PROPOSAL TO ESTABLISH A NEW UNDERGRADUATE DEGREE PROGRAM

ARIZONA STATE UNIVERSITY

This template is to be used only by programs that have received specific written approval from the Provost's office to proceed with internal proposal development and review. The proposal template should be completed in full and submitted to the University Provost's Office [mailto: curriculumplanning@asu.edu]. It must undergo all internal university review and approval steps including those at the unit, college and university levels. A program **may not** be implemented until the Provost's Office notifies the academic unit that the program may be offered.

College/School/Institute:	College of Health Solutions
Department/Division/School:	College of Health Solutions
Proposing faculty group (*if applicable***):**	
Are two or more academic units collaborating on this program?	No, this is not a joint degree program

If "Yes", list all the additional college(s)/school(s)/institute(s) that will be involved in the development and resources for the degree program by offering courses, faculty or facilities. Please note: This question does not refer to official joint degree programs. Official joint degree programs are ones in which the degree is jointly conferred by two colleges. If the program is jointly conferred, please complete the Proposal to Establish a New Joint Undergraduate Degree Program.

Degree type:	BS-Bachelor of Science
If other; provide degree type title and proposed abbreviation:	
Name of degree program (major):	Food and Nutrition Entrepreneurship
Are any concentrations to be established under this degree program?	No, concentration will not be established.
What is the first catalog year available for students to select on the undergraduate application for this this program?	2020-21

Delivery method and campus or location options: select all locations that apply

☒ Downtown Phoenix   ☐ Polytechnic   ☐ Tempe   ☐ Thunderbird   ☐ West   ☒ Other: ASU Online

☒ **Both** on-campus **and** ☒ ASU Online* - (check applicable campus(es) from options listed above)

☐ ASU Online only (all courses online and managed by ASU Online)

Note: Once students elect a campus or online option, students will not be able to move between the on-campus and the ASU Online options. Approval from the Office of the University Provost and Philip Regier (Executive Vice Provost and Dean) is required to offer programs through ASU Online. Please contact Ed Plus then complete the ASU Online Offering form in Curriculum ChangeMaker to begin this request.

Proposal Contact

Name:	Maureen McCoy	**Title:**	Degree Coordinator
Phone number:	602-496-1612	**Email:**	Maureen.mason@asu.edu

DEAN APPROVAL(S)
This proposal has been approved by all necessary unit and College/School levels of review. I recommend implementation of the proposed organizational change.

College/School/Division Dean name:

Signature:		**Date:**	/ /20

College/School/Division Dean name:
(if more than one college involved)

Signature:		**Date:**	/ /20

Note: An electronic signature, an email from the dean or dean's designee, or a PDF of the signed signature page is acceptable.

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1. Purpose and Nature of Program

Provide a brief program description. Include the distinctive features of the program that make it unique.

Food and Nutrition Entrepreneurship graduates will be prepared for careers within companies looking to innovate in the delivery of products and services, research and development, management of foodservice and sustainable food systems, and nutrition and health communication and promotion, as well as have capabilities to launch startups and businesses focused on individual practice, consulting and new product and service development.

The BS in food and nutrition entrepreneurship addresses significant and ongoing changes in the food industry by preparing students with sound nutrition principles and business acumen that will allow them to competitively participate in a growing field. The program encompasses key topics for future nutrition entrepreneurs, whether it may be innovating within a company or organization or launching a food or nutrition related business. This includes how to develop an online presence thorough social media, blogging, podcasting and video that is supported by evidence; how to launch nutritionally sound startups and create standalone businesses for individual practice and consulting; and routes for innovation within the food industry through research and development. Experiential learning is integrated into the curriculum; students will have opportunities to work with specialists in food and nutrition entrepreneurship in order to gain real-world experience, build professional relationships and establish a foundation and direction for their careers after graduation.

2. Student Learning Outcomes and Assessment Methods

Assessment Plan
Attach a PDF copy of the assessment plan printed from the University Office of Evaluation and Educational Effectiveness assessment portal demonstrating UOEEE's approval of your assessment plan for this program. Visit the assessment portal at https://uoeee.asu.edu/assessment-portal or contact uoeee@asu.edu with any questions.

3. Academic Curriculum and Requirements

A. **Major Map**
   Attach a copy of the "proposed" major map for this degree program. If this program will be delivered online as well as in-person, attach a copy of both the major map and the online major map. Instructions on how to create a "proposed major map" in BAMM can be found in the Build a Major Map Training Guide.

B. **Summary of Credit Hours Required for this Program**
   Total credit hours must be 120 and include first year composition, general studies, core/required courses, program specific electives, and any additional requirements (e.g., concentration credits).

Requirements	Credit Hours
First Year Composition	6
ASU 101 (or equivalent)	1
General Studies	15
Core/required courses	51
Program specific electives	0
Additional requirements	14
Other; please explain (university electives)	33
Total	**120**

C. **Curriculum Checksheet**
   Attach a PDF copy of the curriculum checksheet from BAMM to the proposal submission. The curricular checksheet should outline all core/required courses and program specific electives. To retrieve the checksheet in BAMM:
   1. Select the "Checksheet" tab for the program.
   2. From the tab, select "Preview Checksheet." The preview will open in a new window.
   3. Select "Save as PDF" in upper right-hand corner of the page.

