

FOS 4936 – Principles of Food Entrepreneurship

Fall 2023

3 Credit Hours

Instructor:

Dr. Soohyoun (Soo) Ahn

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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: Junior or Senior standing. 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/480657>. 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 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) (one lowest grade dropped)	25%
Project (Part I and Part II)	30%
Discussion	15%
Total	100%

Grading scale^{a, b}:

Passing grade	A	A-	B+	B	B-	C+	C	C-	D+	D	D-	E
Course Average %	100%	<94%	<90%	<87%	<84%	<80%	<77%	<74%	<70%	<67%	<64%	<60
	to	to	to	to	to	to	to	to	to	to	to	
	94%	90%	87%	84%	80%	77%	74%	70%	67%	64%	60%	

^aFurther information on UF's grading policy is available at: <https://catalog.ufl.edu/UGRD/academic-regulations/grades-grading-policies>

^bPlease note I do not round up grades. Requests to do so will not be considered.

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. It is assumed you will **complete all work indenpenly** except group discussion. Any unauthorized collaboration (with current or former students of class) will be considered as violation of student honor code and be subject to SCCR. If you have any question, feel free to contact the instructor.

- 1) **Module assessment quizzes (30%):** 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). Each quiz will be timed and should be completed in 20 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 are **closed-book, closed-note** test, and 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 and show your ID. 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: 1) Neither notes nor textbook will be allowed. Quizzes are **closed-book/closed-note test**. Using any note (whether digital or in paper) during the exam will be considered as violation of testing rule and consequently, violation of honor code, and will result in failing grade and immediately reported to SCCR. 2) **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 in failing grade and other consequences.

- 2) **Projects (30%):** There are 2 projects in this course. These projects will be iterative process (learn about a principle(s), work on your draft, get a feedback, revise your draft, and so on). You will have **3-4 weeks to complete** each project. Project I is about writing your business plan. You will submit your draft first (30% of your Project I grade), get feedback from instructor, revise your draft, and then submit your final plan (70% of your Project I grade). You are highly encouraged (but not required) to schedule a virtual meeting with the instructor after getting feedback. Project II is about creating a short sales pitch video about your business idea. You are again highly encouraged (but not required) to schedule a virtual meeting to discuss your idea for Sales Pitch video. Detailed instruction and grading rubric will be provided through Canvas.

All projects 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) **Assignments (25%):** There are 3 assignments in this course. These 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 Canvas course website. You will have **2 weeks to complete** each assignment. Out of 2 assignments, I will **drop the lowest grade** and only count the two highest towards your final grade. 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.
- 4) **Discussion (15%):** There are 2 case studies in this course. In each case study, you will read a real-life story about a food business, 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.
- 5) **Activities for extra credits (5%):** 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 your grade. For any activity/assignment not completed, 0 grade will be given – this simply means you will have 0 additional points. Not completing extra-credit activity will NEVER negatively affect your final grade. The more activities you complete, the more extra-credits you will receive. Detailed instructions for each activity will be provided in the course website in canvas.

***I do not create any additional assignment to improve students’ grade near the end of term.** Such request will not be honored in any circumstances.

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 due.

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 legitimate reason(s) 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, 1 to 7 days of extension will be given. If the arrangement for extension request is not made, any assignments and postings submitted after 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 23)	Course Introduction	<ul style="list-style-type: none">● EC²: Introduce yourself (Due: Sep 5)● Syllabus Quiz (Aug 25-27)
Week 2 (Aug 28)	Module 1. Introduction to Food Entrepreneurship	<ul style="list-style-type: none">● Module 1 Quiz (Sep 1-5)³● Assignment 1 – What is your idea? (Due: Sep 11)
Week 3 (Sep 4)	Module 2. Business Planning – Marketing, Financing, and Other Consideration	<ul style="list-style-type: none">● Module 2 Quiz (Sep 8-10)● Project – Part I. Write a business plan (First Draft Due: Sep 25; Final Draft Due: Nov 6)
Week 4 (Sep 11)	Module 3. Product Development	<ul style="list-style-type: none">● Module 3 Quiz (Sep 15-17)
Week 5 (Sep 18)	Module 4. Food Safety Concerns	<ul style="list-style-type: none">● Module 4 Quiz (Sep 22-24)

