

THE UNIVERSITY OF BRITISH COLUMBIA

**Food, Nutrition and Health
FNH 415 – Business Concepts in Food, Nutrition & Health
Sept to Dec 2016**

Instructor: Dr. Beth Snow
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Class: Tuesdays from 5-8 pm
FNH Building (2205 East Mall) – Room 60

Course Description:

FNH 415 will provide students with an overview of business concepts and principles and the challenges and opportunities of working in a business setting. The course will be taught using a combination of lectures and case studies relevant to industries and organizations in the food, nutrition, or health areas.

Learning Objectives

Upon completion of this course, students should be able to:

- apply concepts in business strategy, operations, marketing, organizational behaviour, human resources, finance, accounting, project management, and ethics
- identify and analyze basic business issues
- develop a business plan

Readings

The textbook for this course is Better Business, 2nd Canadian edition by Solomon et al.

Other readings may be posted in the FNH 415 Connect site during the course.

Course Schedule

Date	Topic/Activity	Readings from Textbook	Due Dates
Sept 6	<ul style="list-style-type: none"> Intro to the Course Ethics, Corporate Social Responsibility 	Chapter 1 Chapter 4 (section: Forms of Business Ownership)	
Sept 13	<ul style="list-style-type: none"> Food Truck Challenge* Strategy <p><i>*bring a laptop, tablet, or smartphone to class, as the Food Truck Challenge activity is online</i></p>	Chapters 2 & 5	<i>(Ideally, groups for the business plan assignment will sign up on Connect by today, as well as pick presentation dates. If you have your idea for your business plan, you can submit it on Connect – the sooner, the better!)</i>
Sept 20	<ul style="list-style-type: none"> Operations/Supply Chain Management Legal/Regulatory Guest speaker (Kim Mayes - tentative) 	Chapter 10	
Sept 27	<ul style="list-style-type: none"> Operations/Supply Chain Management Quality Assurance (guest speaker: Alberto Mendoza) Risk Management 	Chapter 10	<ul style="list-style-type: none"> Sign up for team on Connect Sign up for presentation date on Connect Food Truck Paper due by 5 pm
Oct 4	<ul style="list-style-type: none"> Marketing 	Chapter 8	
Oct 11	<ul style="list-style-type: none"> Marketing 	Chapter 9	<ul style="list-style-type: none"> 1st team reflection tool due by 5pm
Oct 18	<ul style="list-style-type: none"> Finance, Accounting 	Chapter 11	
Oct 25	<ul style="list-style-type: none"> Organizational Behaviour/Human Resources 	Chapter 6 & 7	
Nov 1	<ul style="list-style-type: none"> Organizational Behaviour/Human Resources 	Chapter 6 & 7	<ul style="list-style-type: none"> 2nd team reflection tool by 5 pm
Nov 8	<ul style="list-style-type: none"> Leadership 		<ul style="list-style-type: none"> Case analysis paper due by 5 pm
Nov 15	<ul style="list-style-type: none"> Transferrable Skills: Project Management, Negotiations, Crisis Management, Decision making, Communication Skills 		
Nov 22	<ul style="list-style-type: none"> Student Presentations Transferrable Skills: Project Management, Negotiations, Crisis Management, Decision making, Communication Skills (continued) 		<ul style="list-style-type: none"> 5 teams presenting their business plans
Nov 29	<ul style="list-style-type: none"> Student Presentations Course Wrap Up 		<ul style="list-style-type: none"> 5 teams presenting their business plans Business plan due by 5 pm 3rd team reflection tool by 5 pm

Note that the topics by week are tentative and subject to change. Updates to the schedule, if any, will be posted in Connect.

Grades

Assignment	% of final grade
Food Truck Challenge paper (individual)	25
Case analysis paper (individual)	25
Business Plan (group paper)	45
Business Plan presentation (group presentation)	5

Due Dates

Deliverable	Due Date
Team formed and signed up on Connect	Sept 27, 2016 by 5 pm
Sign up for presentation timeslot on Connect	Sept 27, 2016 by 5 pm
Business plan idea submitted on Connect	Sept 27, 2016 by 5 pm
Food Truck Challenge paper	Sept 27, 2016 by 5 pm
1 st team reflection tool	Oct 11, 2016 by 5 pm
2 nd team reflection tool	Nov 1, 2016 by 5 pm
Case analysis paper	Nov 8, 2016 by 5 pm
3 rd team reflection tool	Nov 29, 2016 by 5 pm
Business plan paper	Nov 29, 2015 by 5 pm
Business plan presentation	Nov 22 or Nov 29, 2016 (in class)

Participation

It is expected that students will come to class having read any of the assigned readings and prepared to engage in discussions. Class discussions will be most valuable when everyone participates, sharing their own experiences and perspectives.

Assignments

Assessment of assignments will be based on completeness and accuracy of content as well as clarity and form of writing (e.g., formatting, grammar, spelling, structure, flow of ideas, proper referencing). More details will be provided with each of the assignments

Late Assignment Policy

Late assignments will have 10% deducted per day (or part thereof), including weekend days (unless you have arranged with the instructor for an extension beforehand).

Plagiarism

According to the UBC Calendar, plagiarism is “a form of academic misconduct in which an individual submits or presents the work of another person as his or her own.”

(<http://www.students.ubc.ca/calendar/index.cfm?tree=3,54,111,959>). Plagiarism is a serious academic offense that can result in penalties such as a failing grade, a letter of reprimand, or suspension from the University.

The University provides some useful, online resources to help prevent students avoid plagiarism, including:

- Avoiding Plagiarism <http://learningcommons.ubc.ca/resource-guides/avoiding-plagiarism/>

Check out the above sites to find out more about ways of avoiding plagiarism, including:

- taking research notes that indicate sources of ideas and facts
- properly citing your sources of information, both for verbatim quotes and paraphrased ideas
- properly referencing within the text of your paper, as well as in the reference list

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.