



NUTR, 425, SECTION, BUSINESS PRINCIPLES IN DIETETICS

COURSE SYLLABUS: FALL 2026
WEB BASED

INSTRUCTOR INFORMATION

Instructor: Kaylie Campbell, MS, RDN, CSSD, LD
Office Location: NHS
Office Hours: TBA
Office Phone: 903-866-5549
University Email Address: kaylie.campbell@etamu.edu
Preferred Form of Communication: **Email**
Communication Response Time: 24-48 hours

COURSE INFORMATION

Materials – Textbooks, Readings, Supplementary Readings

Recommended Textbook(s):

Silver, A., Stollman L. Making Nutrition Your Business: Building a Successful Private Practice, 2nd Ed. 2017

Hudson, N., Booth, P. Management Practice in Dietetics, 5th ed. Cognella Academic Publishing. 2021

Supplemental:

Academy of Nutrition and Dietetics Coding and Reimbursement resources and Nutrition Entrepreneurs (NE) Dietetic Practice Group (eatrightpro.org); CDR Revised 2024 Scope and Standards of Practice for the RDN (cdrnet.org); CMS Medical Nutrition Therapy (MNT) benefit and billing guidance (cms.gov); CPT codes 97802–97804 coding references; SimplePractice's free e-book "Getting Started with Insurance Billing for Dietitians"

The syllabus/schedule are subject to change.

Course Description

Covers the principles of management as applied to foodservice organizations and dietetics practice. Discusses leadership, ethics, human resources management, marketing, and financial management. Examines the steps in building and maintaining a nutrition practice.

Student Learning Outcomes

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

1. How to apply the Code of Ethics and Standards of Professional Practice in all areas of dietetics.
2. Understand what principles of human resource management and financial management are essential in a career as a dietitian in a variety of practice areas.
3. Explain the importance of organizational missions, visions, goals/objectives and monitoring/evaluating nutrition management and how to create and apply those tools in practice.
4. List and give examples of the components of a Business Plan.
5. Demonstrate effective professional oral and written communication skills.

Minimal Technical Skills Needed

Using the learning management system, using Microsoft Word, PowerPoint, and Excel, using university email, and using Google Docs / Slides.

Instructional Methods

Student Responsibilities or Tips for Success in the Course

This is a college level course requiring students to be disciplined, self-motivated, and good managers of their time. This 3-hour credit course and can require up to 9 hours of commitment each week. Some weeks may require less. Time will be spent reading course materials and completing assignments. It is expected that you read the material we are covering in class that day prior to arriving so you are prepared and ready to discuss in class.

- Stay up-to-date with announcements and content of the course via D2L. I recommend downloading the pulse app or turning on notifications for any courses updates/changes.
- Read the textbook and others course materials as assigned.
- Demonstrate knowledge of material covered in class through assignments, papers and discussion board participation.
- Complete assignments and exams on scheduled dates and time deadlines.
- Use critical thinking skills by independently gathering information and then developing your own opinion.

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GRADING

Final grades in this course will be based on the following scale:

A = 90%-100%
B = 80%-89%
C = 70%-79%
D = 60%-69%
F = 59% or Below

Exams	200 points
Group Project	250 points
<u>Assignments/Activities</u>	<u>300 points</u>
Total	750 points

Assessments

Exams (2 x 100 points per exam)

You will take 2 exams over material presented in assigned readings (i.e. websites and articles); the chapters of the book; and lectures. Each exam will be timed and must be completed within the assigned time frame (Check your course calendar for due dates). The purpose of the exams is to ensure that you have the basic knowledge to perform other activities in class such as discussing, researching, and writing about a variety of nutritional topics, and issues related to them.

Assignments (300 points)

Billing and Coding + Quiz (30 points)

KRDN 4.3 Demonstrate an understanding of the regulation system related to billing and coding, what services are reimbursable by third party payers, and how reimbursement may be obtained.

Code of Ethics/Scope of Practice Quiz (30 points)

KRDN 2.2 Describe the governance of nutrition and dietetics practice, such as the Scope of Practice for the Registered Dietitian Nutritionist and the Code of Ethics for the Profession of Nutrition and Dietetics.

Submit Initial Business Proposal Concept (30 points)

Write Business Purpose (30 points): Submit initial purpose, mission and vision or your proposed business.

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Market Research Assignment (50 points): complete market research for your target audience and business niche.

Proposed Business Budget (50 points): create framework and draft budget for your proposed business including start-up costs, overhead, fixed costs and variable costs for your business.

KRDN 4.2 Evaluate a budget/financial management plan and interpret financial data.

Draft for Written Proposal (50 points): Rough draft including all business plan components from purpose, mission, vision, market research, proposed budget/financial needs, marketing materials.

Website Draft (30 points): Submit link to business website. Should have framework for about us page, services provided, costs, contact us, tabs, etc. started.

Business Proposal Project (250 points)

Throughout the semester students will build a business proposal to present at the end of the semester. Students will create a nutrition related business idea then complete a business purpose, market research, business website, budget, etc. Groups will submit a written business proposal and present their proposal to the class.

KRDN 4.1 Apply management theories to the development of programs or services.

KRDN 2.1 Demonstrate effective and professional oral and written communication and documentation.

KRDN 5.4 Practice resolving differences or dealing with conflict.

KRDN 5.5 Promote team involvement and recognize the skills of each member.

TECHNOLOGY REQUIREMENTS

LMS

All course sections offered by East Texas A&M have a corresponding course shell in the myLeo Online Learning Management System (LMS). Below are technical requirements

LMS Requirements:

<https://community.brightspace.com/s/article/Brightspace-Platform-Requirements>

LMS Browser Support:

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https://documentation.brightspace.com/EN/brightspace/requirements/all/browser_support.htm

YouSeeU Virtual Classroom Requirements:

<https://support.youseeu.com/hc/en-us/articles/115007031107-Basic-System-Requirements>

ACCESS AND NAVIGATION

You will need your campus-wide ID (CWID) and password to log into the course. If you do not know your CWID or have forgotten your password, contact the Center for IT Excellence (CITE) at 903.468.6000 or helpdesk@etamu.edu.

Note: Personal computer and internet connection problems do not excuse the requirement to complete all course work in a timely and satisfactory manner. Each student needs to have a backup method to deal with these inevitable problems. These methods might include the availability of a backup PC at home or work, the temporary use of a computer at a friend's home, the local library, office service companies, Starbucks, a ETAMU campus open computer lab, etc.

COMMUNICATION AND SUPPORT

If you have any questions or are having difficulties with the course material, please contact your Instructor.

Technical Support

If you are having technical difficulty with any part of Brightspace, please contact Brightspace Technical Support at 1-877-325-7778. Other support options can be found here:

<https://community.brightspace.com/support/s/contactsupport>

Interaction with Instructor Statement

Students can expect a response to email messages and/or phone calls within 24-48 hours from the time that your communication was sent. Communication may be slower on weekends and can expect a response by the next business day. All assignments will be graded and grades posted in a timely manner. Office hours are posted in office (NHS 134) window.

COURSE AND UNIVERSITY PROCEDURES/POLICIES

Course Specific Procedures/Policies

Electronic Devices & Acceptable Use Policy: Research indicates student performance is significantly (negatively) correlated with cell phone use. The active use of cellular

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phones or other electronic devices is distracting to your own learning, your classmates, and the professor. It is also considered extremely disrespectful and unprofessional in a classroom or work setting. Cell phones should be silenced and put away upon entry into the classroom. (This means out of reach, like in your backpack or off your desk; NOT in your lap, pocket, purse, or other place where you try to hide its' use.) Excessive texting in the classroom will NOT be tolerated.

Religious observations: Any student in this course who plans to observe a religious holiday which conflicts in any way with the course schedule or requirements should contact the instructor at the beginning of the semester to discuss alternative accommodations.

Syllabus Change Policy

The syllabus is a guide. Circumstances and events, such as student progress, may make it necessary for the instructor to modify the syllabus during the semester. Any changes made to the syllabus will be announced in advance.

University Specific Procedures

Student Conduct

All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment. The Code of Student Conduct is described in detail in the [Student Guidebook](http://www.tamuc.edu/Admissions/oneStopShop/undergraduateAdmissions/studentGuidebook.aspx).

<http://www.tamuc.edu/Admissions/oneStopShop/undergraduateAdmissions/studentGuidebook.aspx>

Students should also consult the Rules of Netiquette for more information regarding how to interact with students in an online forum:

<https://www.britannica.com/topic/netiquette>

ETAMU Attendance

For more information about the attendance policy please visit the [Attendance](http://www.tamuc.edu/admissions/registrar/generalInformation/attendance.aspx) webpage and [Procedure 13.99.99.R0.01](http://www.tamuc.edu/admissions/registrar/generalInformation/attendance.aspx).

<http://www.tamuc.edu/admissions/registrar/generalInformation/attendance.aspx>

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/academic/13.99.99.R0.01.pdf>

Academic Integrity

Students at East Texas A&M are expected to maintain high standards of integrity and honesty in all of their scholastic work. For more details and the definition of academic dishonesty see the following procedures:

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[Undergraduate Academic Dishonesty 13.99.99.R0.03](#)
[Undergraduate Student Academic Dishonesty Form](#)

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/documents/13.99.99.R0.03UndergraduateStudentAcademicDishonestyForm.pdf>

[Graduate Student Academic Dishonesty Form](#)

<http://www.tamuc.edu/academics/graduateschool/faculty/GraduateStudentAcademicDishonestyFormold.pdf>

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/undergraduates/13.99.99.R0.03UndergraduateAcademicDishonesty.pdf>

East Texas A&M acknowledges that there are legitimate uses of Artificial Intelligence, ChatBots, or other software that has the capacity to generate text, or suggest replacements for text beyond individual words, as determined by the instructor of the course.

Any use of such software must be documented. Any undocumented use of such software constitutes an instance of academic dishonesty (plagiarism).

Individual instructors may disallow entirely the use of such software for individual assignments or for the entire course. Students should be aware of such requirements and follow their instructors' guidelines. If no instructions are provided the student should assume that the use of such software is disallowed.

In any case, students are fully responsible for the content of any assignment they submit, regardless of whether they used an AI, in any way. This specifically includes cases in which the AI plagiarized another text or misrepresented sources.

Students with Disabilities-- ADA Statement

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you have a disability requiring an accommodation, please contact:

Office of Student Disability Resources and Services

East Texas A&M University

Velma K. Waters Library Rm 162

Phone (903) 886-5150 or (903) 886-5835

Fax (903) 468-8148

Email: studentdisabilityservices@tamuc.edu

Website: [Office of Student Disability Resources and Services](#)

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<http://www.tamuc.edu/campusLife/campusServices/studentDisabilityResourcesAndServices/>

Nondiscrimination Notice

East Texas A&M University will comply in the classroom, and in online courses, with all federal and state laws prohibiting discrimination and related retaliation on the basis of race, color, religion, sex, national origin, disability, age, genetic information or veteran status. Further, an environment free from discrimination on the basis of sexual orientation, gender identity, or gender expression will be maintained.

Campus Concealed Carry Statement

Texas Senate Bill - 11 (Government Code 411.2031, et al.) authorizes the carrying of a concealed handgun in East Texas A&M University buildings only by persons who have been issued and are in possession of a Texas License to Carry a Handgun. Qualified law enforcement officers or those who are otherwise authorized to carry a concealed handgun in the State of Texas are also permitted to do so. Pursuant to Penal Code (PC) 46.035 and East Texas A&M Rule 34.06.02.R1, license holders may not carry a concealed handgun in restricted locations.

For a list of locations, please refer to the [Carrying Concealed Handguns On Campus](#) document and/or consult your event organizer.

Web url:

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/34SafetyOfEmployeesAndStudents/34.06.02.R1.pdf>

Pursuant to PC 46.035, the open carrying of handguns is prohibited on all East Texas A&M campuses. Report violations to the University Police Department at 903-886-5868 or 9-1-1.

East Texas A&M Supports Students' Mental Health

Mental Health and Well-Being

The university aims to provide students with essential knowledge and tools to understand and support mental health. As part of our commitment to your well-being, we offer access to Telus Health, a service available 24/7/365 via chat, phone, or webinar. Scan the QR code to download the app and explore the resources available to you for guidance and support whenever you need it.



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Department or Accrediting Agency Required Content

COURSE OUTLINE / CALENDAR

Week	Date	Topics/Chapter	Assignment Due <i>All Assignments below are due by 11:59PM CST on the dates below!</i>
1	8/20	Course Orientation	
2	8/24	Review Scope of Practice and Code of Ethics	
3	8/31	Management Roles Areas of Practice	Code of Ethics Assignment
4	9/7	Business Essentials Building a Strong Foundation	
5	9/14	Setting Up Your Business	
6	9/21	Business Plan Project Introduction Forms of Ownership	Submit Business Project Idea
7	9/28	Business Name and Who's Your Target	
8	10/5	Start-up Decisions and Cost	
9	10/12	Marketing	Market Research Assignment
10	10/19	Website Basics Using the Internet	Website Draft
11	10/26	Billing Options Coding/Reimbursement	Website Draft
12	11/2	Negotiations and Contracts	Billing and Coding Assignment
13	11/9	Running a Successful Practice Office Policies and Dealing with Clients	Finalize Business Website
14	11/16	Leadership Human Resource Management	Complete Business Proposed Budget

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15	11/23	Financial Management	Submit Written Proposal and Presentation
16	11/30	Business Project Presentations	
17	12/7	FINALS WEEK	

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