

FOS 4936 – Principles of Food Entrepreneurship

Fall 2022

3 Credit Hours

Instructor:

Dr. Soohyoun (Soo) Ahn

Office: Room 104A, Bldg. 120, Newell Drive

E-mail: sahn82@ufl.edu (Please allow 24- 48 hrs for response)

Phone: 352-294-3710

Virtual Office hours: M/W 9:30 to 10:30 am, <https://ufl.zoom.us/j/2231135293>
all other times – by appointment.

Course Description:

This course is designed for students interested in food business. The course covers the fundamental aspects of food entrepreneurship, including basic food science, food regulation, food safety, product development, business planning, and marketing. Students will learn how various disciplines of food science are incorporated into entrepreneurship through lectures, hands-on activities, and presentations.

Prerequisites: None. This course is open to any major.

Course Format:

This course is delivered 100% online. All students are expected to find and study the course content at <https://ufl.instructure.com/courses/454239>. The course is divided into 14 modules. Each module consists of video lectures, presentation slides and handouts, reading assignments, and additional supplementary materials (videos and/or readings) relevant to the module. For each module, there will be an assessment quiz, which covers material for that specific module. In addition to quizzes, we have three assignments and two projects. For details, please refer to “Assessment Details”.

It is your responsibility to take quizzes in time, and submit assignments and projects by the due date. Grades will be posted on Canvas. If you notice any discrepancy, report to the instructor immediately.

Course Goals:

This course aims to provide students with opportunity to learn three different sides of food businesses: science, regulations, and business planning.

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

1. Identify various stages required to introduce a new food product to commerce.
2. List intrinsic and external factors that affects the safety of food.
3. Discuss safe handling methods for various food commodities.
4. List major federal and state food regulatory agencies and compare their roles in food regulations.

5. Explain what information is required on food package.
6. Develop a basic business plan and present a new business idea to the class.
7. Discuss the importance of market analysis and compare various marketing strategies to launch new food products
8. Discuss innovative food products and current trends in food industry

Textbook:

This course has a required textbook, which will be used for class discussion

- *Cooking Up a Business* by R Hofstetter, 2013 (published by TarcherPerigree)

Other recommended books include

- *Good Food, Great Business: How to take your artisan food idea from concept to marketplace* by Susie Wyshak, 2014 (Chronicle Books)
- *From Kitchen to Market – Sell your specialty food: Market, Distribute, and Profit from Your Kitchen Creation* by Stephen F. Hall, 2015 (Food Marketing International)
- *Product Entrepreneur: How to Launch your product idea: Napkin Sketch to \$1 Million in Sales* by Chris Clearman, 2021

Other supplementary course materials will be provided by the instructor and be posted on the course page.

Grading:

Assessment	Weight
Weekly Quizzes (13), (two lowest grade dropped)	30%
Assignments (3)	25%
Project (Part I and Part II)	30%
Discussion	15%
Total	100%

Grading scale:

Passing grade	A	B+	B	B-	C+	C	C-	D+	D	D-	E
Course Average %	89.5 – 100	86.5- 89.4	82.5- 86.4	79.5- 82.4	76.5- 79.4	72.5- 76.4	69.5- 72.4	66.5- 69.4	62.5- 66.4	59.5- 62.4	<59.5

*There is NO grading on a curve in this course.

Assessment Details:

There are 13 quizzes, 2 projects, 3 assignments, and 2 discussions in this course. Additionally, throughout the semester, several optional activities for extra credit will be given.

- 1) **Module assessment quizzes:** There are **13** assessment quizzes (including one syllabus quiz). Each quiz covers the lecture contents and reading materials (except the first quiz that covers the syllabus). The quizzes should be taken online via the Canvas. The questions will be multiple choice or True/False questions selected from a question pool (15 questions for each quiz). The quizzes are **open-note**, so you can use class notes or lecture handouts. Each quiz will be timed and should be completed in 30 min. You will have 2 attempts for each quiz, and the higher grades will be used as your final grade. The second attempt is optional. It is only to give you a chance to improve your grade/study more if you did not do well on your first attempt. Please remember you still need to complete your second attempt before the due. All quizzes will be **proctored by Honorlock***.