2020 Course List for
Food and Nutrition Entrepreneurship (BS) (Proposed)

College of Health Solutions | TIBLJTM

Major Requirements	Credit Hours	Min. Grade
CHS Core Requirements		
CHS 100: Optimizing Your Health and Performance (SB) OR CHS 300: The Science of Well-Being (SB)	3	C
Related Area		
BIO 160: Introduction to Anatomy and Physiology (SQ) OR MIC 205: Microbiology (SG) AND MIC 206: Microbiology Laboratory (SG)	4	C
CHM 101: Introductory Chemistry (SQ)	4	C
ENG 301: Writing for the Professions (L) OR TWC 301: Fundamentals of Writing for Digital Media (L)	3	C
Major Requirements		
ACC 382: Accounting and Financial Analysis	3	C
AGB 250: Economics of Resource Allocation: Food and Agriculture	3	C
HSC 355: Eating for Lifelong Health (SB) OR NTR 450: Nutrition in the Life Cycle (SB)	3	C
MGT 380: Management and Strategy for Nonmajors	3	C
MKT 390: Essentials of Marketing	3	C
NTR 100: Introduction to Nutrition Science OR NTR 241: Human Nutrition	3	C
NTR 142: Applied Food Principles	3	C
NTR 300: Computer Applications in Food Service OR NTR 302: Digital Technologies in Nutrition	3	C
NTR 343: Food Service Purchasing	3	C
NTR 344: Nutrition Management and Leadership (L)	3	C
NTR 345: Development of Healthy Cuisines OR NTR 442: Experimental Functional Foods	3	C
NTR 353: Perspectives on the Western Diet: Food, Health and Sustainability	3	C
NTR 360: Nutrition Entrepreneurship	3	C
NTR 401: Preprofessional Preparation in Nutrition	3	C
NTR 445: Management of Food Service Systems	3	C
NTR 448: Community Nutrition (L)	3	C
NTR 455: Retail Food Service Operations	3	C

Electives	Credit Hours	Min. Grade
Elective	33	

D. **Concentrations**

    i. Are any concentrations to be established under this degree program? No, concentrations will not be established.

    ii. If yes, are concentrations required? (Select One)

    iii. List courses & additional requirements for the proposed concentration(s)

Concentration Name	Total credit hours	Core/Required Courses for Concentration (Prefix, # & Title)	Total Core credit hours	Program Specific Electives (include course name and prefix)	Total Elective credit hours	Additional Requirements (i.e. milestones, capstones)

4. New Course Development

A. **Will a new course prefix (es) be required for this degree program?** No
If yes, list prefix name(s) (i.e. ENG- English):

Note: A request for a New Prefix form must be completed for each new prefix required and submitted with this proposal: New prefix request form.

B. **New Courses Required for Proposed Degree Program**
List all new courses required for this program, including course prefix, number and course description.

No new courses will be needed.

Note: New course requests must be submitted electronically via Curriculum ChangeMaker and undergo all internal university review and approval steps including those at the unit, college, and university levels.

5. Program Need

Explain why the university needs to offer this program (include target audience and market).

The new degree addresses current interest in the development of new services and food products with a nutritional focus.

- Internationalstudent.com has reported that food and nutrition programs in the United States are among the most timely and relevant topics, considering the impact they have on day-to-day life.

- Entrepreneurship and entrepreneurial studies produced a very high score using Gray's Program Evaluation Systems, which means the program has high demand.

- The National Restaurant Association is transitioning from using "food service management" to entrepreneurship and has coined the term "foodpreneurs."

6. Impact on Other Programs

List other academic units that might be impacted by the proposed program and describe the potential impact (e.g., how the implementation of this program might affect student headcount/enrollment, student recruitment, faculty participation, course content, etc. in other programs). Attach letters of collaboration/support from impacted programs.

W. P. Carey School of Business – Business (Food Industry Management). There is no overlap in courses between the two programs and no overlap in faculty so I would see no potential impact on the business program.

Students currently in the BS Nutrition will be given the opportunity to move to this new degree plan code, but if they choose not to, they will be allowed to finish out their current program.

7. Projected Enrollment

How many new students do you anticipate enrolling in this program each year for the next five years?

5-YEAR PROJECTED ANNUAL ENROLLMENT					
	1st Year	2nd Year (Yr 1 continuing + new entering)	3rd Year (Yr 1 & 2 continuing + new entering)	4th Year (Yrs 1, 2, 3 continuing + new entering)	5th Year (Yrs 1, 2, 3, 4 continuing + new entering)
Number of Students Majoring (Headcount)	200	205	210	215	220

8. Accreditation or Licensing Requirements

If applicable, provide the names of the external agencies for accreditation, professional licensing, etc. that guide your curriculum for this program, if any. Describe any requirements for accreditation or licensing.

N/A

9. Faculty & Staff

A. Current Faculty

List the name, rank, highest degree obtained, and area of specialization or expertise of all current faculty who will teach in the program, and estimate their level of involvement.

Faculty Name and Credentials	Course(s) Name and Number
Christopher Wharton, Summer/Winter Research Faculty, PhD	food systems, NTR 100
Floris Wardenaar, Assistant Professor, PhD	sports nutrition, NTR 100
Chrisy Alexon, Clinical Associate Professor, PhD	applied food principles, nutrition across the lifespan, NTR 100
Lisa Morse, Clinical Associate Professor MS	therapeutic diets, NTR 100
Shauna Grant, Lecturer, MS	introductory nutrition, nutrition through the lifespan, NTR 241
Stavros Kavouras, Assistant Professor, PhD	hydration, NTR 241
Sarah Martinelli, Clinical Assistant Professor, MS	introductory nutrition, food service management, NTR 241, NTR 300, NTR 343
Michelle Miller, Instructor, MS	introductory nutrition, nutrition through the lifespan, NTR 241, NTR 353
Megan Kniskern, lecturer, MS	introductory nutrition, nutrition management, entrepreneurship, NTR 241, NTR 344, NTR 401
Kathleen Dixon, Clinical Professor, MS	food service, counseling, NTR 142, NTR 300, NTR 455
Maureen McCoy, Lecturer, MS	food service, introductory nutrition, nutrition through the life cycle, community nutrition, degree coordinator for this degree, NTR 448
Jessica Lehman, Lecturer, MS	food principles, development of healthy cuisine, NTR 142, NTR 345

Christina Barth, Lecturer, MS	entrepreneurship, cultural aspects of food, NTR 241, NTR 345, NTR 360, NTR 353
Mary McMullen, Instructor, MS	pediatric nutrition, community nutrition, NTR 355
Christina Scribner, Instructor, MS	eating disorders; NTR 355
Sonia Vega-Lopez, Associate Professor, PhD	lifestyle factors; NTR 450
Traci Grgich, Senior Lecturer	food safety, food management, NTR 445
Cara Sidman, Clinical Assistant Professor, PhD	wellbeing; digital literacy; NTR 302
Corrie Whisner, Assistant professor, PhD	Effect of diet on human metabolism, NTR 450
Melinda Johnson, Clinical Associate Professor, MS	Health literacy, health marketing, social media, NTR 100

B. **New Faculty**
Describe the new faculty hiring needed during the next three years to sustain the program. List the anticipated hiring schedule and financial sources for supporting the addition of these faculty members.

