Syllabus 2022: Business and Food Cultures of Italy: Entrepreneurship, sustainability, and heritage in Tuscany (8 credits)
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Description and Objective of the Course
This multicultural, excursion-rich, and food business-focused program offers intensive study and numerous field trips in major European business and cultural centers: Basel, Switzerland and Florence, Italy and their surrounding countries. Study is in ecogastonomy, economic, and social movements at the Goetheanum in Dornach, Switzerland, as well as in sensory taste sciences at the University of Florence. Students study food cultures and gastronomy entrepreneurship—and experience a unique food economy at Camporbiano in the Tuscan countryside. Experience Business and culture at the Istituto Galileo Galilei, authentic regional cuisine and cooking (50 meals), and residential stay at the beautiful Begungzentrum in Dornach and homestays in Florence.

Course Structure and Evaluation
The format for this course is a 24-day intensive. The intensive consists of one day of lectures and meetings on the WWU campus prior to departure, and about one week in Switzerland and two and a half weeks in Florence.

Course work and Grades
Bellingham and WWU campus: attendance and participation, short-answer essays 25% grade
Sunday, June 19, 2022 • 10:00am-12:00pm exam writing • 12:00pm-1:00pm group logistics • 1:00-2:00- salmon intensive and potluck • 2:00-5:00- exam writing

Italy: participation, as well as daily reflections (amounting to about 15 pages of typed work), 50% grade ....Please bring notepads that you can share with me, once back in the United States – or I-pads (and files you can email), or loose-leaf paper. You’ll be keeping notes and answering prompts for reflections, while in Italy, but then I’ll need to see the compilation upon your return (due August 1) and before grades are due.

Paper 25% grade (due August 15, 2022); instructions in Canvas

Texts
Itinerary: Business and Food Cultures of Italy: Entrepreneurship, sustainability, and heritage in Tuscany

Week 1

Day 0 (Travel day)

Day 1 (arrival) – Welcome at the Goetheanum

Day 2 (5 hrs) - Goetheanum in Dornach, Switzerland 9am - 12am, Work in and tour gardens

Day 3 (5 hrs) – Castle Field Excursion

Day 4 (5 hrs)—Hermitage and Birseck castle, hikes

Day 5 (7 hrs)—Basel, Switzerland (swimming on the Rhine, museum)

Day 6 (9 hrs)—all day train excursion through the Alps

Day 7 (7.5 hrs) - Cultural Geographies: Business and Food Histories at Istituto Galileo Galilei, University of Florence instruction begins (4 hours, afternoon). Cooking intensive at A Tavola (18 pm - 20.30pm) Breakfast, lunch, & dinner incl.

Day 8 (7.5 hrs) - Cultural Geographies: Business and Food Histories at Istituto Galileo Galilei, University of Florence instruction (4 hours, afternoon) Breakfast & dinner incl.

Day 9 (4 hrs) - Cultural Geographies: Cultural Geographies: Business and Food Histories and Food Histories, Instruction at Istituto Galileo Galilei, Excursion to Santa Croce 15pm - 18pm Breakfast & dinner incl.

Day 10 (8 hrs)—Food entrepreneurship sessions

Day 11 (4.5 hrs) - Cultural Geographies: Business and Food Histories at Istituto Galileo Galilei, Cooking intensive at A Tavola (18 pm - 20.30pm) Breakfast, lunch, & dinner incl.

Days 12-13 -First Florence weekend, free days (return home to families in evening) Breakfast & dinner incl.

Day 14 (10 hrs) - Cultural Geographies: Business and Food Histories at Istituto Galileo Galilei 9am - 11am, Countryside excursion to Camporbiano Italian agriculture workshop & visit to San Giminiano Breakfast, lunch, & dinner incl.

Day 15 (7 hrs) - Cultural Geographies: Business and Food Histories at Istituto Galileo Galilei 9am - 11am, Fiesole excursion and Florence’s DAVID (Accademia) Breakfast & dinner incl.

Day 16 (4.5 hrs) - Cultural Geographies: Business and Food Histories at Istituto Galileo Galilei 9am - 11am, Cooking intensive at A Tavola (18 pm - 20.30pm) Breakfast, lunch, & dinner incl.
Day 17 (5 hrs) - Cultural Geographies: Business and Food Histories at Istituto Galileo Galilei 9am - 11am, Uffizi excursion, Breakfast & dinner incl.

Day 18 (5 hrs) - Tuscany Excursion, Palagio Breakfast, lunch, & dinner incl.

Day 19 (5 hrs) - Cultural Geographies: Business and Food Histories at Istituto Galileo Galilei 9am - 11am, Duomo Museums (3 hrs) Breakfast & dinner incl.

Day 20 - Depart for the Maremma wilderness after breakfast

Day 21 – Maremma wilderness (cycling, tours, walking, lectures)

Day 22 - Maremma wilderness (cycling, tours, walking, lectures OPTIONAL: horseback riding)

Day 23 - Depart after breakfast