accommodation plan for the experiential component of this course. This accommodation plan will not be applied retroactively. Appropriate, reasonable accommodations will be made to allow each eligible student to meet course requirements without a substantial alteration of academic content.

This course examines how we get from water, barley, and hops to:

The Geographic Origins of Major Beer Styles

Beer styles come from all over the world, but the majority originated in Belgium, Germany, the United Kingdom, and the United States.



Schedule

Week No.	Week start	Lecture Topics	Experiential Topic	Textbook and Additional Readings
1	Jan 1	Introduction to beer, Fermentation, archeological evidence	None scheduled	Ch 3 "Spatial Diffusion of Beer from its Sumerian Origins to Today" Ch 2 "Geography of Beer in
2	Jan 8	Modern brewing, recent history in BC, Prohibition in BC and the beer parlour	None scheduled	Campbell, R.A. Ch 1 "Demon Rum" Bryson, B. Ch. 12 "Prohibition" Cook, S. Ch.1 "Sunshine and Shadow"
3	Jan 15	Appellation, Terroir, ingredients, climate zones and grain/hop growing regions	None scheduled	Ch 7 "Geographic Appellations of Beer" Ch 8 "Global Hop" Ch 10 "Taste of Place: Environmental Geographies of
4	Jan 22	Water, resource extraction, Climate change impacts	1 Gambrinus Malting	Ch 9 "Sweetwater, Mountain Springs, and Great Lakes: A hydro-geography of Beer Brands Palmer & Kaminski "Water"
5	Jan 29	Bottling, distribution, Global business: mass consolidation	None scheduled	Ch. 14 "Too Big to Ale? Globalization and Consolidation in the Beer Industry D. Jernigan. "The global alcohol
6	Feb 5	National vs corporate identity; The Legion and Canada; Molson	2 Okanagan Spring	Ch. 12 "Origins and Diaspora of the India Pale Ale"
7	Feb 12	Reading week	None scheduled	Ch. 11. "Sustainability Trends in the Regional Craft Beer Industry"
8	Feb 19	The local world of beer: micro & craft brewing	3 Marten Brewing	Ch. 13. "Ubiquity of Good Taste: A Spatial Analysis of the Craft Brewing Industry in the United States"
9	Feb 26	Mid-term exam	None scheduled	Ch. 15 "Microbreweries, Place, and Identity in the United States"
10	Mar 3	Beer and religion, Gambrinus, Monastic brewing	4 Planet Bee	Loyola Press. "How Monks Revolutionized Beer and Evangelization" (on Moodle)
11	Mar 10	tourism & recreation; BC Ale Trails	None scheduled	Ch 16 "Neolocalism and the Branding and Marketing of Place by Canadian Microbreweries"
12	Mar 17	agro-eco-sustainability research project due	5 Crannog Ales	Simate et al, 2011. "The treatment of brewery wastewater for reuse: State of the Art" Olajire, 2012. "The brewing industry and environmental challenges"
13	Mar 24	beer vs wine vs spirits & consumer	None scheduled	Compare Statistics Canada vs. Australian Bureau for Statistics vs.
14	Apr 1	Sports and beer Brewing schools (guest speaker tba)	None scheduled	Messner and Montez de Oca 2005 "The Male Consumer as Loser: Beer and Liquor Ads in Mega Sports Media
	tba	Final Exam		

Implementation date: January 2, 2019

Cost: N/A

Business

BUAD 121 – 3 – 3

Course revision:

- Prerequisites

Rationale:

This revision is housekeeping. BUAD 131 and BUAD 132 are old course codes that have not been in use for over 10 years. This set of revisions is to remove these course codes from prerequisite of all BUAD courses they appear on.

Prerequisites:

Existing	Proposed
BUAD 111 or BUAD 131	BUAD 111

Implementation date: September 1, 2019

Cost: N/A

BUAD 195 – 3 – 3

Course revision:

- Prerequisites

Rationale:

This revision is housekeeping. BUAD 131 and BUAD 132 are old course codes that have not been in use for over 10 years. This set of revisions is to remove these course codes from prerequisite of all BUAD courses they appear on.

