



**THE JUMP START BUSINESS SCHOOL
ENTREPRENEURIAL DIETETICS COURSE
SYLLABUS-15 weeks**

Upon completing the course, the student will:

Module 1: Introduction

1. Define what it means to be an entrepreneur and the need for more dietitian-run food and nutrition-related businesses.
2. Craft their vision for a future business.

Module 2: Business Plan

3. Create a business plan—overview, types of business structures, and management.
4. Continue the business planning process – Know the market—economy, politics, and technological trends that shape a business.
5. Continue the business planning process - learn demographic trends including your niche market, current consumer values and spending trends, and determine market sector characteristics.
6. Continue the business planning process – presentations from area private practice RDs-panel to inspire students.— know competition, flesh out programs/services, develop a niche market and learn about branding one's self.
7. Continue the business planning process - find a location, hire staff, develop office policies and plan business-launching timeline.
8. Continue the business planning process - hone business advisors and understand their role in planning your business along with developing/understanding financials and your back up plan.
9. Discuss intellectual property rights.

Module 3: Reimbursement, Pricing, Budgeting

10. Price services - learn about insurance and reimbursement, know how to become a provider with insurance companies and how to work as a cash pay business.

Module 4: Marketing



11. Develop a marketing plan — evaluate marketing trends and considerations, along with public relations.
12. Continue to develop marketing plan – develop a website and create a community.
13. Continue to develop marketing plan – target advertising and direct sales; evaluate speaking, writing, trade show opportunities, learn how to cross-market, partner and network while creating an experience for the client.

Module 5: Putting it all together

14. Present final projects.
15. Present final projects.

Course Project: Entire business plan, which grade will be based on along with class participation and assignment preparation for class discussion. Evaluation tool, for students and facilitators, included.