Food Systems Management

Contact Information
Instructor: Naomi Shadwell, MS, RD
Email: nshadwell@mail.sdsu.edu
Office Hours: By Appointment.
Class Time & Location: Wednesday 4:00p.m. to 6:40p.m. SSW 1500

Course Prerequisites
NUTR 303 Quantity Food Production; DPD status

Course Materials

Purpose of the Course
NUTR 404 builds on the technical elements of N303 by providing more conceptual understanding of food services. Exercises in strategic planning, goal-setting and standardization of processes will familiarize students with higher-level management functions. Scenario-based presentations in leadership philosophy will the strengthen the students’ ability to organize and motivate human resources.

Course Description
Theories that shape current management practices will be discussed first. The planning and organizing functions of management will be presented in a demonstration that shows how business plans are constructed. Topics in this segment will include financial planning and analysis, researching industry and market trends, and developing organizational structures. The second portion of the course will cover Section 3 of the assigned text, which discusses the study of effective, efficient, and moral management of humans and accounts, data-based decision making, and leadership.

Course Organization
The course is divided into THREE parts. Each part will appear as a content window in Blackboard (top box on the left). The content includes lecture topic folders containing any or all of the following ancillary materials:

- Lecture Notes
  Lecture slides will be posted here as Powerpoint files (2007 compatible). This should provide the framework for well-organized and thorough lecture notes, however for most slides, more in depth information that WILL be used in course assessments will be provided.

- Wimba Archives (if applicable)
  Previously recorded lecture archives that include audio, Power Point slides, animations, interactive tools, and application sharing of relevant web pages and tools, and videos may be used for off –site lecture participation.

- Knowledge Reinforcement Activity
  The knowledge reinforcement activities are designed to expand upon and reinforce knowledge through practice and application of concept theories. Materials for the activities will be posted in blackboard and/or presented during class activities.

- Required Readings/Viewings
  The Required readings may be used in course assessments are critical to understanding lecture topics and concepts.

- Knowledge Extension Materials
  Knowledge extension activities and readings involve topics that students have expressed interest in in the past, that are typically beyond the scope of the course learning outcomes, or too focused to cover in depth considering scheduling. These activities may be watched or read on student’s own time to gain extended knowledge on a focused topic relevant to the course material. Information contained in the posted readings, videos or webcasts.
School of ENS Learning Goals and Objectives

Learning Goal 1: Demonstrate core critical thinking skills and dispositions to ask and answer questions relevant to exercise and nutritional science

Objective 1.1: Critically evaluate published research in the discipline
Objective 1.2: Evaluate alternative solutions to a discipline-based problem.
Objective 1.4: Critically evaluate current trends and practices using disciplinary knowledge.
Objective 1.5: Actively seek out discipline-based questions as opportunities to apply core critical thinking skills.

Learning Goal 2: Demonstrate effective oral, written, and other interpersonal skills to help communicate knowledge and promote health and wellbeing in diverse communities.

Objective 2.1: Use effective technical writing skills to communicate information about exercise and nutritional science.
Objective 2.2: Use effective oral presentation skills to present information to peers and other professionals.
Objective 2.3: Use effective interpersonal skills as part of an ongoing and guided dialogue with individuals who may benefit from modifying their health behavior.

Learning Goal 4: Use an array of technologies to support inquiry and professional practice

Objective 4.1: Use the internet and e-mail to communicate with others and find valid information.
Objective 4.2: Use various technology instrumentations to measure phenomena of interest.
Objective 4.3: Use software programs appropriate to discipline to organize, analyze and interpret findings.
Objective 4.4: Use presentation software to report project findings.

Assessment and Grading:

Exams
Your grade for this course will heavily depend on your preparation for and performance on two non-cumulative (2) exams. These exams require an applied and thorough understanding of the material covered in the lectures, assigned text chapters, and other assigned materials. Exam format is True/False, Multiple Choice, Matching and Short Answer. Please bring the following items to exams: Par Score Green Scantron 882ES, No. 2 Pencil and calculator. Grades will be posted in the grade center in Blackboard shortly following exams.

Business Plan Project
The task is to create a profitable food service business. Groups will present in a business plan the concept, product and services, customer and market, and financial projections to persuade a lender that the concept is fundable and investment-worthy. The plan will exhibit vision, uniqueness and creativity.

Assessment and Grading Criteria

<table>
<thead>
<tr>
<th>Assessments</th>
<th>Points Possible</th>
<th>Student Learning Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exam 1</td>
<td>100</td>
<td>1-22</td>
</tr>
<tr>
<td>Exam 2</td>
<td>100</td>
<td>23-51</td>
</tr>
<tr>
<td>Business Plan Project</td>
<td>100</td>
<td>10-17</td>
</tr>
</tbody>
</table>

Shark Tank
Description of requirements will be provided separately.

<table>
<thead>
<tr>
<th>Points</th>
<th>Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>325-299</td>
<td>A</td>
</tr>
<tr>
<td>298-289</td>
<td>A-</td>
</tr>
<tr>
<td>287-283</td>
<td>B+</td>
</tr>
<tr>
<td>282-270</td>
<td>B</td>
</tr>
</tbody>
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TO DETERMINE COURSE GRADE:
1. Locate total points in My Grades (under tools)
2. Look to see what grade corresponds to the point
Course Policies

Attendance
1. You are expected to attend all lectures. If your absence is unavoidable for any reason, you remain responsible for obtaining the information missed. A skeleton of the PowerPoint slides that are used for lecture notes will be posted for your convenience in Blackboard prior to each class meeting.
2. No request for change in exam scheduling will be entertained absent advanced notice of extraordinary circumstances.

Assignment Submission
3. The project is due in lecture on the day that is assigned. Failure to do so will result in a ten percent (10%) penalty per day per assignment. Late assignment submission will not be accepted for credit after the third (3rd) day following any assignments original due date. Assignments will be considered late if submitted past the start of the scheduled class hour and will not be accepted via email.
4. Project must be type-written in twelve-point, black font and single-spaced unless otherwise specified. Please no binders or plastic covers. Attach a copy of the provided grading rubric to the front of the project. Failure to do so will result in a 10% penalty.

Adding the course
5. Add codes may be given to DPD students meeting the pre-requisite for whom course is required, undergraduate non-majors for whom the course is required or elected in order of total number of units earned at or transferred to SDSU.

Students with Disabilities
6. If you have a documented disability and anticipate needing accommodations in this course, be certain that you work with the Disabled Student Services Office to secure appropriate documentation. Course accommodations will not be applied retroactively (e.g., after an examination). Student must request from the instructor that the exams be sent to the DSS Test Office at least three (3) days prior to the exam date documented.

Plagiarism (General Catalog, page 449)
7. “Work shall be deemed plagiarism: (1) when prior work of another has been demonstrated as the accessible source; (2) when substantial or material parts of the source have been literally or evasively appropriated; and (3) when the work lacks sufficient or unequivocal citation so as to indicate or imply that the work was neither a copy nor an imitation. In short, if one purports to present an original piece but copies ideas word for word or by paraphrase, those ideas should be duly noted.” **“All work submitted in this course must be your own and produced exclusively for this course. The use of sources (ideas, quotations, and paraphrases) must be properly acknowledged and documented. If in doubt, you are encouraged to review guidelines for the proper use of sources (e.g., [http://www.hamilton.edu/academics/resource/wc/usingsources.html](http://www.hamilton.edu/academics/resource/wc/usingsources.html)), as well as the University guidelines (including definition and policy) regarding cheating and plagiarism [http://its.sdsu.edu/resources turnitin/pdf/Plagiarism_AcadSen.pdf](http://its.sdsu.edu/resources/turnitin/pdf/Plagiarism_AcadSen.pdf)**

Permitted Reference Materials
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