

**ACKNOWLEDGEMENT**

UBC’s Point Grey Campus is located on the traditional, ancestral, and unceded territory of the xwməθkwəy̓əm (Musqueam) people. The land it is situated on has always been a place of learning for the Musqueam people, who for millennia have passed on their culture, history, and traditions from one generation to the next on this site.

**COURSE INFORMATION**

Course Title	Course Code Number	Credit Value
Business Concepts in Food, Nutrition & Health	FNH 415 001	3 credit

**PREREQUISITES**

At least third-year standing in the Faculty of Land and Food Systems. Credit will only be granted for only one of FNH 415, Food 515, or FRE 515.

**CONTACTS**

Course Instructor(s)	Contact Details	Office Location	Office Hours
Dr. Karen Taylor, PhD, MBA, P.Ag.	E-mail: kwtaylor@mail.ubc.ca Cell: 778-875-0385	MCML 3 <sup>rd</sup> floor	TBA or by appointment before/after class. Send email to request an office hour to be scheduled (in person or via Zoom).

**Class Details:**

Term / year: Winter Term 1 (September 6<sup>th</sup> – December 7<sup>th</sup>, 2022)

Class day / time: Tuesdays / Thursdays 5:00 pm – 6:30 pm

Class location: Food, Nutrition and Health building. Room 60

Mode of Delivery: In-Person Requires In-Person Attendance: Yes

**Course Description:**

FNH 415 provides students with an overview of business concepts and principles, along with the challenges and opportunities of working in a business setting. The course uses a combination of lectures and case studies related to food, nutrition and health industries to connects students’ knowledge to a business and/or entrepreneurial context.

**COURSE INSTRUCTOR BIOGRAPHICAL INFORMATION**

Dr. Karen Taylor, PhD, MBA, P.Ag.

Adjunct Professor in the MFRE (Master of Food & Resource Economics) program, UBC

**Professional:** Director of Corporate Finance in Agriculture Markets, BMO Bank of Montreal

**Academic:** PhD in Agricultural Economics from OSU, MBA from U of G, BA (Hon) in Business Economics from U of S. Professional Agrologist with BCIA.

**OTHER INSTRUCTIONAL STAFF**

Teaching Assistants (TAs) will be introduced within the first two weeks of classes (see Canvas for updated information).

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## COURSE OBJECTIVE

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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 the food, nutrition & health-related industries.

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## COURSE STRUCTURE

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### Course Format:

This course is scheduled on Tuesdays and Thursdays 5:00 pm – 6:30 pm in-person. The delivery will include live lectures along with group discussion (whole class and smaller group discussions). Students will be expected to review the provided materials and any pre-recorded course materials on their own. Content will be discussed, applied and expanded upon. There will also be self-assessments / quizzes throughout the semester that students will need to complete on their own.

We *may* from time-to-time have an online class. This will be provided to students in advance, and an announcement will be made through Canvas.

Student *must* have a Zoom account to participate in classes.

Participation in discussions is mandatory. Attendance is *not* participation; participation means “*taking part*” in class.

**Course Readings:** There is no 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* attending the lectures.

**Course Materials:** An iClicker is required for this course.

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## LEARNING OUTCOMES

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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)



UBC’s Food Science Program is one of few in Canada that are approved by the Institute of Food Technologists (IFT), the internationally-respected governing body that sets the standards in Food Science education. 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 on their website: <https://www.ift.org>.

Note: Recent article on undergraduate food science programs can be found [HERE](#).

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

The highlighted ELOs below are covered in this course.

**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.

**LEARNING RESOURCES**

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

**COURSE ASSESSMENT**

Assessment Name	% of Final Grade	Due Date
Lecture Self-Assessments / Quizzes <ul style="list-style-type: none"> <li>There will be a short self-assessment quiz each week (14) to test your knowledge of the course topics. Each is worth ~0.71%. You get credit for completing them no matter how many questions you get correct.</li> </ul>	10%	Weekly (due by Monday evening, covering the previous week)
Midterm <ul style="list-style-type: none"> <li>This test will be a combination of multiple choice and short answer questions related to the content. Exam will include content up to and including October 6<sup>th</sup>.</li> </ul>	20%	October 11 <sup>th</sup> (Tuesday, during class time)
Case Analysis Paper <ul style="list-style-type: none"> <li>You will review a case that presents a problem the business owner is facing or a decision they need to make. You will write a ~ 1,500 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.</li> </ul>	30%	November 8 <sup>th</sup> (Tuesday)
Business Plan (Group Project) <ul style="list-style-type: none"> <li>In groups of 5 – 6 students, you will write a business plan for a new venture in food, nutrition or health.</li> </ul>	40% Broken down as follows: <ul style="list-style-type: none"> <li>Draft: 5 pts</li> <li>Peer review: 5 pts</li> <li>Final paper: 30 pts</li> </ul>	December 12 <sup>th</sup> (Monday)  Peer Review due December 14 <sup>th</sup> (Wednesday)

**Assignments are due at 11:59 pm via Canvas on the due date, unless otherwise indicated.** For each assignment, I will provide specification on 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. Extensions on assignments are **rarely** given.

**No make-up Midterm will be given.**

Changes made to the assessment, at the discretion of the instructor, and will be relayed to the students.

**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 forms of [academic concession](#).

**Accommodation 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 the [Centre for Accessibility](#).

**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 the Curriculum to ICDEP page on the dietetics website to familiarize themselves with the requirements.

