FNH 415: Business Concepts in Food, Nutrition & Health Syllabus

**Course Details**

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| Course | FNH 415 |
| Prerequisites | None |
| Term/year | Winter term 1 (September - December 2020) |
| Class day/time | Tuesdays / Thursdays 5:00 pm – 6:30 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 |
| TAs | Sarah Montgomery & Queena Chung |
| Syllabus version | September 3, 2020 |

**Course Objectives**

FNH 415 introduces students to a broad range of business concepts, from strategy development to financial forecasting. 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 food, nutrition & health-related industries.

**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 food, health or nutrition
4. Analyze the strengths & weaknesses of small businesses in the food, nutrition and health sectors

**Institute of Food Technologists (IFT)**

![A close up of a sign

Description automatically generated]()UBC’s Food Science Program is one of few in Canada that are approved by the Institute of Food Technologists (IFT), an internationally recognized leader in undergraduate education standards for degrees in Food Science. Programs with this approval badge are recognized as delivering a comprehensive Food Science education that covers 55 essential learning outcomes (ELOs) established by the IFT organization. Further information about the IFT ELOs is available as a [brief report](https://www.ift.org/-/media/community/educators-herb/2018herbguidelinesforinitialiftapproval1.pdf?la=en%5C046hash=559ED853B136E7DD47C812C14B478DE32B4CBEF5). The highlighted ELOs below are covered in this course.

**Institute of Food Technologists Essential Learning Objectives (IFT ELOs)**

**Critical thinking and problem solving (CT)**

CT.2. Apply critical thinking skills to solve problems.

CT.4. Select appropriate analytical techniques when presented with a practical problem.

**Food science communication (CM)**

CM.1. Write relevant technical documents.

**Professionalism and leadership (PL)**

PL.1. Demonstrate the ability to work independently and in teams.

**Course Format**

This course is scheduled on Tuesdays and Thursdays from 5:00 – 6:30 pm, online only, using a combination of asynchronous and synchronous delivery methods.

*Tuesdays (with exceptions, see weekly schedule)*: Asynchronous content with open discussion / office hours. Students will be expected to review pre-recorded course material and complete self-assessments on their own.

*Thursdays*: Live online lecture with group discussion. Content from pre-recorded lectures will be discussed, applied and expanded upon via whole group and small group discussion. These sessions will be recorded so students can review them at a later date.

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? | * Finding your Ideal Customer |  |
| Sept 15-17 | Strategy/Goal Setting  The Business Environment  Industry / SWOT / PESTLE Analysis  Mission & Vision Statements | * Porter’s 5 Force Analysis * 5 Questions for a Business Strategy | Business Plan Groups Formed (Sep 20) |
| Sept 22-24 | Marketing your Business  Doing Market Research | * *Article*: Market Research Guide | Business Plan Topics Submitted (Sep 27) |
| Sept 29-Oct 1 | Marketing Plans  Understanding Competition | * Understanding Competition (SBBC) |  |
| Oct 6-8 | Operations  Quality Assurance  Supply Chain | * Theory of Constraints * Finding Suppliers |  |
| Oct 13-15 | Ethics & Corporate Social  Responsibility | * Supply Chain & Ethics: 49th Parallel Coffee * Starbucks CSR overview | Tuesday session is LIVE for Midterm (Oct 13) |
| Oct 20-22 | Budgeting Time + Money  Funding the Business  Exit Strategy | * *Articles*: The Ultimate Guide to Business Budgeting / 5 Places to Find the $ to Start Your Business |  |
| Oct 27-29 | Financial Projections  Case Study: Class Discussion | * Nobody Cares about Your Financial Projections | Business Plan Draft Oct 25) |
| Nov 3-5 | Financial Management | * TBA | Tuesday and Thursday sessions are both LIVE via Zoom |
| Nov 10-12 | Organizational Behaviour/HR  Leadership/ Managing Projects | * *Article*: How I Learned to Let My Workers Lead | Case Analysis (Nov 8) |
| Nov 17-19 | Business Communication  Metrics/Performance | * WBS Chapter 4: Write Short * KPIs article (TBA) |  |
| Nov 24-26 | Legal/Regulatory  Emergency Planning  Risk Management/Insurance | * Chapman’s Ice Cream article | Tuesday and Thursday sessions are both LIVE via Zoom |
| Dec 1-3 | Entrepreneurship  Class Choice Mini-Lectures | None | Business Plan (Dec 6) |

**Course Assessment**

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| --- | --- | --- |
| **Assignment Name** | **% of Final Grade** | **Due Date** |
| Lecture Self-Assessments   * There will be 20 short self-assessment quizzes (1-2 per week) to test your knowledge on course topics. Each is worth 0.5%. You get credit for completing them no matter how many questions you get correct. | 10% | Weekly (each quiz is worth 0.5% ) |
| Midterm   * This test will be a combination of multiple choice and short answer questions related to content up to and including October 8. | 20% | October 13 (during class time) |
| 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. | 30% | November 8 (Sunday) |
| Business Plan (Group Paper)   * In groups of 5-6, you will write a business plan for a new venture in food, nutrition or health. | 40%, broken down as follows:   * Draft 5 pts * Peer review 5 pts * Final paper 30 pts | December 6 (Sunday) |

**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>

**Information for Students in the Dietetics Major**: This course, like all required courses in the Dietetics Major, contributes to coverage of the Integrated Competencies for Dietetic Education and Practice (ICDEP). All students in the Dietetics Major should refer to the Mapping of Curriculum to ICDEP page on the dietetics website to familiarize themselves with the requirements.