We will need someone with expertise in designing of new foods. We had a class in the past, NTR 442 Experimental Functional Foods (we may change the name of this course) in which the students developed a new food product, tested it, designed a label for it and worked through the entire process. We no longer have a faculty member with this expertise. We would need this person to develop the course so ideal hiring would be during early summer 2020. However, this class is not required; it remains and option.

C. **Administration of the Program**
Explain how the program will be administered for the purposes of admissions, advising, course offerings, etc. Discuss the available staff support.

The degree coordinator (Maureen McCoy) works closely with advising for both ASU Online and immersion advisors to ensure the correct messaging is going out regarding the degree. Maureen also works with Carrie Robinson (Executive Director Student Success) and Jennifer Jarvis (Director, Community Placements) to ensure the experiential learning component is present and sites are appropriate for the student to gain meaningful experiences.

10. **Resources (necessary to launch and sustain the program)**

A. **Required Resources**
Describe any new resources required for this program's success, such as new support staff, new facilities, new library resources, new technology resources, etc.

The nutrition program previously had a Food and Nutrition Management degree that this new degree is replacing, so we have the support staff and facilities needed to support this new degree. At this time, no additional resources will be needed.

B. **Resource Acquisition**
Explain how the resources to support this program will be obtained.

N/A

APPENDIX
OPERATIONAL INFORMATION FOR UNDERGRADUATE PROGRAMS
(This information is used to populate the Degree Search/catalog website.)

1. **Program Name (Major):** BS in Food and Nutrition Entrepreneurship

2. **Marketing Description** (*Optional.* 50 words maximum. The marketing description should not repeat content found in the program description)

   Are you interested in food and nutrition? Explore the many opportunities for a career in this rapidly growing field.

3. **Program Description** (150 words maximum)

   The BS program in food and nutrition entrepreneurship addresses significant and ongoing changes in the food industry by preparing students with sound nutrition principles and business acumen that will allow them to competitively participate in a growing field. The program encompasses key topics for future nutrition entrepreneurs, whether they may be innovating within a company or organization or launching a food or nutrition-related business. Key topics include how to develop an online presence, supported by evidence-based principles, thorough social media, blogging, podcasting and video; how to launch nutritionally sound startups and create standalone businesses for individual practice and consulting; and routes for innovation within the food industry through research and development.

   Experiential learning is integrated into the curriculum; students have opportunities to work with specialists in food and nutrition entrepreneurship in order to gain real-world experience, build professional relationships and establish a foundation and direction for their careers after graduation.

4. **Contact and Support Information**

Building code and room number: (*Search ASU map*)	HLTHN 401AA
Program office telephone number: (*i.e. 480/965-2100*)	602/496-3300
Program Email Address:	CHS@ASU.EDU
Program Website Address:	https://chs.asu.edu

5. **Delivery/Campus Information Options:**   Both, On-Campus and ASU Online

   Note: Once students elect a campus or online option, students will not be able to move between the on-campus and the ASU Online options. Approval from the Office of the University Provost and Philip Regier (Executive Vice Provost and Dean) is required to offer programs through ASU Online. Please contact Ed Plus then complete the ASU Online Offering form in Curriculum ChangeMaker to begin this request.

6. **Campus/Locations** *indicate **all** locations where this program will be offered.*

   ☒ Downtown Phoenix   ☐ Polytechnic   ☐ Tempe   ☐ Thunderbird   ☐ West   ☒ Other: Online-this program replaces the current BS Nutrition online.

7. **Additional Program Description Information**

   A. Additional program fee required for this program?   Yes
   B. Does this program have a second language requirement?   No

8. **Career Opportunities**
   Provide a brief description of career opportunities available for this degree program. (150 words maximum)

   Graduates are prepared for careers in the delivery of products and services, in research and development, management of foodservice and sustainable food systems, and in nutrition and health communication and promotion. They also have capabilities to launch startups and businesses focused on individual practice, consulting and new product and service development.

9. **Additional Freshman Admission Requirements**

If applicable, list any freshman admission requirements that are higher than and/or in addition to the university minimum undergraduate admission requirements.

N/A

10. **Additional Transfer Admission Requirements**
    If applicable, list any admission requirements for transfer students that are higher than and/or in addition to the university minimum undergraduate transfer admission requirements.

    No additional requirements

11. **Change of Major Requirements**
    Standard change of major text is as follows: A current ASU student has no additional requirements for changing majors. Students should refer to https://students.asu.edu/changingmajors for information about how to change a major to this program.

    If applicable, list any additional requirements for students who may change their major into this program.

    N/A

12. **Keywords**
    List all keywords used to search for this program (limit 10). Keywords should be specific to the proposed program.

    food, nutrition, sustainability, management, entrepreneur, entrepreneurship, communication, health, healthy eating, diet

13. **Advising Committee Code**
    List the existing advising committee code to be associated with this degree.

    UGNHDA and UGNH04

    Note: If a new advising committee needs to be created, please complete the following form:
    Proposal to create an undergraduate advising committee

14. **Change of Major E-mail Address**
    List the contact email address to direct students who are interested in changing to this major.
    CHS@asu.edu

15. **First Required Math Course**
    List the first math course required in the major map.

    MAT 142

16. **WUE Eligible**
    Has a request been submitted to the Provost by the Dean to consider this degree program as eligible for WUE?

    No

    Note: No action will be taken during the implementation process with regards to WUE until approval is received from the Provost.

17. **Math Intensity**
    a. List the highest math course required on the major map. (This will not appear on Degree Search.)

    MAT 142

    b. What is the math intensity as indicated by the highest math required on the major map? Math intensity categorization can be found here: https://catalog.asu.edu/mathintensity

    General

18. **ONET Codes**
    Identify ONET/SOC codes that should be displayed on Degree Search. ONET/SOC codes can be found at: http://www.onetonline.org/crosswalk/SOC/. Alternate titles displayed on Degree Search may vary and can be found at: https://catalog.asu.edu/alternate-career-titles.

