AQUA 506: Business Concepts in Aquaculture

**Course Details**

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| Course | AQUA 506 |
| Prerequisites | None |
| Term/year | Winter term 1 (September - December 2020) |
| Class day/time | Thursdays 2:00 pm – 4:00 pm |
| Class location | Online |
| Instructor | Jessica Oman |
| Email | [Jessica.oman@sauder.ubc.ca](mailto:Jessica.oman@sauder.ubc.ca) |
| Office hours | Tuesdays 4:00 pm – 5:00 pm |
| Syllabus version | September 5, 2020 |

**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, organizational behavior 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.

**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, online only, using a combination of asynchronous and synchronous delivery methods including pre-recorded lecture material as well as live online lecture with group discussion. These sessions will be recorded so students can review them later.

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. I will ask you to read 1-2 articles almost every week to prepare for that week’s lectures. Please read the articles *before* watching pre-recorded content.

**Learning Resources**

UBC Library has a series of [undergraduate user guides](https://services.library.ubc.ca/user-guides/undergraduate-students/) to support your learning. For the upcoming terms, their [Online Learning video tutorial](https://learningcommons.ubc.ca/resource-guides/online-learners/) and UBC’s [Keep Learning website](https://keeplearning.ubc.ca/) are helpful resources.

**Course Schedule**

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| **Dates** | **Topics & Activities** | **Readings** | **What’s Due** |
| Sept 10 | Course Introduction  Who is my Customer? |  |  |
| Sept 17 | Introduction to Strategy & the Business Environment | * Finding your Ideal Customer * 5 Questions for a Business Strategy |  |
| Sept 24 | Industry/SWOT/PESTLE | * Porter’s 5 Force Analysis | Business Plan Topics Submitted (Sep 27) |
| Oct 1 | Marketing Your Business /Marketing Plans | * *Article*: Market Research Guide |  |
| Oct 8 | Understanding Competition | * Understanding Competition (SBBC) | Business Critique (Oct 11) |
| Oct 15 | Supply Chain / Quality Assurance / Operations Theory | * Theory of Constraints |  |
| Oct 22 | Operational Concepts in Practice | * Finding Suppliers |  |
| Oct 29 | Ethics/CSR in a Business Context | * TBA |  |
| Nov 5 | Financial Projections/Sources of Funding | * *Articles*: The Ultimate Guide to Business Budgeting / 5 Places to Find the $ to Start Your Business |  |
| Nov 12 | Cost Control/Financial Management | * Nobody Cares about Your Financial Projections | Case Analysis (Nov 8) |
| Nov 19 | Organizational Behaviour/HR | * *Article*: How I Learned to Let My Workers Lead |  |
| Nov 26 | Evaluating Business Performance / Managing Risk | * KPIs article (TBA) |  |
| Dec 3 | Entrepreneurship/Course Wrap-up | None | Business Plan (Dec 1)  Presentation (TBA) |

**Course Assessment**

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| --- | --- | --- |
| **Assignment Name** | **% of Final Grade** | **Due Date** |
| Business Proposal Critique   * You will choose a business in the aquaculture sector and critique its strengths, weaknesses and positioning within the industry. | 25% | October 11 |
| Case Analysis Paper   * You will review a case that presents a problem that a business owner is facing or a decision they need to make. You will write a ~1500-word paper that evaluates the business’s strategy and argues for and recommends a course of action based on research and the information provided in the case and in this course. | 35% | November 8 |
| Business Plan (Group Paper)   * In groups, you will write a business plan for a new venture in aquaculture. | 40% | December 1 |

**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](http://guides.library.ubc.ca/tutorial-lfs/citing/plagiarism) 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](http://www.calendar.ubc.ca/vancouver/index.cfm?tree=3,54,111,958). 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 availableon[**the UBC Senate website**](https://senate.ubc.ca/policies-resources-support-student-success)**.**

**Course Policies**

**Assignments: Unless otherwise indicated, assignments are due at 11:59 pm via Canvas 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**: Late assignments will incur a 10% deduction for each day the assignment is late, including weekends, unless you have previously arranged for a qualified extension.

**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](http://students.ubc.ca/enrolment/courses/academic-planning/advising).  Instructors and Advisors can help by explaining your options and working with you to access supports or explore a form of [academic concession](http://www.calendar.ubc.ca/vancouver/index.cfm?tree=3,48,0,0).

**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>