

---

**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 & Entrepreneurship in Dietetics	HUNU 515	3 Credits

**PREREQUISITES**

---

Enrolled in the Master of Dietetics Program.

**CONTACTS**

---

<b>Course Instructor</b>	Dr. Karen W Taylor, PhD, MBA, P.Ag. Email: kw.taylor@ubc.ca Office: MCML 3 <sup>rd</sup> Flor Office Hours: In person, Mondays 10 – 11am (first 6 weeks of the term). Via Zoom. Thursdays, time TBD
<b>Course TA</b>	Name: Becky Zhu Email: bechyzhu@student.ubc.ca Office: By appointment.

**COURSE DESCRIPTION**

---

HUNU 515 is designed to provide students with a comprehensive understanding of business and entrepreneurship in the field of dietetics. This course provides students with an overview of business management and operational concepts and principles, and explores the challenges and opportunities of working in a business setting. The course uses a combination of lectures and case studies related to dietetics-related businesses to connect students' knowledge to a business and/or entrepreneurial context.

**BIG IDEA:** Students will learn foundational business knowledge and develop tools to act on their Entrepreneurial spirit to be successful in a career in Dietetics.

**BUSINESS KNOWLEDGE + ENTREPRENEURIAL SPIRIT = SUCCESS**

**CLASS DETAILS**

---

Term / year: Winter Term 2 (January 6<sup>th</sup> – April 8<sup>th</sup>, 2025)

Class day / time: Mondays 2:30 pm – 5:30 pm

Class location: MCML. Room 258.

Mode of Delivery: In-Person

Requires In-Person Attendance: Yes

Lecture will be in person with readings provided in advance. Student participation and discussion is strongly encouraged.

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

We will have guest lectures attend class as well. Details will be provided to students in advance.

---

## LEARNING OUTCOMES

---

By the end of the course, students should be able to:

1. Develop and apply the necessary concepts in business strategy, operations, marketing, leadership, financial management, ethics and entrepreneurship to plan or manage a dietetics-related business.
2. Identify the characteristics and skills of successful entrepreneurs.
3. Critique and evaluate the strengths & weaknesses of dietetics-related businesses to determine a strategy for differentiation within the industry.
4. Understand the financial aspects of starting and managing a dietetic business, including budgeting, financing, and revenue generation.
5. Determine how to take a start-up business idea and develop it into an operating business.
6. Develop a business plan for a dietetics-related venture.

---

## LEARNING MATERIALS

---

Weekly Lecture notes will be provided on Canvas.

Any required reading, videos, articles, and additional resources will also be provided on Canvas.

If students are searching for textbooks, here is a list of related Textbooks that they can refer to:

- Balderson, Wesley, Mombourquette, Peter, & Farley, Penny. (2023). *Canadian Entrepreneurship & Small Business Management* (12<sup>th</sup> ed.). McGraw Hill Education.
- Good, Walter R. & Mayhew, Wendy. (2021). *Building Your Dream: A Canadian Guide to Starting Your Own Business* (11<sup>th</sup> ed.). McGraw Hill Education.
- Scarborough, Norman M. & Cornwall, Jeffrey R. (2018). *Essentials of Entrepreneurship and Small Business Management* (8<sup>th</sup> ed.). Pearson Educational.
- Mariott, Steve & Glackin, Caroline. (2020). *Entrepreneurship: Starting and Operating a Small Business* (5<sup>th</sup> ed.). Pearson Educational.

---

## LEARNING ACTIVITIES

---

- Attend all classes in person
- Participate in small group and full class discussion
- Completion of small group written assignments
- Critical review of business case studies
- Research and writing of a business plan
- Peer review of a business plan

---

## ASSESSMENTS OF LEARNING

---

### Assignments

10%

Assignments will vary. Some will be individual out of class assignments. Some will be in-classgroup assignments where teams work together to respond to short-answer questions about the course material. There will be 2-4 such assessments. The assignments will cover ~ 3 weeks of content. For group assignments, it will be mainly in pairs (or up to 3 students). Students will complete 8-10 short answer questions related to the material covered to date. The questions ask students to provide examples of concepts from the course and/or analyze a brief business scenario and make a recommendation for action.

### Business Strategy Critique (~1,000 words)

15%

This assignment asks students to choose a food-related business and evaluate its strengths and weaknesses from a business strategy standpoint. Students will perform a brief industry analysis and assess who the business's ideal customers are.

**Midterm** 15%

A midterm will be held in class to cover material learned. Midterm will be a combination of multiple choice, short answer, and case study questions. No use of computer for the midterm.

**Case Analysis in Entrepreneurship** (~2,000 words) 15%

This individual assignment asks students to critically evaluate a case study of a food-related business. All students work with the same case study, which outlines a business's history, industry, strengths and weaknesses and presents the reader with a decision. The student must recommend what the business owner in the case study should do next, and back up their recommendation with research and critical analysis. Due in Week 8 or 9.

**Peer Review Activities** 5%

In Week 10, Groups will share their ideas and outlines for the Business Plan / Feasibility Study Group project and offer feedback and ideas to each other.

**Business Plan / Feasibility Study Group Project** 20%

Students will brainstorm several business ideas and present their ideas to a TA or instructor for a brief discussion and feedback before proceeding with the most feasible idea. Through the business planning process students will assess all business concepts covered in the course. The business plan itself incorporates critical thinking and argumentation by requiring students to provide rationale for the strategy they are using to develop the plan. They must also explain all of their assumptions around marketing, business design and financial forecasting. Overall length 8-12 pages plus appendices. Templates are provided but may be modified to suit the specific type of business.