    11-9051.00   Food Service Managers   19-1012.00   Food Scientists and Technologists

21-1094.00	Community Health Workers	11-9151.00	Social and Community Service Managers
27-3099.00	Media and Communication Workers	11-2031.00	Public Relations and Fundraising Managers
19-4011.02	Food Science Technician	21-1091.00	Health Educators
35-1011.00	Chefs and Head Cooks	35-1012.00	First-Line Supervisors of Food Preparation and Serving Workers

19. Area(s) of Interest

A. Select **one (1)** primary area of interest from the list below that applies to this program.

☐ **Architecture & Construction**   ☒ **Health & Wellness**
☐ **Arts**   ☐ **Humanities**
☐ **Business**   ☐ **Interdisciplinary Studies**
☐ **Communications & Media**   ☐ **Law, Justice, & Public Service**
☐ **Computing & Mathematics**   ☐ **STEM**
☐ **Education & Teaching**   ☐ **Science**
☐ **Engineering & Technology**   ☐ **Social and Behavioral Sciences**
☐ **Entrepreneurship**   ☐ **Sustainability**
☐ **Exploratory**

B. Select **one (1)** secondary area of interest from the list below that applies to this program.

☐ **Architecture & Construction**   ☐ **Health & Wellness**
☐ **Arts**   ☐ **Humanities**
☐ **Business**   ☐ **Interdisciplinary Studies**
☐ **Communications & Media**   ☐ **Law, Justice, & Public Service**
☐ **Computing & Mathematics**   ☐ **STEM**
☐ **Education & Teaching**   ☐ **Science**
☐ **Engineering & Technology**   ☐ **Social and Behavioral Sciences**
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Proposal Contact

Name:	Maureen McCoy	**Title:**	Degree Coordinator
Phone number:	602-496-1612	**Email:**	Maureen.mason@asu.edu

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D. Concentrations

i. Are any concentrations to be established under this degree program? No, concentrations will not be established.

ii. If yes, are concentrations required? (Select One)

iii. List courses & additional requirements for the proposed concentration(s)

Concentration Name	Total credit hours	Core/Required Courses for Concentration (Prefix, # & Title)	Total Core credit hours	Program Specific Electives (include course name and prefix)	Total Elective credit hours	Additional Requirements (i.e. milestones, capstones)

4. New Course Development

A. Will a new course prefix (es) be required for this degree program? No
If yes, list prefix name(s) (i.e. ENG- English):

Note: A request for a New Prefix form must be completed for each new prefix required and submitted with this proposal: New prefix request form.

B. New Courses Required for Proposed Degree Program
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Number of Students Majoring (Headcount)	200	205	210	215	220

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9. Faculty & Staff

A. Current Faculty

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Chrisy Alexon, Clinical Associate Professor, PhD	applied food principles, nutrition across the lifespan, NTR 100
Lisa Morse, Clinical Associate Professor MS	therapeutic diets, NTR 100
Shauna Grant, Lecturer, MS	introductory nutrition, nutrition through the lifespan, NTR 241
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Kathleen Dixon, Clinical Professor, MS	food service, counseling, NTR 142, NTR 300, NTR 455
Maureen McCoy, Lecturer, MS	food service, introductory nutrition, nutrition through the life cycle, community nutrition, degree coordinator for this degree, NTR 448
Jessica Lehman, Lecturer, MS	food principles, development of healthy cuisine, NTR 142, NTR 345
Christina Barth, Lecturer, MS	entrepreneurship, cultural aspects of food, NTR 241, NTR 345, NTR 360, NTR 353
Mary McMullen, Instructor, MS	pediatric nutrition, community nutrition, NTR 355
Christina Scribner, Instructor, MS	eating disorders; NTR 355
Sonia Vega-Lopez, Associate Professor, PhD	lifestyle factors; NTR 450
Traci Grgich, Senior Lecturer	food safety, food management, NTR 445
Cara Sidman, Clinical Assistant Professor, PhD	wellbeing; digital literacy; NTR 302
Corrie Whisner, Assistant professor, PhD	Effect of diet on human metabolism, NTR 450
Melinda Johnson, Clinical Associate Professor, MS	Health literacy, health marketing, social media, NTR 100

B. New Faculty

Describe the new faculty hiring needed during the next three years to sustain the program. List the anticipated hiring schedule and financial sources for supporting the addition of these faculty members.

We will need someone with expertise in designing of new foods. We had a class in the past, NTR 442 Experimental Functional Foods (we may change the name of this course) in which the students developed a new food product, tested it, designed a label for it and worked through the entire process. We no longer have a faculty member with this expertise. We would need this person to develop the course so ideal hiring would be during early summer 2020. However, this class is not required; it remains and option.

C. Administration of the Program

Explain how the program will be administered for the purposes of admissions, advising, course offerings, etc. Discuss the available staff support.

The degree coordinator (Maureen McCoy) works closely with advising for both ASU Online and immersion advisors to ensure the correct messaging is going out regarding the degree. Maureen also works with Carrie Robinson (Executive Director Student Success) and Jennifer Jarvis (Director, Community Placements) to ensure the experiential learning component is present and sites are appropriate for the student to gain meaningful experiences.

10. Resources (necessary to launch and sustain the program)

A. Required Resources

Describe any new resources required for this program's success, such as new support staff, new facilities, new library resources, new technology resources, etc.

The nutrition program previously had a Food and Nutrition Management degree that this new degree is replacing, so we have the support staff and facilities needed to support this new degree. At this time, no additional resources will be needed.

B. Resource Acquisition

Explain how the resources to support this program will be obtained.

N/A

ARIZONA STATE UNIVERSITY

1. **Program Name (Major):** BS in Food and Nutrition Entrepreneurship

2. **Marketing Description** (*Optional. 50 words maximum. The marketing description should not repeat content found in the program description*)

   Are you interested in food and nutrition? Explore the many opportunities for a career in this rapidly growing field.