All quizzes will open on Fridays, and close on Sundays at 11:59 pm, so you have 3 days to take the quiz. It must be completed in one sitting (i.e. once you start the quiz, you must finish it). It is important that you read and watch the lecture for the covered module before taking the quiz. Out of 13 quizzes, I will drop two lowest grades and count the rest 11 quizzes towards your final grade. There is **no makeup or due extension** for missed quizzes unless the absence was excused by the instructor (and this is why I drop two lowest grades). For details, please refer to the course outline.

***Honorlock** is an online proctoring service that allows you to take your exam from the comfort of your home. You DO NOT need to create an account, download software or schedule an appointment in advance. Honorlock is available 24/7, and all that is needed is a computer, a working webcam, and a stable Internet connection.

To get started, you will need Google Chrome and to download the Honorlock Chrome Extension. You can download the extension at www.honorlock.com/extension/install. When you are ready to test, log into Canvas, go to your course, and click on your exam. Clicking "Launch Proctoring" will begin the Honorlock authentication process, where you will take a picture of yourself, show your ID, and complete a scan of your room. Honorlock will be recording your exam session by webcam as well as recording your screen. Honorlock also has an integrity algorithm that can detect search-engine use, so please do not attempt to search for answers, even if it's on a secondary device.

Honorlock support is available 24/7/365. If you encounter any issues, you may contact them by live chat, phone (844-243-2500), and/or email (support@honorlock.com).

(IMPORTANT) Test Rules are 1) Only lecture notes (handouts or your own hand-written note) will be allowed. Textbook will be NOT needed for the quizzes. **2) Lecture notes or presentations should be printed in advance to the exam.** Honorlock will prevent you from opening other tabs, windows, or applications during the exam so that you cannot look up the information from the computer during the exam. Other than printed lecture notes/presentations, you can use your own notes taken during the lecture. So if you take notes digitally, you will not be able to use them during the exam (unless you find a way to print them out in advance). Plan accordingly. **3) Use of electronic devices (phone, tablet, laptop) is prohibited** (other than the computer you are using for the exam) during

the exam. Honorlock detects the use of secondary electronic device and will flag your exam. Use of the electronic device is serious violation of student honor code and will be treated as such, potentially resulting failing grade and other consequences.

- 2) **Projects and Assignments:** There are 2 projects and 3 assignments in this course. These projects and assignments are related to course materials, and you will learn how to apply your learning to real-world situations. Detailed instructions for each project/assignment along with the grading rubric will be provided in the course website. You will have **2-4 weeks to complete** each assignment. All assignments should be submitted electronically through Canvas. Any late submission will be subject to late penalty (10% per day). For details about late submission policy, see “Make-Up Exam and Late Submission Grading Policy” shown below.
- 3) **Discussion:** There are 2 case studies in this course. In each case study, you will read a real-life story about a food business, and and will be asked to share your opinion (Specific topic questions will be provided). You will post your opinion and respond to 2 posts by your classmates. Detailed instruction and the grading rubric will be provided in the Canvas course website.
- 4) **Activities for extra credits:** There are several activities in this course to earn extra credit, including self-introduction in Discussion section in the first week of the semester, and mini-assignment(s). These activities are **optional**, and simply given to improve you grade. Detailed instructions for each activity will be provided in the course website in canvas.

Make-Up Quiz and Late Submission Grading Policy:

Open and closing dates for weekly quizzes and due dates for projects/assignments/discussions are listed below in the course outline. It is your responsibility to take quizzes and submit assignments and discussion posts by the due date.

There is **no make-up for quizzes** as I drop two lowest grades. However, make-ups will be considered when students miss more than two quizzes and/or need to miss classes for long term (one week or longer) **only for legitimate reasons with proper documentation**. Acceptable reasons include illness, serious family emergencies, jury duties, and participation in official university activities (e.g. athletic competition).

For projects/assignments/discussions, you can request due extension **only for legitimate reasons with proper documentation**. If you submit your work or make post after the due date without the pre-approved due extension, I will still accept the submission, but **with 10% deduction each day** past a due date.

Requirements for class attendance and make-up exams, assignments and other work are consistent with university policies that can be found at: <https://catalog.ufl.edu/UGRD/academic-regulations/attendance-policies/>.

Due Extension Policy:

If you have the legitimate reasons that are consistent with UF policy, you could ask for extension of due dates for assignment or discussion posting. The request must be made **prior to the due date** with proper documentation, and depending on the situation, 3-7 days of extension will be given. If the arrangement for extension request is not made, any assignments and postings submitted after the due will be considered late and late submission policy will be applied (see above).

