

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 credits |

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: kw.taylor@ubc.ca Cell: 604-812-3356 | MCML 3 rd floor Room: 352 | TBD or by appointment. Send email to request an office hour to be scheduled (in person or via Zoom). |

Class Details:

Term / year: Winter Term 1 (September 3rd – December 5th, 2024)

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

Class location: FNH Floor B1 – 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.
Lecturer, Land & Food Systems, UBC

Professional: Director of Corporate Finance in Agriculture Markets, BMO (recently retired)

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

OTHER INSTRUCTIONAL STAFF

Teaching Assistants (TAs):

Chang Che and Becky Zhu. See Canvas for their contact information.

COURSE OBJECTIVE

FNH 415 introduces students to a broad range of business concepts, from the theory and practice of entrepreneurship to strategy development and 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.

This course is designed for students interested in exploring how entrepreneurship can be incorporated into food and nutrition, and who may wish to begin to build an entrepreneurial skill set.

Final product of the course will be a written business plan. Group checkpoints will occur throughout the semester.

COURSE STRUCTURE

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, not simply attending 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. We may use other tools such as Slido, Top Hat, Padlet, etc.

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. Students will be able to articulate an idea, business model, revenue source(s), and business plan for an innovative product or service.
4. Analyze the strengths & weaknesses of small businesses in the food, nutrition, and health sectors.
5. Identify and describe corporate structures, components of a business, and financial sources for start-up ventures.

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: A 2021 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. This course is held in person, but UBC's [Keep Learning](#) website are helpful resources to assist students to learn well online.

COURSE ASSESSMENT

| Assessment Name | % of Final Grade | Due Date |
|--|---|--|
| Lecture Self-Assessments / Quizzes <ul style="list-style-type: none"> There will be a short self-assessment quiz each week (12) to test your knowledge of the course topics. Each is worth ~0.58%. You get credit for completing them no matter how many questions you get correct. Participation <ul style="list-style-type: none"> We will have discussions in class during the lectures as well as attendance will be taken from time-to-time. Discussions on Canvas and other interaction with the course content. This is worth 8%. | 7% - assessments 8% - participation which requires attendance and participation in class / discussions | Weekly (due by Monday evening, covering the previous week) |
| Midterm <ul style="list-style-type: none"> 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 10th. | 20% | October 15 th (Tuesday, during class time) |
| Case Analysis Paper & Peer Review <ul style="list-style-type: none"> You will review a case that presents a problem the business owner is facing or a decision they need to make. | 25% | November 8 th (Friday) |

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| 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. | | Peer Review due November 22 nd (Friday) |
| Business Plan (Group Project) <ul style="list-style-type: none"> In groups of 5 – 6 students, you will write a business plan for a new venture in food, nutrition or health. | 40% Broken down as follows: <ul style="list-style-type: none"> Checkpoints throughout the course: P/F Final paper: 40 pts | December 11 th (Wednesday) Peer Feedback due December 13 th (Friday) |

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 be 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

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 leads 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 [UBC Academic Calendar](#). We may ask that your course work be submitted to Turnitin.com for review.

Generative Artificial Intelligence (AI) Use: The use of Generative AI tools at UBC is a course or program-level decision. Students are permitted to use AI tools for formative work such as gathering information or brainstorming but may NOT use it on any assessed work or final submission. Students are ultimately accountable for the work they submit, and any content therein. *Note: AI is a developing area and guidelines of its use may change.* Students are encouraged to learn the material and produce their own output, rather than AI generated output.

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 16th: Last day to drop without a W standing through the Student Service Centre
- September 17th – October 25th: Student Services Centre available for course withdrawals with a W standing
- After October 25th: Student Service Centre unavailable; Faculty approval required
- For more information, visit the [Academic Calendar](#) website.