3. **Program Description** (150 words maximum)

   The BS program in food and nutrition entrepreneurship addresses significant and ongoing changes in the food industry by preparing students with sound nutrition principles and business acumen that will allow them to competitively participate in a growing field. The program encompasses key topics for future nutrition entrepreneurs, whether they may be innovating within a company or organization or launching a food or nutrition-related business. Key topics include how to develop an online presence, supported by evidence-based principles, thorough social media, blogging, podcasting and video; how to launch nutritionally sound startups and create standalone businesses for individual practice and consulting; and routes for innovation within the food industry through research and development.

   Experiential learning is integrated into the curriculum; students have opportunities to work with specialists in food and nutrition entrepreneurship in order to gain real-world experience, build professional relationships and establish a foundation and direction for their careers after graduation.

4. **Contact and Support Information**

Building code and room number: *(Search ASU map)*	HLTHN 401AA
Program office telephone number: (*i.e. 480/965-2100*)	602/496-3300
Program Email Address:	CHS@ASU.EDU
Program Website Address:	https://chs.asu.edu

5. **Delivery/Campus Information Options:**   Both, On-Campus and ASU Online

   Note: Once students elect a campus or online option, students will not be able to move between the on-campus and the ASU Online options. Approval from the Office of the University Provost and Philip Regier (Executive Vice Provost and Dean) is required to offer programs through ASU Online. Please contact Ed Plus then complete the ASU Online Offering form in Curriculum ChangeMaker to begin this request.

6. **Campus/Locations** indicate **all** locations where this program will be offered.

   ☒ Downtown Phoenix   ☐ Polytechnic   ☐ Tempe   ☐ Thunderbird   ☐ West   ☒ Other: Online-this program replaces the current BS Nutrition online.

7. **Additional Program Description Information**

   A. Additional program fee required for this program?   Yes
   B. Does this program have a second language requirement?   No

8. **Career Opportunities**
   Provide a brief description of career opportunities available for this degree program. (150 words maximum)

   Graduates are prepared for careers in the delivery of products and services, in research and development, management of foodservice and sustainable food systems, and in nutrition and health communication and promotion. They also have capabilities to launch startups and businesses focused on individual practice, consulting and new product and service development.

9. **Additional Freshman Admission Requirements**

If applicable, list any freshman admission requirements that are higher than and/or in addition to the university minimum undergraduate admission requirements.

N/A

10. Additional Transfer Admission Requirements

If applicable, list any admission requirements for transfer students that are higher than and/or in addition to the university minimum undergraduate transfer admission requirements.

No additional requirements

11. Change of Major Requirements

Standard change of major text is as follows: A current ASU student has no additional requirements for changing majors. Students should refer to https://students.asu.edu/changingmajors for information about how to change a major to this program.

If applicable, list any additional requirements for students who may change their major into this program.

N/A

12. Keywords

List all keywords used to search for this program (limit 10). Keywords should be specific to the proposed program.

food, nutrition, sustainability, management, entrepreneur, entrepreneurship, communication, health, healthy eating, diet

13. Advising Committee Code

List the existing advising committee code to be associated with this degree.

UGNHDA and UGNH04

Note: If a new advising committee needs to be created, please complete the following form: Proposal to create an undergraduate advising committee

14. Change of Major E-mail Address

List the contact email address to direct students who are interested in changing to this major.
CHS@asu.edu

15. First Required Math Course

List the first math course required in the major map.

MAT 142

16. WUE Eligible

Has a request been submitted to the Provost by the Dean to consider this degree program as eligible for WUE?

No

Note: No action will be taken during the implementation process with regards to WUE until approval is received from the Provost.

17. Math Intensity

a. List the highest math course required on the major map. (This will not appear on Degree Search.)

MAT 142

b. What is the math intensity as indicated by the highest math required on the major map? Math intensity categorization can be found here: https://catalog.asu.edu/mathintensity

General

18. ONET Codes

Identify ONET/SOC codes that should be displayed on Degree Search. ONET/SOC codes can be found at: http://www.onetonline.org/crosswalk/SOC/. Alternate titles displayed on Degree Search may vary and can be found at: https://catalog.asu.edu/alternate-career-titles.

11-9051.00   Food Service Managers   19-1012.00   Food Scientists and Technologists

21-1094.00	Community Health Workers	11-9151.00	Social and Community Service Managers
27-3099.00	Media and Communication Workers	11-2031.00	Public Relations and Fundraising Managers
19-4011.02	Food Science Technician	21-1091.00	Health Educators
35-1011.00	Chefs and Head Cooks	35-1012.00	First-Line Supervisors of Food Preparation and Serving Workers

19. Area(s) of Interest

A. Select **one (1)** primary area of interest from the list below that applies to this program.

☐ Architecture & Construction ☒ Health & Wellness
☐ Arts ☐ Humanities
☐ Business ☐ Interdisciplinary Studies
☐ Communications & Media ☐ Law, Justice, & Public Service
☐ Computing & Mathematics ☐ STEM
☐ Education & Teaching ☐ Science
☐ Engineering & Technology ☐ Social and Behavioral Sciences
☐ Entrepreneurship ☐ Sustainability
☐ Exploratory

B. Select **one (1)** secondary area of interest from the list below that applies to this program.

☐ Architecture & Construction ☐ Health & Wellness
☐ Arts ☐ Humanities
☐ Business ☐ Interdisciplinary Studies
☐ Communications & Media ☐ Law, Justice, & Public Service
☐ Computing & Mathematics ☐ STEM
☐ Education & Teaching ☐ Science
☐ Engineering & Technology ☐ Social and Behavioral Sciences
☒ Entrepreneurship ☐ Sustainability
☐ Exploratory