## ACADEMIC INTEGRITY

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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 (on Academic Honesty and Standards), 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](#).

### IMPORTANT DATES

- September 19<sup>th</sup>: Last day to drop without a W standing through the Student Service Centre
- September 20<sup>th</sup> – October 28<sup>th</sup>: Student Services Centre available for course withdrawals with a W standing
- After October 28<sup>th</sup>: Student Service Centre unavailable; Faculty approval required
- For more information, visit the [Academic Calendar](#) website.

### COURSE SCHEDULE

Dates	Topics & Activities	Readings	What's Due
Week 1: Sep 6-8	Course Introduction Who is my Customer?	<ul style="list-style-type: none"> <li>• Review syllabus</li> <li>• Finding your Ideal Customer</li> <li>• BC Small Business Profile 2021</li> <li>• Global State of Small Business (March 2022)</li> </ul>	Quiz 1: Due by Sep 12 <sup>th</sup> (Monday)
Week 2: Sep 13-15	Strategy/Goal Setting The Business Environment Industry / SWOT / PESTLE Analysis Mission & Vision Statements	<ul style="list-style-type: none"> <li>• Porter's 5 Force Analysis</li> <li>• 5 Questions for a Business Strategy</li> </ul>	Quiz 2: Due by Sep 19 <sup>th</sup> (Monday)
Week 3: Sept 20-22	Marketing your Business Doing Market Research	<ul style="list-style-type: none"> <li>• <i>Article</i>: Market Research Guide</li> </ul>	Business Plan Groups Formed by Sep 20 <sup>th</sup> (Tuesday) Quiz 3: Due by Sep 26 <sup>th</sup> (Monday)
Week 4: Sept 27-29	Marketing Plans Understanding Competition	<ul style="list-style-type: none"> <li>• Understanding Competition (SBBC)</li> <li>• Meal Kit Article</li> </ul>	Business Plan Topics Submitted by Sep 27 (Tuesday) Quiz 4: Due by Oct 3 <sup>rd</sup> (Monday)

Week 5: Oct 4-6	Operations Quality Assurance Supply Chain	<ul style="list-style-type: none"> <li>• Theory of Constraints</li> <li>• Finding Suppliers</li> </ul>	Quiz 5: Due by Oct 8 <sup>th</sup> (Saturday)
Week 6: Oct 11-13	Ethics & Corporate Social Responsibility	<ul style="list-style-type: none"> <li>• Supply Chain &amp; Ethics: 49<sup>th</sup> Parallel Coffee</li> <li>• Starbucks CSR overview</li> </ul>	<b>Midterm Exam: Oct 11<sup>th</sup></b> (Tuesday) Quiz 6: Due by Oct 17 <sup>th</sup> (Monday)
Week 7: Oct 18-20	Budgeting Time + Money Funding the Business Exit Strategy	<ul style="list-style-type: none"> <li>• <i>Articles:</i> The Ultimate Guide to Business Budgeting / 5 Places to Find the \$ to Start Your Business</li> <li>• Financing Your Business</li> </ul>	Quiz 7: Due by Oct 24 <sup>th</sup> (Monday)
Week 8: Oct 25-27	Financial Projections Case Study: Class Discussion	<ul style="list-style-type: none"> <li>• Nobody Cares about Your Financial Projections</li> </ul>	Quiz 8: Due by Oct 31 <sup>st</sup> (Monday) <b>Business Plan Draft Due Oct 31<sup>st</sup></b> (Monday)
Week 9: Nov 1-3	Financial Management	<ul style="list-style-type: none"> <li>• 4 Ways to Assess Business Performance</li> </ul>	Quiz 9: Due by Nov 7 <sup>th</sup> (Monday)
Week 10: Nov 8	Organizational Behaviour/HR Leadership/ Managing Projects	<ul style="list-style-type: none"> <li>• <i>Article:</i> How I Learned to Let My Workers Lead</li> </ul>	<b>Case Analysis Due Nov 8<sup>th</sup></b> (Tuesday) Quiz 10: Due by Nov 14 <sup>th</sup> (Monday)
No class on Nov 10 <sup>th</sup> (Thursday) due to Midterm Break			
Week 11: Nov 15-17	Business Communication	None	Quiz 11: Due by Nov 21 <sup>st</sup> (Monday)
Week 12: Nov 22-24	Metrics/Performance	<ul style="list-style-type: none"> <li>• Types of KPIs</li> </ul>	Quiz 12: Due by Nov 28 <sup>th</sup> (Monday)
Week 13: Nov 29-Dec 1	Legal/Regulatory Emergency Planning Risk Management/Insurance	<ul style="list-style-type: none"> <li>• Chapman’s Ice Cream article</li> <li>• VIDEO: Rusted Rake Farm</li> </ul>	Quiz 13: Due by Dec 5 <sup>th</sup> (Monday)
Dec 6	Entrepreneurship Class Choice Mini-Lectures	None	Quiz 14: Due by Dec 12 <sup>th</sup> (Monday) <b>Business Plan Due Dec 12<sup>th</sup></b> Peer Review Due Dec 14 <sup>th</sup> (Wednesday)

**This Course Schedule is dynamic and may change.** Readings, due dates, etc. may be amended throughout the semester. **An updated Course Schedule will be posted to Canvas on an ongoing basis.** Please check it frequently.