

AQUA 506: Business Concepts in Aquaculture

Course Details

Course	AQUA 506
Prerequisites	None
Term/year	Winter term 1
Class day/time	Thursdays 2:00 pm – 4:00 pm
Class location	In-person & Online
Instructor	Oliver Mueller
Email	oliver.mueller@sauder.ubc.ca
Office hours	Any time by request

Course Objectives

AQUA 506 introduces students to a broad range of business concepts, from strategy development to financial forecasting. The course provides students with a broad overview of marketing, competition, business strategy, operations, basic business finance, corporate social responsibility, and related ideas, with an emphasis on practical, real-world applications of these concepts. By the end of the course, students should understand basic business terminology, develop skills to help them manage their own business or support the management of a business, and be able to evaluate the strengths and weaknesses of existing businesses in the aquaculture industry. The course covers these concepts through the framework of a business plan.

Learning Outcomes

1. Apply concepts in business strategy, operations, marketing, organizational behaviour, human resources, finance, accounting, project management, and ethics to real-life work situations
2. Understand how businesses operate and what makes them sustainable (or not)
3. Develop a basic business plan for a new venture in aquaculture
4. Analyze the strengths & weaknesses of businesses in the aquaculture sector

Course Format

This course is scheduled on Thursdays from 2:00 – 4:00 pm, using a combination of asynchronous and synchronous delivery methods including pre-recorded lecture material as well as live online lecture with group discussion.

Students *must* have a Zoom account to participate in classes. No special materials required other than a reliable computer and a good wi-fi connection.

Course Readings

There is no required textbook for this course. Readings will be assigned and posted in Canvas throughout the semester. Please read the articles *before* class, unless they are labeled as supplementary readings.

Learning Resources

UBC Library has a series of [undergraduate user guides](#) to support your learning. For the upcoming terms, their [Online Learning video tutorial](#) and UBC's [Keep Learning website](#) are helpful resources.

Course Schedule

Date	Topics & Activities	What's Due
Sept 29	Business Plan & Industry Analysis - Porter's 5 Forces Async: SWOT & Pestle	
Oct 6	Market Analysis - Market & Competitor Analysis	
Oct 13	Marketing Plan	Oct 14 – Industry Analysis Assignment (20%)
Oct 20	Policy Considerations – Externalities and the Impacts of Policy Guest Lecture from Brenda McCorquodale, DFO, on aquaculture management and transition plan	
Oct 27	No Class (field trip)	
Nov 3	Sustainability Considerations – Strategies, Certifications, and CSR vs CSV Guest Lecture from Tim Kennedy, CAIA, on the role of associations	Nov 4 - Business Strategy Critique (30%)
Nov 10	No Class (mid-term break)	Nov 11 – Submit Business Plan draft for feedback
Nov 17	Financial Projections - Financial Statements Guest Lecture from Ian Roberts, Mowi, on the role of communications	
Nov 24	Financial Projects - Assessing Profitability & Financial Viability	
Dec 1	Investor Views & Sources of Funding	Dec 1 – Submit Business Plan (40%) • Presentation (TBA)

Course Assessment

Assignment Name	% of Final Grade	Due Date
In-Class Exercises • Will give you a chance to apply frameworks learnt in class	10%	Throughout Semester at 11.59PM after class

Case Study Strategic Analysis • Details TBD	20%	October 7th
Business Strategy Critique • You will choose a business in the aquaculture sector and critique its strengths, weaknesses and positioning within the industry.	30%	October 20th
Business Plan (Group Paper) • In groups, you will write a business plan for a new venture in aquaculture.	40%	Written portion: Dec 1 Presentation: TBA

Academic integrity

The academic enterprise is founded on honesty, civility, and integrity. All UBC students are expected to behave as honest and responsible members of an academic community. At the most basic level, this means submitting only original work done by you and acknowledging all sources of information or ideas and attributing them to others as required. This also means you should not cheat, copy, or mislead others about what is your work.

It is the student's obligation to learn, understand and follow the standards for academic honesty. Students must be aware that standards at the University of British Columbia may be different from those in secondary schools or at other institutions.

Violations of academic integrity lead to the breakdown of the academic enterprise, and therefore serious actions are taken. Plagiarism or cheating may result in a mark of zero on an assignment, exam, or course. More serious consequences may apply if the matter is referred to the President's Advisory Committee on Student Discipline. Academic misconduct may result in a one-year suspension from the University and a notation of academic discipline on the student's record.

The [UBC library](#) has a useful Academic Integrity website that explains what plagiarism is and how to avoid it. If a student is in any doubt as to the standard of academic honesty in a particular course or assignment, then the student must consult with the instructor as soon as possible. A more detailed description of academic integrity, including the University's policies and procedures, may be found in the [Academic Calendar](#). All course work is required to be submitted to Turnitin.com for review.

University Policies

UBC provides resources to support student learning and to maintain healthy lifestyles but recognizes that sometimes crises arise and so there are additional resources to access including those for survivors of sexual violence. UBC values respect for the person and ideas of all members of the academic community. Harassment and discrimination are not

tolerated nor is suppression of academic freedom. UBC provides appropriate accommodation for students with disabilities and for religious observances. UBC values academic honesty and students are expected to acknowledge the ideas generated by others and to uphold the highest academic standards in all of their actions.

Details of the policies and how to access support are available on [the UBC Senate website](#).

Course Policies

Assignments: Unless otherwise indicated, assignments are to be uploaded to Canvas and due at 11:59 pm on the due date. For each assignment, I will provide specifications of what to include in the final product. The grade you receive for the assignment will be based on how well you meet the stated specifications, as well as any additional insight you bring to the assignment. Therefore, for each assignment, it is important for you to make sure that you understand the objectives and specifications, and ask questions if you need clarification. This is the same approach that you should take in your professional life. It is your responsibility to fully understand assignment and course expectations.

Late Assignments: I understand many of you have other responsibilities aside from the certificate in both your professional and personal lives. As such, I will not deduct a set amount off late assignments but instead use my digression. Please let me know if you will hand an assignment in late ahead of time.

Academic Concession: Students facing any medical, emotional, or personal circumstances that may negatively impact academic attendance or performance are expected to notify their instructor as well as their home [Faculty's Academic Advising Office](#). Instructors and Advisors can help by explaining your options and working with you to access supports or explore a form of [academic concession](#).

Accommodations for Students with Disabilities: Students requiring accommodation in this course, or in need of support for an on-going medical condition please let me know as soon as possible and/or provide me with documentation and recommendations from Access & Diversity. Learn more at <https://students.ubc.ca/about-student-services/access-diversity>