BS in Food and Nutrition Entrepreneurship 01/22/2020

Outcome 1:	Students will demonstrate the ability to communicate evidence-based food and nutrition information and basic food science information.
General Education 1:	Creative Thinking;Critical Thinking;Ethical Reasoning;Global, Historical, Cultural Awareness;Information Literacy;Inquiry and Analysis;Language and Literacy;Problem Solving;Quantitative Reasoning/Literacy;Teamwork and Collaboration;Verbal Communication;Written Communication;
Concepts 1:	Food science including organic chemistry and microbiology; communication styles and channels for diverse audiences, and cultures; effective communication styles, both oral and written, including visual communication arts
Competencies 1:	Graduates will be able to communicate with a variety of different audiences, basic food and nutrition information through oral and written communication and simplify evidence-based research for the general public.
Measure 1.1:	Students will experiment with food and cooking techniques and disseminate information gained.
Performance Criterion 1.1:	At least 80% of students will receive a level of "competency" or above on the NTR142 cooking labs (labs will be averaged) using a faculty developed rubric.
Measure 1.2:	Develop an online presence through social media, blogging, podcasting and video that is supported by evidence
Performance Criterion 1.2:	At least 80% of students will receive a level of "competency" or above on NTR351 Twitter posts throughout the semester using a faculty developed rubric.
Measure 1.3:	Interpret food and nutrition information across age groups.
Performance Criterion 1.3:	At least 80% of students will receive a level of "competency" or above on the "In the News" assignment in NTR355 or comprehensive assignment in NTR450 using a faculty developed rubric.
Outcome 2:	Students will demonstrate the ability to use food and nutrition data to make improvements in the workplace using the tenets of food safety.
General Education 2:	Creative Thinking;Critical Thinking;Ethical Reasoning;Global, Historical, Cultural Awareness;Information Literacy;Inquiry and Analysis;Language and Literacy;Problem Solving;Quantitative Reasoning/Literacy;Teamwork and Collaboration;Verbal Communication;Written Communication;
Concepts 2:	Food safety; microbiology; food management in the workplace; menu development for diverse cultures; data gathering, interpretation and improvement.
Competencies 2:	Graduates will be able to utilize the tenets of good food safety to manage a kitchen, develop and follow recipes, and gather and interpret data to make improvements.
Measure 2.1:	Explain the processes involved in delivering quality food and nutrition services.
Performance Criterion 2.1:	At least 80% of students will receive a level of "competency" or above on the final capstone project portfolio in NTR445 using a faculty developed rubric
Measure 2.2:	Analyze data for assessment and evaluate data to be used in decision-making for continuous quality improvement.
Performance Criterion 2.2:	At least 80% of students will receive a level of "competency" or above on the Survey Lab questions and participate in lab survey data collection and analysis while in the Kitchen café in NTR445 using a faculty developed rubric
Measure 2.3:	Describe and employ safety principles related to food, personnel and consumers
Performance Criterion 2.3:	At least 80% of students will successfully pass the ServSafe exam (National Exam) with the required score of 74% (taken in NTR445)

Outcome 3:	Students will demonstrate application of principles of food management and systems in the provision of food and nutrition services to individuals and organizations.s
General Education 3:	Critical Thinking;Ethical Reasoning;Global, Historical, Cultural Awareness;Information Literacy;Inquiry and Analysis;Problem Solving;Quantitative Reasoning/Literacy;Verbal Communication;Written Communication;
Concepts 3:	Food management; social and behavioral sciences; evaluation and interpretation of food and nutrition data; budget review; social media and website design; human resources including ethics, civility, diversity and inclusion; United States government regulating bodies (United States Department of Agriculture (USDA), Federal Department of Agriculture (FDA), Department of Health and Human Services (DHHS)) and economy of food.
Competencies 3:	Graduates will be able to run all aspects of a food service establishment.
Measure 3.1:	Evaluate a budget and interpret financial data
Performance Criterion 3.1:	At least 80% of students will receive a level of "competency" or above on the final budget for a hospitality organization in NTR343 utilizing a faculty developed rubric
Measure 3.2:	Manage technology resources specific to food service management, social media and/or website design
Performance Criterion 3.2:	At least 80% of students will receive a level of "competency" or above on NTR300 or NTR302 comprehensive assignment utilizing a faculty developed rubric
Measure 3.3:	Manage and apply the principles of human resource management to different situations.
Performance Criterion 3.3:	At least 80% of students will receive a level of "competency" or above on lab production day execution and management in NTR445
Outcome 4:	Students will demonstrate an understanding of a food and nutrition business, individual practice, new product and service development and be able to apply skills learned to the workforce.
General Education 4:	Creative Thinking;Critical Thinking;Ethical Reasoning;Global, Historical, Cultural Awareness;Information Literacy;Inquiry and Analysis;Language and Literacy;Problem Solving;Teamwork and Collaboration;Verbal Communication;Written Communication;
Concepts 4:	Food science, chemistry and microbiology; food and nutrition marketing, business creation and economics; communication styles and channels for diverse audiences, and cultures; effective communication styles, both oral and written
Competencies 4:	Graduates will be proficient in food and nutrition information and how to parlay that into a business or new product creation.
Measure 4.1:	Create menus or new food products based on nutrition and consumer demand
Performance Criterion 4.1:	At least 80% of students will receive a level of "competency" or above on the capstone project in NTR345 (developing a menu) or NTR442 (developing a new food product) utilizing a faculty developed rubric
Measure 4.2:	Apply skills to experiential learning
Performance Criterion 4.2:	At least 80% of students will receive a level of "competency" or above on the completion of the 60 hours of experiential learning in NTR401 with the workplace completing the final rubric
Measure 4.3:	Develop a community nutrition program for a specific age group
Performance Criterion 4.3:	At least 80% of students will receive a level of "competency" or above on the Nutrition Education Lesson presentation in NTR448 utilizing a faculty developed rubric

2020 - 2021 Major Map

Food and Nutrition Entrepreneurship, (Proposed)

School/College:
TIBLJTM

Term 1 0 - 16 Credit Hours Critical course signified by ⬥	Hours	Minimum Grade	Notes
⬥ ENG 101 or ENG 102: First-Year Composition OR ENG 105: Advanced First-Year Composition OR ENG 107 or ENG 108: First-Year Composition	3	C	• An SAT, ACT, Accuplacer, IELTS or TOEFL score determines placement into first-year composition courses
CHS 100: Optimizing Your Health and Performance (SB) OR CHS 300: The Science of Well-Being (SB)	3	C	• Mathematics Placement Assessment score determines placement in mathematics course
CHS 101: The ASU Experience for Health Solutions Students	1		• ASU 101 or college-specific equivalent First-Year Seminar required of all first-year students.
MAT course (MA)	3	C	• Build your professional connections -- join the ASU Mentor Network
Humanities, Arts and Design (HU) AND Historical Awareness (H)	3		• Students who enter as first-year students must complete CHS 100; students who enter with more than 45 hours should complete CHS 300 instead.
Elective	3		
Term hours subtotal:	16		

Term 2 16 - 32 Credit Hours Critical course signified by ⬥	Hours	Minimum Grade	Notes
⬥ CHM 101: Introductory Chemistry (SQ)	4	C	• Join a student club or professional organization.
⬥ ENG 101 or ENG 102: First-Year Composition OR ENG 105: Advanced First-Year Composition OR ENG 107 or ENG 108: First-Year Composition	3	C	
Social-Behavioral Sciences (SB) AND Cultural Diversity in the U.S. (C)	3		
Complete 2 courses: Elective	6		
Complete ENG 101 OR ENG 105 OR ENG 107 course(s).			
Term hours subtotal:	16		

Term 3 32 - 48 Credit Hours Critical course signified by ⬥	Hours	Minimum Grade	Notes
⬥ NTR 100: Introduction to Nutrition Science OR NTR 241: Human Nutrition	3	C	• Develop your skills.
AGB 250: Economics of Resource Allocation: Food and Agriculture	3	C	
BIO 160: Introduction to Anatomy and Physiology (SQ) OR MIC 205: Microbiology (SG) AND MIC 206: Microbiology Laboratory (SG)	4	C	
Humanities, Arts and Design (HU) AND Global Awareness (G)	3		
Elective	3		
⬥ Complete First-Year Composition requirement.			
⬥ Complete Mathematics (MA) requirement.			
Term hours subtotal:	16		

Term 4 48 - 63 Credit Hours Critical course signified by ⬥	Hours	Minimum Grade	Notes

NTR 142: Applied Food Principles	3	C
Computer/Statistics/Quantitative Applications (CS)	3	
Complete 3 courses: Elective	9	
Term hours subtotal:	15	

• Secure a part-time job or volunteer experience.

Term 5 63 - 78 Credit Hours Necessary course signified by ⭐	Hours	Minimum Grade	Notes
⭐ ENG 301: Writing for the Professions (L) OR TWC 301: Fundamentals of Writing for Digital Media (L)	3	C	• Develop your professional online presence.
ACC 382: Accounting and Financial Analysis	3	C	
NTR 343: Food Service Purchasing	3	C	
NTR 345: Development of Healthy Cuisines OR NTR 442: Experimental Functional Foods	3	C	
NTR 455: Retail Food Service Operations	3	C	
Term hours subtotal:	15		

Term 6 78 - 93 Credit Hours Necessary course signified by ⭐	Hours	Minimum Grade	Notes
⭐ NTR 344: Nutrition Management and Leadership (L)	3	C	• Use Handshake to research employment opportunities.
HSC 355: Eating for Lifelong Health (SB) OR NTR 450: Nutrition in the Life Cycle (SB)	3	C	
MGT 380: Management and Strategy for Nonmajors	3	C	
NTR 353: Perspectives on the Western Diet: Food, Health and Sustainability	3	C	
Elective	3		
⭐ Complete Cultural Diversity in the U.S. (C) AND Global Awareness (G) AND Historical Awareness (H) course(s).			
Term hours subtotal:	15		

Term 7 93 - 108 Credit Hours	Hours	Minimum Grade	Notes
NTR 300: Computer Applications in Food Service OR NTR 302: Digital Technologies in Nutrition	3	C	• Gather professional references.
MKT 390: Essentials of Marketing	3	C	
NTR 448: Community Nutrition (L)	3	C	
Complete 2 courses: Elective	6		
Term hours subtotal:	15		

Term 8 108 - 120 Credit Hours Necessary course signified by ⭐	Hours	Minimum Grade	Notes
⭐ NTR 401: Preprofessional Preparation in Nutrition	3	C	• Apply for full-time career opportunities.
NTR 360: Nutrition Entrepreneurship	3	C	
NTR 445: Management of Food Service Systems	3	C	
Elective	3		
Term hours subtotal:	12		

Hide Course List(s)/Track Group(s)

Total Hours: 120
Upper Division Hours: 45 minimum
Major GPA: 2.00 minimum
Cumulative GPA: 2.00 minimum
Total hrs at ASU: 30 minimum
Hrs Resident Credit for
Academic Recognition: 56 minimum
Total Community College Hrs: 64 maximum

General University Requirements Legend

General Studies Core Requirements:

- Literacy and Critical Inquiry (L)
- Mathematical Studies (MA)
- Computer/Statistics/Quantitative Applications (CS)
- Humanities, Arts and Design (HU)
- Social-Behavioral Sciences (SB)
- Natural Science - Quantitative (SQ)
- Natural Science - General (SG)

General Studies Awareness Requirements:

- Cultural Diversity in the U.S. (C)
- Global Awareness (G)
- Historical Awareness (H)

First-Year Composition

General Studies designations listed on the major map are current for the 2020 - 2021 academic year.

2020 - 2021 Major Map

Food and Nutrition Entrepreneurship, (Proposed)

School/College:
KULEEAJ

Term 1 - A 0 - 7 Credit Hours Critical course signified by ⬥	Hours	Minimum Grade	Notes
⬥ ENG 101 or ENG 102: First-Year Composition OR ENG 105: Advanced First-Year Composition OR ENG 107 or ENG 108: First-Year Composition	3	C	• An SAT, ACT, Accuplacer, IELTS or TOEFL score determines placement into first-year composition courses • Mathematics Placement Assessment score determines placement in mathematics course • ASU 101 or college-specific equivalent First-Year Seminar required of all first-year students • Students who enter as first-year students must complete CHS 100; students who enter with more than 45 hours should complete CHS 300 instead.
ASU 101-UC: The ASU Experience	1		
CHS 100: Optimizing Your Health and Performance (SB) OR CHS 300: The Science of Well-Being (SB)	3	C	
Term hours subtotal:	7		

Term 1 - B 7 - 13 Credit Hours	Hours	Minimum Grade	Notes
ENG 101 or ENG 102: First-Year Composition OR ENG 105: Advanced First-Year Composition OR ENG 107 or ENG 108: First-Year Composition	3	C	• Build your professional connections -- join the ASU Mentor Network • View ASU Online first-year student registration information here
MAT course (MA)	3	C	
Term hours subtotal:	6		

Term 2 - A 13 - 20 Credit Hours Critical course signified by ⬥	Hours	Minimum Grade	Notes
⬥ CHM 101: Introductory Chemistry (SQ)	4	C	
Humanities, Arts and Design (HU) AND Global Awareness (G)	3		
Term hours subtotal:	7		

Term 2 - B 20 - 26 Credit Hours Critical course signified by ⬥	Hours	Minimum Grade	Notes
⬥ NTR 100: Introduction to Nutrition Science OR NTR 241: Human Nutrition	3	C	• Join a student club or professional organization.
Elective	3		
Complete ENG 101 OR ENG 105 OR ENG 107 course(s).			
Term hours subtotal:	6		

Term 3 - A 26 - 32 Credit Hours Critical course signified by ⬥	Hours	Minimum Grade	Notes
⬥ AGB 250: Economics of Resource Allocation: Food and Agriculture	3	C	
Social-Behavioral Sciences (SB) AND Cultural Diversity in the U.S. (C)	3		
Term hours subtotal:	6		

Term 3 - B 32 - 38 Credit Hours Critical course signified by ⬥	Hours	Minimum Grade	Notes

	Hours		Notes
Humanities, Arts and Design (HU) AND Historical Awareness (H)	3		• Develop your skills.
Elective	3		
⬥ Complete First-Year Composition requirement.			
⬥ Complete Mathematics (MA) requirement.			
Term hours subtotal:	6		

Term 4 - A 38 - 45 Credit Hours	Hours	Minimum Grade	Notes
BIO 160: Introduction to Anatomy and Physiology (SQ) OR MIC 205: Microbiology (SG) AND MIC 206: Microbiology Laboratory (SG)	4	C	
Elective	3		
Term hours subtotal:	7		

Term 4 - B 45 - 51 Credit Hours Critical course signified by ⬥	Hours	Minimum Grade	Notes
⬥ NTR 142: Applied Food Principles	3	C	• Secure a part-time job or volunteer experience.
Computer/Statistics/Quantitative Applications (CS)	3		
Term hours subtotal:	6		

Term 5 - A 51 - 57 Credit Hours Necessary course signified by ⭐	Hours	Minimum Grade	Notes
⭐ ENG 301: Writing for the Professions (L) OR TWC 301: Fundamentals of Writing for Digital Media (L)	3	C	
Elective	3		
Term hours subtotal:	6		

Term 5 - B 57 - 63 Credit Hours Necessary course signified by ⭐	Hours	Minimum Grade	Notes
⭐ NTR 343: Food Service Purchasing	3	C	• Develop your professional online presence. • In order to take NTR 401 in term 10A, students must take NTR 343 or NTR 444 in an earlier term.
Elective	3		
Term hours subtotal:	6		

Term 6 - A 63 - 69 Credit Hours	Hours	Minimum Grade	Notes
ACC 382: Accounting and Financial Analysis	3	C	
Elective	3		
Term hours subtotal:	6		

Term 6 - B 69 - 75 Credit Hours Necessary course signified by ⭐	Hours	Minimum Grade	Notes
NTR 345: Development of Healthy Cuisines	3	C	• Use Handshake to research employment opportunities.
Elective	3		
⭐ Complete Cultural Diversity in the U.S. (C) AND Global Awareness (G) AND Historical Awareness (H) course(s).			
Term hours subtotal:	6		

Term 7 - A 75 - 81 Credit Hours Necessary course signified by ⭐	Hours	Minimum Grade	Notes
⭐ HSC 355: Eating for Lifelong Health (SB) OR NTR 450: Nutrition in the Life Cycle (SB)	3	C	
NTR 344: Nutrition Management and Leadership (L)	3	C	
Term hours subtotal:	6		

Term 7 - B 81 - 87 Credit Hours Necessary course signified by ⭐	Hours	Minimum Grade	Notes
⭐ NTR 353: Perspectives on the Western Diet: Food, Health and Sustainability	3	C	• Gather professional references.
MGT 380: Management and Strategy for Nonmajors	3	C	
Term hours subtotal:	6		

Term 8 - A 87 - 93 Credit Hours	Hours	Minimum Grade	Notes
MKT 390: Essentials of Marketing	3	C	
NTR 448: Community Nutrition (L)	3	C	
Term hours subtotal:	6		

Term 8 - B 93 - 99 Credit Hours Necessary course signified by ⭐	Hours	Minimum Grade	Notes
⭐ NTR 455: Retail Food Service Operations	3	C	
Elective	3		
Term hours subtotal:	6		

Term 9 - A 99 - 105 Credit Hours	Hours	Minimum Grade	Notes
NTR 300: Computer Applications in Food Service OR NTR 302: Digital Technologies in Nutrition	3	C	
Elective	3		
Term hours subtotal:	6		

Term 9 - B 105 - 111 Credit Hours Necessary course signified by ⭐	Hours	Minimum Grade	Notes
⭐ NTR 360: Nutrition Entrepreneurship	3	C	• Apply for full-time career opportunities.
Elective	3		
Term hours subtotal:	6		

Term 10 - A 111 - 117 Credit Hours Necessary course signified by ⭐	Hours	Minimum Grade	Notes
⭐ NTR 401: Preprofessional Preparation in Nutrition	3	C	
NTR 445: Management of Food Service Systems	3	C	
Term hours subtotal:	6		

Term 10 - B 117 - 120 Credit Hours	Hours	Minimum Grade	Notes
Elective	3		
Term hours subtotal:	3		

Hide Course List(s)/Track Group(s)

Total Hours: 120
Upper Division Hours: 45 minimum
Major GPA: 2.00 minimum
Cumulative GPA: 2.00 minimum

General University Requirements Legend

General Studies Core Requirements:

• Literacy and Critical Inquiry (L)
• Mathematical Studies (MA)

Total hrs at ASU: 30 minimum
Hrs Resident Credit for
Academic Recognition: 56 minimum
Total Community College Hrs: 64 maximum

- Computer/Statistics/Quantitative Applications (CS)
- Humanities, Arts and Design (HU)
- Social-Behavioral Sciences (SB)
- