

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 2nd – December 5th, 2025)

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

Class location: FNH Floor Basement – 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.

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

BUSINESS KNOWLEDGE + ENTREPRENEURIAL SPIRIT = SUCCESS

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):

Ethan Ogrodniczuk and Isaac Qi. 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 and pitch presentation. 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. iClicker will be used, among other methods to record attendance. Students should ensure they have an iClicker account.

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.

Free Sources: Business Development Canada, Harvard Business School and BC Small Business.

Open-Source Textbooks:

- Lavery, Michael and Little, Chris. (2020). *Entrepreneurship*. Openstax.org. [LINK](#)
- Carpenter, Katherine. (2021). *Introduction to Entrepreneurship*. KPU. [LINK](#)
- Sawnsen, Lee. (2017). *Entrepreneurship and Innovation Toolkit*. Independent. [LINK](#)

Other Textbooks:

- Balderson, Wesley, Mombourquette, Peter, & Farley, Penny. (2023). *Canadian Entrepreneurship & Small Business Management* (12th ed.). McGraw Hill Education.
- Good, Walter R. & Mayhew, Wendy. (2021). *Building Your Dream: A Canadian Guide to Starting Your Own Business* (11th ed.). McGraw Hill Education.

Course Materials: An iClicker is required for this course. We may use other tools such as Slido, Kahoot, Menti, 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. Analyze the strengths & weaknesses of small businesses in the food, nutrition, and health sectors.
4. Identify and describe corporate structures, components of a business, and financial sources for start-up ventures.
5. Develop a basic business plan for a new venture in food, health, or nutrition by articulating a clear idea, defining the business model and revenue streams, and outlining strategies for an innovative product or service.
6. Deliver a professional business presentations by pitching a business plan that communicates value to potential stakeholders with clarity, confidence, and persuasive impact.
7. Apply teamwork and leadership skills to plan, manage, and deliver group business projects successfully.

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
Weekly Self-Assessments / Quizzes There will be a short self-assessment quiz each week (~ 12) to test your knowledge of the course topics. You get credit for completing them no matter how many questions you get correct.	10%	Weekly (due on Fridays)
Participation We will have discussions in class during the lectures as well as attendance will be taken with iClicker. Discussions on Canvas and other interaction with the course content. This is a measure of engagement in the class and a self-reflection will be due at the end of the term.	10% - participation which requires attendance <u>and</u> participation in class / discussions	End of term
Midterm 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 9th.	20%	October 14 th (Tuesday, during class time)
Case Analysis Paper & Peer Review 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.	15%	November 14 th (Friday) Peer Review due November 21 st (Friday)
Business Plan (Group Project) In groups of 5 students, you will write a business plan for a new venture in food, nutrition or health.	35% Broken down as follows: - Checkpoints throughout the course. - Draft Report - Final Report	December 8 th (Monday) Peer Feedback due December 10 th (Wednesday)
Business Pitch Presentation (Group Project) In your business plan groups, you deliver a professional presentation about your business plan, like a pitch to investors, stakeholders, etc.	10%	December 4 th (Thursday) and Scheduled date of Final Exam (TBD)

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 and **must** be communicated prior to the due date with your Instructor.

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 15th: Last day to drop without a W standing through Workday
- September 16th – October 24th: Student self-service in Workday available for course withdrawals with a W standing
- After October 24th: Student self-service in Workday 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 2nd (Tuesday) so all students may participate in Imagine UBC events.			
Week 1: Sep 4	Course Introduction What is Entrepreneurship? What is the problem and how does your business solve it?	- Review syllabus <i>E-book</i>: So you want to be an entrepreneur. - BC Small Business Profile Highlights - Stats on US Small Business	
Week 2: Sep 9/11	Who is my Customer? Strategy/Goal Setting The Business Environment Industry / SWOT / PESTLE Analysis Mission & Vision Statements	<i>Article</i>: Finding your Ideal Customer - Porter's 5 Force Analysis 5 Questions for a Business Strategy - Business Planning Framework	Quiz 1: Due by Sep 12 th (Friday)
Week 3: Sept 16/18	Marketing your Business Doing Market Research	<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 11 th (Thursday) Meet with TA to discuss topics Checkpoint #1 of Business Plan: Submit Topics by Sep 18 th (Thursday) Quiz 2: Due by Sep 19 th (Friday)
Week 4: Sept 23/25	Marketing Plans Understanding Competition Business Legal Structure Components of a Business Plan	<i>Article</i>: Understanding Competition (SBBC) <i>Article</i>: Meal Kit Article <i>Case Study</i>: Meal Kit Delivery Business (discussed in class) <i>Article</i>: Find the Right Business Structure for your Small Business (SBBC)	Submit Business Plan Team Contracts by Sep 25 th (Thursday) Quiz 3: Due by Sep 26 th (Friday)
Week 5: Sep 30/ Oct 2	Operations Supply Chain Quality Assurance	- Theory of Constraints - Finding Suppliers	Quiz 4: Due by Oct 3 rd (Friday) Checkpoint #2 of Business Plan: Ideal customer & Market Research: Due Oct 2 nd (Thursday)
Week 6: Oct 7/9	Ethics & Corporate Social Responsibility (CSR) ESG (Environment, Social, Governance)	- What is Business Ethics - What is CSR and ESG? (BDC) <i>Article</i>: How to integrate CSR into your Business Strategy?	Quiz 5: Due by Oct 10 th (Friday)

Week 7: Oct 14/16	MIDTERM – Tuesday Funding the Business Sources & Uses of Capital	- Articles: The Ultimate Guide to Business Budgeting / 5 Places to Find the \$ to Start Your Business - Financing Your Business	Midterm Exam: Oct 14th (Tuesday)
Week 8: Oct 21/23	Budgeting Time + Money Financial Projections Case Study: Class Discussion	- HBS: Managers Guide to Finance and Accounting - HBS: Beginners' Guide to Reading & Understanding Financial Statements	Quiz 6: Due by Oct 24 th (Friday) Checkpoint #3 of Business Plan: Business Plan Draft Due Oct 23rd (Thursday) Meet with TA to discuss draft
Week 9: Oct 28/30	Financial Management In-class Financial Analysis	4 Ways to Assess Business Performance - Revenue generation	Quiz 7: Due by Oct 31 st (Friday)
Week 10: Nov 4/6	Key Performance Metrics (Discuss which KPIs to include in Business Plan) Leadership, Motivation & Entrepreneurship	- Types of KPIs - TED talk (videos): "How Great Leaders Inspire Action" (by Simon Sinek) "The puzzle of motivation" (by Dan Pink) GUEST Speaker: TBD	Quiz 8: Due Nov 7 th (Friday)
No class on Nov 11th (Tuesday) due to Midterm Break			
Week 11: Nov 13	No Class – Work on Business plan and Case Study		No Quiz Case Analysis Due Nov 14th (Friday)
Week 12: Nov 18/20	Leadership, Management & Entrepreneurship Managing Projects Organizational Behaviour/HR Exit Strategy	- Management Styles of Effective Leaders - What is Organizational Behavior? - Exit strategies for entrepreneurs - Case Study: Paradise Island Foods	Quiz 9: Due by Nov 21 st (Friday) Checkpoint #4: Review of Financials for Business Plan: Due Nov 20 th (Thursday) Peer Review of Case Analysis Due Nov 21st (Friday)
Week 13: Nov 25/27	Personal Financial Literacy Budgeting Investing (Discuss Executive Summary of Business Plan)	- Resources list in Slide Deck (books, podcasts & online programs) - Sample of Executive Summary	Quiz 10: Due by Nov 28 th (Friday) Checkpoint #5: Review of Business Plan Draft: Due Nov 27 th (Thursday)
Week 14: Dec 2/4	<u>Tuesday:</u> Legal/Regulatory, Emergency Planning, Risk Management/Insurance Thursday: Presentations	- Understanding Business Risk - Case Study: TBD	Business Plan Due Dec 8th (Monday) Business Team Feedback Form Due Dec 10 th (Wednesday)

Final Exam Date	Remaining presentations will be held on the scheduled date of the final exam.	TBD
This course has NO FINAL EXAM . The Business Plan and Presentations are 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!