**Presentation**

Students will prepare a presentation in class on the Business Plan. 10%

**Participation in Discussions & Overall Engagement** 10%

---

Total 100%

**Assignments:** Unless otherwise indicated, assignments are due at 11:59 pm via Canvas on the due date. For each assignment, specifications will be provided of what to include in the final product. The grade received by the student for the assignment will be based on how well the student met the stated specifications, as well as any additional insight the student brings to the assignment. Therefore, for each assignment, it is important for each student to make sure that they understand the objectives and specifications, and ask questions if clarification is needed. This is the same approach that each student should take in their professional life. It is the responsibility of the student 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 previously arranged for a qualified extension with the instructor.

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

NO Final Exam. Business Plan Project and Presentation instead.

Changes may 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](#).

## 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 (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](#).

## OTHER COURSE POLICIES

---

This course, like all required courses in the M.Sc. Dietetics, 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.

**COPYRIGHT**

---

All materials of this course (course handouts, lecture slides, assessments, course readings, etc.) are the intellectual property of the Course Instructor or licensed to be used in this course by the copyright owner. Redistribution of these materials by any means without permission of the copyright holder(s) constitutes a breach of copyright and may lead to academic discipline.

Students are not permitted to record the class. Class recordings will be discussed with the instructor.

Welcome to HUNU 515!

I hope you have fun and learn a lot!!!



**COURSE SCHEDULE**

Dates	Topics & Activities	Readings
Week 1: Jan 6 <sup>th</sup>	Course Overview What is an Entrepreneur? Why do businesses fail?	<ul style="list-style-type: none"> <li>• Review syllabus</li> <li>• BC Small Business Profile</li> <li>• Small Business Interesting Statistics</li> </ul>
Week 2: Jan 13 <sup>th</sup>	Leadership & Teams Theory	<ul style="list-style-type: none"> <li>• <i>Article:</i> How I Learned to Let My Workers Lead</li> </ul>
Week 3: Jan 20 <sup>th</sup>	Business Strategy & the Business Environment	<ul style="list-style-type: none"> <li>• Porter's 5 Force Analysis</li> </ul>
<ul style="list-style-type: none"> <li>• <b>Assignment #1</b></li> </ul>		
Week 4: Jan 27 <sup>th</sup>	Who is my Customer? Identifying Problems & Solutions for Consumers (unmet needs)	<ul style="list-style-type: none"> <li>• <i>Article:</i> Finding Your Ideal Customer</li> </ul>
Week 5: Feb 3 <sup>rd</sup>	Competition & Competitive Analysis	<ul style="list-style-type: none"> <li>• <i>Article:</i> Understanding your Competition</li> </ul>
<ul style="list-style-type: none"> <li>• <b>Business Strategy Critique Due</b></li> </ul>		
Week 6: Feb 10 <sup>th</sup>	Marketing your Business Marketing Plans	<ul style="list-style-type: none"> <li>• Walter Good Textbook Ch. 8</li> <li>• Wesley Balderson Textbook Ch. 7</li> </ul>
<ul style="list-style-type: none"> <li>• <b>Assignment #2</b></li> </ul>		
Week 7: Feb 17 <sup>th</sup>	<b>MIDTERM BREAK</b>	
Week 8: Feb 24 <sup>th</sup>	<b>MIDTERM</b> Operations & Supply Chain	<ul style="list-style-type: none"> <li>• <i>Article:</i> Theory of Constraints</li> <li>• <i>Article:</i> How to Find a Supplier for Your Product or Business</li> </ul>
Week 9: March 3 <sup>rd</sup>	Legal Structure for Dietetics Businesses Ethics in Entrepreneurship	<ul style="list-style-type: none"> <li>• Case Study</li> <li>• Example: Starbucks supporting their Farmers</li> <li>• Wesley Balderson Textbook Ch. 4</li> </ul>
<ul style="list-style-type: none"> <li>• <b>Assignment #3</b></li> </ul>		
Week 10: March 10 <sup>th</sup>	Start-Up Budgeting & Funding Options	<ul style="list-style-type: none"> <li>• Walter Good Textbook Ch. 7</li> <li>• Wesley Balderson Textbook Ch. 9</li> <li>• Wesley Balderson Textbook Ch. 6</li> </ul>
<ul style="list-style-type: none"> <li>• <b>Case Study Analysis Due</b></li> </ul>		
Week 11: March 17 <sup>th</sup>	Financial Projections & Analysis Revenue Generation Strategies Financial Management	<ul style="list-style-type: none"> <li>• <i>Article:</i> Nobody cares about your Startup's Financial Projections</li> <li>• Walter Good Textbook Ch. 9</li> <li>• Walter Good Textbook Ch. 4</li> </ul>

Dates	Topics & Activities	Readings
<b>March 21<sup>st</sup></b>	<ul style="list-style-type: none"> <li>• <b>Business Plan Draft Due</b></li> </ul>	
Week 12: March 24 <sup>th</sup>	Performance Metrics Management Technology Solutions Understanding Risk (Discuss Executive Summary of Business Plan)	<ul style="list-style-type: none"> <li>• <i>Article:</i> What are KPIs and why you should use them.</li> </ul>
<b>March 28<sup>th</sup></b>	<ul style="list-style-type: none"> <li>• <b>Peer Feedback on Business Plan Due</b></li> </ul>	
Week 13: March 31 <sup>st</sup>	Personal Financial Management	
<ul style="list-style-type: none"> <li>• <b>Assignment #4</b></li> </ul>		
Week 14: <b>April 7<sup>th</sup></b>	<b>Presentations</b> Wrap Up	
<b>April 11<sup>th</sup></b>	<ul style="list-style-type: none"> <li>• <b>Business Plan Due</b></li> </ul>	

**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.