Tentative Course Outline

Week (Dates)	Module /Topic	Students' required activities, exams, quizzes ¹
Week 1 (Aug 24)	Course Introduction	<ul style="list-style-type: none">• EC²: Introduce yourself• Syllabus Quiz
Week 2 (Aug 29)	Module 1. Introduction to Food Entrepreneurship	<ul style="list-style-type: none">• Module 1 Quiz• Assignment 1 – What is your idea?
Week 3 (Sep 5)	Module 2. Business Planning – Marketing, Financing, and Other Consideration	<ul style="list-style-type: none">• Module 2 Quiz• Project – Part I. Write a business plan
Week 4 (Sep 12)	Module 3. Product Development	<ul style="list-style-type: none">• Module 3 Quiz
Week 5 (Sep 19)	Module 4. Food Safety Concerns	<ul style="list-style-type: none">• Module 4 Quiz
Week 6 (Sep 26)	Module 5. Factors Affecting Safety of Food	<ul style="list-style-type: none">• Module 5 Quiz• Assignment 2 – Is your food product safe?
Week 7 (Oct 3)	Module 6. Case Study I	<ul style="list-style-type: none">• Discussion
Week 8 (Oct 10)	Module 7. Food Analysis	<ul style="list-style-type: none">• Module 7 Quiz
Week 9 (Oct 17)	Module 8. Sensory Testing of New Food Products	<ul style="list-style-type: none">• Module 8 Quiz• EC²: Planning a sensory testing for your product
Week 10 (Oct 24)	Module 9. Food Regulations	<ul style="list-style-type: none">• Module 9 Quiz
Week 11 (Oct 31)	Module 10. Florida Food Regulations	<ul style="list-style-type: none">• Module 10 Quiz• Assignment 3 – Who regulates your food product?
Week 12 (Nov 7)	Module 11. Home-based Business	<ul style="list-style-type: none">• Module 11 Quiz
Week 13/14 (Nov 14/21)	Module 12. From Idea to Store Shelf	<ul style="list-style-type: none">• Module 12 Quiz• Project – Part II. Project Sales Pitch

Week 15 (Nov 28)	Module 13. Other Considerations	<ul style="list-style-type: none"> • Module 13 Quiz • EC²: What would help your business?
Week 16 (Dec 5)	Module 14. Case Study II	<ul style="list-style-type: none"> • Discussion

¹Detailed schedules on each requirement are shown in the table below

²EC: Extra-credit activity

Quiz, Exam, Assignment, and Discussion Schedule

Type	Materials Covered	Opening Date / Posting Date	Closing Date / Submission Due
Syllabus Quiz*	Syllabus	Aug 26	Aug 28
Assessment Quiz*	Module 1	Sep 2	Sep 6**
	Module 2	Sep 9	Sep 11
	Module 3	Sep 16	Sep 18
	Module 4	Sep 23	Sep 25
	Module 5	Sep 30	Oct 2
	Module 6	Oct 7	Oct 9
	Module 8	Oct 21	Oct 23
	Module 9	Oct 28	Oct 30
	Module 10	Nov 4	Nov 6
	Module 11	Nov 10**	Nov 14**
	Module 12	Nov 18	Nov 27***
	Module 13	Dec 2	Dec 4
Assignment 1	Module 1	Aug 29	Sep 12
Assignment 2	Module 4-5	Sep 19	Oct 10
Assignment 3	Module 10	Oct 31	Oct 14
Project I – Business Plan	Module 1-10	Sep 5	First Draft: Oct 3 Final Draft: Nov 14
Project II – Sales Pitch	Module 1-13	Nov 14	Dec 5

Extra credit activity 1 (Self-introduction)	N/A	Aug 24	Aug 29
Extra credit activity 2 (Planning a sensory test)	Module 8	Oct 20	Oct 28
Extra credit activity 3 (What would help your business?)	Module 13	Dec 1	Dec 9

**All weekly quizzes open on Fri and close on Sun.*

***It is a long weekend so the quiz schedule is a little different.*

****It is Thanksgiving break so one extra week is given*

Course Communication

Important announcements related to the course will be made through Canvas under Announcements. This will also generate an email that will be delivered to your Gatorlink email. In this course, I mostly communicate with students via e-mail (the one on file with UF). So, if you use other e-mail accounts, please check your UF e-mail regularly or set-up forwarding on the UF system. While I do my best to reply to your emails as quickly as possible, please allow 48 hours to receive a reply.