Prerequisites:

Existing	Proposed
BUAD 111 or BUAD 131	BUAD 111

Implementation date: September 1, 2019

Cost: N/A

BUAD 208 – 3 – 3

Course revision:

- Prerequisites

Rationale:

This revision is housekeeping. BUAD 131 and BUAD 132 are old course codes that have not been in use for over 10 years. This set of revisions is to remove these course codes from prerequisite of all BUAD courses they appear on.

Prerequisites:

Existing	Proposed
BUAD 111 or BUAD 131	BUAD 111

Implementation date: September 1, 2019

Cost: N/A

BUAD 236 – 3 – 3

Course revision:

- Calendar description
- Prerequisites
- Corequisites
- Course content
- Contact hours

Rationale:

The Business Department Accounting Subcommittee conducted extensive program and course review with 36 accounting firms summer 2018. As a result of this consultation it was decided to revise BUAD 236 Accounting Computer Applications to better meet employer and student needs. This course was originally designed as a lab course but has evolved over the years to include a considerable amount of instruction. The course content is being expanded to include income tax software in addition to the accounting software and client writeup software currently taught. Expanding this course to 2 hours lecture and 2 hours lab with the course scheduled in a computer lab for both lecture and lab better fits the way this course is actually taught and allows for the additional time for additional content. BUAD 208 Canadian Income Tax 1 has been added as a corequisite to support the addition of income tax software to this course.

The prerequisite revision is housekeeping. BUAD 131 and BUAD 132 are old course codes that have not been in use for over 10 years. This set of revisions is to remove these course codes from prerequisite of all BUAD courses they appear on.

Calendar description:

Existing:

This course provides an in-depth study of accounting software with application to general ledger, receivables, payables, inventory, payroll, and special projects.

Proposed:

This course provides practical in-depth study, applying concepts to accounting software including sales, purchases, inventory, payroll, bank reconciliations, year-end file preparation and the use of tax software.

Prerequisites and corequisites:

	Existing	Proposed
Prerequisites	BUAD 111 or BUAD 131 BUAD 128	BUAD 111 BUAD 128
Corequisites	-	BUAD 208

Course content:

The addition of tax software.

Contact hours:

	Existing	Proposed
Lecture	0	2
Lab	3	2
Average weekly contact hours	3	4

Implementation date: September 1, 2019

Cost: N/A

BUAD 263 – 3 – 4**Course revision:**

- **Prerequisites**

Rationale:

This revision is housekeeping. BUAD 131 and BUAD 132 are old course codes that have not been in use for over 10 years. This set of revisions is to remove these course codes from prerequisite of all BUAD courses they appear on.

Prerequisites:

Existing	Proposed
BUAD 121 or BUAD 131 Minimum grade of 60 required	BUAD 121 Minimum grade of 60 required

Implementation date: September 1, 2019

Cost: N/A

BUAD 293 – 3 – 3**Course revision:**

- **Prerequisites**

Rationale:

This revision is housekeeping. BUAD 131 and BUAD 132 are old course codes that have not been in use for over 10 years. This set of revisions is to remove these course codes from prerequisite of all BUAD courses they appear on.

BUAD 111 is a prerequisite to BUAD 195 so it has been removed from the course outline.

Prerequisites:

Existing	Proposed
BUAD 111 or BUAD 131	BUAD 116
BUAD 116	BUAD 123
BUAD 123	BUAD 128
BUAD 128	BUAD 195
BUAD 195	

Implementation date: September 1, 2019

Cost: N/A

BUAD 298 – 3 – 3**Course revision:**

- **Prerequisites**

Rationale:

This revision is housekeeping. BUAD 131 and BUAD 132 are old course codes that have not been in use for over 10 years. This set of revisions is to remove these course codes from prerequisite of all BUAD courses they appear on.

BUAD 111 is a prerequisite to BUAD 195 so it has been removed from the course outline.

Prerequisites:

Existing	Proposed
BUAD 111 or BUAD 131	BUAD 116
BUAD 116	BUAD 123
BUAD 123	BUAD 128
BUAD 128	BUAD 195
BUAD 195	

Implementation date: September 1, 2019

Cost: N/A

BUAD 350 – 3 – 3**Capital Markets****Course revision:**

- **Calendar description**

Rationale:

This is a housekeeping revision to update the course description.

Calendar description:

Existing:

This course studies financial institutions and instruments, with the Canadian and the U.S. markets serving as a basis for understanding the rest of the world. Among financial intermediaries, the key role of investment banking will be stressed. Traditional instruments such as equity and debt securities, along with their derivatives and asset securitization will be discussed. The rationale is to provide the student with a contemporary view of capital markets faced in the business world. Current events will be discussed.

Proposed:

This course provides the students with a contemporary view of capital markets. Students examine financial institutions and instruments. Among financial intermediaries, the key role of investment banking will be emphasized. Traditional instruments such as equity and debt securities, along with their derivatives and asset securitization will be discussed. Current events will also be discussed.

Implementation date: September 1, 2019

Cost: N/A

BUAD 365 – 3 – 3 Cost Accounting

Course revision:

- **Prerequisites**

Rationale:

This revision is housekeeping. BUAD 131 and BUAD 132 are old course codes that have not been in use for over 10 years. This set of revisions is to remove these course codes from prerequisite of all BUAD courses they appear on.

Prerequisites:

Existing	Proposed
BUAD 264	BUAD 264
BUAD 121 or BUAD 132	BUAD 121

Implementation date: September 1, 2019

Cost: N/A

Post Baccalaureate Diploma in Marketing

Program revision:

- **Program outline**

Rationale:

Recently the department added BUAD 200 Digital Marketing to our course offerings. The BBA – Marketing specialty was modified to require BUAD 200 in place of BUAD 266; moving BUAD 266 Advertising and Marketing Communications to the list of electives. The Post Baccalaureate Diploma in Marketing needs to be revised to make the same change.

Program outline:

Existing	Proposed
Semester 1 BUAD 111 Financial Accounting I BUAD 113 Canadian Business BUAD 116 Marketing BUAD 123 Management Principles BUAD 128 Computer Applications I	Semester 1 BUAD 111 Financial Accounting I BUAD 113 Canadian Business BUAD 116 Marketing BUAD 123 Management Principles BUAD 128 Computer Applications I
Semester 2 BUAD 176 Professional Sales BUAD 195 Financial Management BUAD 210 Introduction to Marketing Research BUAD 262 Organizational Behaviour BUAD 264 Management Accounting	Semester 2 BUAD 176 Professional Sales BUAD 195 Financial Management BUAD 210 Introduction to Marketing Research BUAD 262 Organizational Behaviour BUAD 264 Management Accounting
Semester 3 BUAD 266 Advertising and Marketing Communications BUAD 272 Business Simulation OR BUAD 293 Entrepreneurship BUAD 345 Consumer Behaviour And two BUAD electives*	Semester 3 BUAD 200 Digital Marketing BUAD 345 Consumer Behaviour One of: BUAD 272 Business Simulation BUAD 293 Entrepreneurship And two BUAD electives*
Semester 4 BUAD 340 Strategic Management I And four BUAD electives*	Semester 4 BUAD 340 Strategic Management I And four BUAD electives*

<p>*The six BUAD electives must be chosen from the following:</p> <ul style="list-style-type: none"> STAT 124 Business Statistics BUAD 209 Business Law BUAD 297 Retailing BUAD 333 Search Marketing BUAD 334 Events Management and Marketing BUAD 335 Electronic Commerce BUAD 336 Services Design BUAD 344 Marketing Analytics and Data Analysis BUAD 470 Customer Relationship Management 	<p>*The six BUAD electives must be chosen from the following:</p> <ul style="list-style-type: none"> STAT 124 Business Statistics BUAD 209 Business Law BUAD 266 Advertising and Marketing Communications BUAD 297 Retailing BUAD 333 Search Marketing BUAD 334 Events Management and Marketing BUAD 335 Electronic Commerce BUAD 336 Services Design BUAD 344 Marketing Analytics and Data Analysis BUAD 470 Customer Relationship Management
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Implementation date: September 1, 2019

Cost: N/A