COURSE SCHEDULE

| Dates | Topics & Activities | Readings | What's Due |
|--|---|---|--|
| No class on Sep 5th (Tuesday) so all students may participate in Imagine UBC events. | | | |
| Week 1: Sep 5 | Course Introduction Who is my Customer? | <ul style="list-style-type: none"> Review syllabus <i>Article:</i> Finding your Ideal Customer BC Small Business Profile Highlights Stats on US Small Business | Quiz 1: Due by Sep 12 th (Thursday) |
| Week 2: Sep 10/12 | Strategy/Goal Setting The Business Environment Industry / SWOT / PESTLE Analysis Mission & Vision Statements | <ul style="list-style-type: none"> Porter's 5 Force Analysis 5 Questions for a Business Strategy | Quiz 2: Due by Sep 16 th (Monday) |
| Week 3: Sept 17/19 | Marketing your Business Doing Market Research | <ul style="list-style-type: none"> <i>Article:</i> Market Research Guide <i>Article:</i> Evolution of the Four Ps <i>Case Study:</i> Pizza Restaurant Marketing Activity (reviewed in class) | Business Plan Groups Formed by Sep 17 th (Tuesday) Meet with TA to discuss topics Quiz 3: Due by Sep 23 rd (Monday) |
| Week 4: Sept 24/26 | Marketing Plans Understanding Competition Business Legal Structure Components of a Business Plan | <ul style="list-style-type: none"> <i>Article:</i> Understanding Competition (SBBC) <i>Article:</i> Meal Kit Article <i>Case Study:</i> Meal Kit Delivery Business (discussed in class) | Checkpoint #1 of Business Plan: Submit Topics by Sep 24 th (Tuesday) Submit Business Plan Team Contracts by Sep 26 th (Thursday) Quiz 4: Due by Sep 30 th (Monday) |
| Week 5: Oct 1/3 | Operations Supply Chain Quality Assurance | <ul style="list-style-type: none"> Theory of Constraints Finding Suppliers | Quiz 5: Due by Oct 7 th (Monday) Checkpoint #2 of Business Plan: Ideal customer & Market Research: Due Oct 8 th (Tuesday) |
| Week 6: Oct 8/10 | Ethics & Corporate Social Responsibility (CSR) ESG (Environment, Social, Governance) | <ul style="list-style-type: none"> Business Ethics Difference between CSR and ESG Supply Chain & Ethics: 49th Parallel Coffee Starbucks CSR overview | Quiz 6: Due by Oct 15 th (Tuesday) |
| Week 7: Oct 15/17 | MIDTERM – Tuesday Funding the Business | <ul style="list-style-type: none"> <i>Articles:</i> The Ultimate Guide to Business Budgeting / 5 | Midterm Exam: Oct 15th (Tuesday) |

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| | Sources & Uses of Capital | Places to Find the \$ to Start Your Business • Financing Your Business | Quiz 7: Due by Oct 21 st (Monday) |
| Week 8: Oct 22/24 | Budgeting Time + Money Financial Projections Case Study: Class Discussion | • HBS: Managers Guide to Finance and Accounting | Quiz 8: Due by Oct 28 th (Monday) Checkpoint #3 of Business Plan: Business Plan Draft Due Oct 29th (Tuesday) Meet with TA to discuss draft |
| Week 9: Oct 29/31 | Financial Management In-class Financial Analysis | • 4 Ways to Assess Business Performance | Quiz 9: Due by Nov 4 th (Monday) |
| Week 10: Nov 5/7 | Key Performance Metrics (Discuss which KPIs to include in Business Plan) Organizational Behaviour/HR Case Study: Class Discussion | • Revenue generation • Types of KPIs • What is Organizational Behavior? | Case Analysis Due Nov 8th (Friday) No Quiz due this week |
| No class on Nov 12th (Tuesday) due to Midterm Break | | | |
| Week 11: Nov 14 | Leadership, Motivation & Entrepreneurship Managing Projects | • TED talk (videos) • “How Great Leaders Inspire Action” • “The puzzle of motivation” • Management Styles of Effective Leaders | Quiz 10: Due by Nov 18 th (Monday) Peer Review of Case Analysis Due Nov 22nd (Friday) |
| Week 12: Nov 19/21 | Exit Strategy Entrepreneurship examples in FNH | • Exit strategies for entrepreneurs • Guest speaker from UBC Entrepreneurship | Quiz 11: Due by Nov 25 th (Monday) |
| Week 13: Nov 26/28 | Legal/Regulatory Emergency Planning Risk Management/Insurance (Discuss Executive Summary of Business Plan) | • Understanding Business Risk • Case Study: Chapman’s Ice Cream article • Case Study: VIDEO: Rusted Rake Farm | Checkpoint #4: Review of Financials for Business Plan: Due Nov 28 th (Thursday) Quiz 12: Due by Dec 2 nd (Monday) |
| Week 14: Dec 3/5 | Personal Financial Literacy Class Choice Wrap Up | TBD | Business Plan Due Dec 11th (Wednesday) Peer Feedback Due Dec 13 th (Friday) |
| This course has NO FINAL EXAM . The Business Plan is due instead of a Final Exam. | | | |

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.**

Welcome to FNH 415! I hope you learn a lot and have some fun along the way! 😊