Course Evaluation

Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Guidance on how to give feedback in a professional and respectful manner is available at <https://gatorevals.aa.ufl.edu/students/>. Students will be notified when the evaluation period opens, and then can complete evaluations through the email they receive from GatorEvals, in their Canvas course menu under GatorEvals, or via <https://ufl.bluera.com/ufl/>. Summaries of course evaluation results are available to students at <https://gatorevals.aa.ufl.edu/public-results/>.

Student Complaints

Each online distance learning program has a process for, and will make every attempt to resolve, student complaints within its academic and administrative departments at the program level. If you are unsure about who to contact at the program level please email distance@dce.ufl.edu and a member of the distance learning staff will forward your complaint to the appropriate UF administrative authority. Further information can be found at: <https://distance.ufl.edu/student-complaint-process/>.

Academic Honesty/Integrity

You are required to abide by the Student Honor Code. Any violation of the academic integrity including cheating and plagiarism will result in a minimum academic sanction of failing grade on the assignment or exam/quiz. Any alleged violations of the Student Honor Code will result in a referral to Student Conduct

and Conflict Resolution. Please review the Student Honor Code and Student Conduct Code at <https://sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/>.

Software Policy

All faculty, staff, and students of the university are required and expected to obey the laws and legal agreements governing software use. Failure to do so can lead to monetary damages and/or criminal penalties for the individual violator. Because such violations are also against university policies and rules, disciplinary action will be taken as appropriate.

Accommodation for Students with Disabilities

Students with disabilities requesting accommodations should first register with the Disability Resource Center (352-392-8565, <https://disability.ufl.edu/>) by providing appropriate documentation. Once registered, students will receive an accommodation letter which must be presented to the instructor when requesting accommodation. Students with disabilities should follow this procedure as early as possible in the semester.

Netiquette: All members of the class are expected to follow rules of common courtesy in all email messages, threaded discussions, and chats.

Online Security and Privacy:

Remember that your password is the only thing protecting you from pranks or more serious harm.

- Don't share your password with anyone
- Change your password if you think someone else might know it
- Always logout when you are finished using the system

This course offers pre-recorded video lectures so there will not be any recording of class sessions.

For information about the privacy policies of the tools used in this course, see the links below:

- Instructure (Canvas)
 - [Privacy Policy](#)
 - [Accessibility](#)
- Zoom
 - [Privacy Policy](#)
 - [Accessibility](#)
- Honorlock
 - [Privacy Policy](#)
 - [Accessibility](#)

Campus Resources for Students

Health and Wellness:

- U Matter, We Care: If you or someone you know is in distress, please contact umatter@ufl.edu, 352-392-1575, or visit umatter.ufl.edu/ to refer or report a concern and a team member will reach out to the student in distress.
- Counseling and Wellness Center: Visit counseling.ufl.edu/ or call 352-392-1575 for information on crisis services as well as non-crisis services.
- Student Health Care Center: Call 352-392-1161 for 24/7 information to help you find the care you need, or visit shcc.ufl.edu/.
- University Police Department: Visit <https://police.ufl.edu/> or call 352-392-1111 (or 9-1-1 for emergencies).
- UF Health Shands Emergency Room/Trauma Center: For immediate medical care, call 352-733-0111 or go to the emergency room at 1515 SW Archer Road, Gainesville, FL 32608; <https://ufhealth.org/emergency-room-trauma-center>.

Academic Resources

- E-learning technical support: Contact the UF Computing Help Desk at 352-392-4357 or via e-mail athelpdesk@ufl.edu.
- Career Connections Center: Reitz Union Suite 1300, 352-392-1601. Career assistance and counseling services; <https://career.ufl.edu/>.
- Library Support: various ways to receive assistance with respect to using the libraries or finding resources; <https://cms.uflib.ufl.edu/ask>
- Teaching Center: Broward Hall, 352-392-2010 or to make an appointment 352-392-6420. General study skills and tutoring; <https://teachingcenter.ufl.edu/>
- Writing Studio: 2215 Turlington Hall, 352-846-1138. Help brainstorming, formatting, and writing papers; <https://writing.ufl.edu/writing-studio/>
- Student Complaints On-Campus: sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/ On-Line Students Complaints: <https://distance.ufl.edu/student-complaint-process/>