Week 6 (Sep 25)	Module 5. Factors Affecting Safety of Food	<ul style="list-style-type: none"> Module 5 Quiz (Sep 29 - Oct 1) Assignment 2 – Is your food product safe? (Due: Oct 9)
Week 7 (Oct 2)	Module 6. Case Study I	<ul style="list-style-type: none"> Discussion 1 (Due: Oct 16)
Week 8 (Oct 9)	Module 7. Food Analysis	<ul style="list-style-type: none"> Module 7 Quiz (Oct 13-15)
Week 9 (Oct 16)	Module 8. Sensory Testing of New Food Products	<ul style="list-style-type: none"> Module 8 Quiz (Oct 20-22) EC²: Planning a sensory testing for your product (Due: Oct 25)
Week 10 (Oct 23)	Module 9. Food Regulations	<ul style="list-style-type: none"> Module 9 Quiz (Oct 27-29)
Week 11 (Oct 30)	Module 10. Florida Food Regulations	<ul style="list-style-type: none"> Module 10 Quiz (Nov 3-5) Assignment 3 – Who regulates your food product? (Due: Nov 13)
Week 12 (Nov 6)	Module 11. Home-based Business	<ul style="list-style-type: none"> Module 11 Quiz (Nov 9-13)³
Week 13 (Nov 13)	Module 12. From Idea to Store Shelf	<ul style="list-style-type: none"> Module 12 Quiz (Nov 17-19) Project – Part II. Product Sales Pitch (Due: Dec 4)
Week 14 (Nov 20)	No New Module Opens (Work on your Project Part II)	
Week 15 (Nov 27)	Module 13. Other Considerations	<ul style="list-style-type: none"> Module 13 Quiz (Dec 1-3) EC²: What would help your business? (Due: Dec 6)
Week 16 (Dec 4)	Module 14 ⁴ . Case Study II	<ul style="list-style-type: none"> Discussion 2 (Due: Dec 11)

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

²EC: Extra-credit activity

³These quizzes have different schedule than others due to holidays. Please note the extended open period.

⁴This module will open along with Module 13 on Nov 27 so you can have early access to the group discussion to complete posting in time for final grade submission.

Quiz, Exam, Assignment, and Discussion Schedule

Type	Materials Covered	Opening Date / Posting Date	Closing Date / Submission Due
Syllabus Quiz*	Syllabus	Aug 25	Aug 27
Assessment Quiz	Module 1	Sep 1	Sep 5**
	Module 2	Sep 8	Sep 10

	Module 3	Sep 15	Sep 17
	Module 4	Sep 22	Sep 24
	Module 5	Sep 29	Oct 1
	Module 7	Oct 13	Oct 15
	Module 8	Oct 20	Oct 22
	Module 9	Oct 27	Oct 29
	Module 10	Nov 3	Nov 5
	Module 11	Nov 9**	Nov 13**
	Module 12	Nov 17	Nov 19
	Module 13	Dec 1	Dec 3
Discussion 1 – Case study I	Module 6	Oct 2	Oct 16
Discussion 2 – Case study II	Module 14	Nov 27	Dec 11
Assignment 1	Module 1	Aug 28	Sep 11
Assignment 2	Module 4-5	Sep 25	Oct 9
Assignment 3	Module 10	Oct 30	Nov 13
Project I – Business Plan	Module 1-10	Sep 4	First Draft: Sep 25 Final Draft: Nov 6
Project II – Sales Pitch	Module 1-13	Nov 13	Dec 4
Extra credit activity (Self-introduction)	N/A	Aug 23	Sep 5
Extra credit assignment 1 (Planning a sensory test)	Module 8	Oct 16	Oct 25
Extra credit assignment 2 (What would help your business?)	Module 13	Nov 27	Dec 6

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

***Due to a holiday, these quiz schedules are different from Fri-Sun schedule.*

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/>.

Academic Honesty/Integrity

As a student at the University of Florida, you have committed yourself to uphold the Honor Code, which includes the following pledge: "We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity." You are expected to exhibit behavior consistent with this commitment to the UF academic community, and on all work submitted for credit at the University of Florida, the following pledge is either required or implied: "On my honor, I have neither given nor received unauthorized aid in doing this assignment."

It is assumed that you will complete all work independently in each course unless the instructor provides explicit permission for you to collaborate on course tasks (e.g. assignments, papers, quizzes, exams). Furthermore, as part of your obligation to uphold the Honor Code, you should report any condition that facilitates academic misconduct to appropriate personnel. It is your individual responsibility to know and comply with all university policies and procedures regarding academic integrity and the Student Honor Code. Violations of the Honor Code at the University of Florida will not be tolerated. Violations will be reported to the Dean of Students Office for consideration of disciplinary action. For more information regarding the Student Honor Code, please see: <http://www.dso.ufl.edu/sccr/process/student-conduct-honor-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 conduct themselves in a professional and respectful manner and follow rules of common courtesy in all email messages, threaded discussions, and chats. Please read the [Netiquette Guide for Online Courses](#).

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/>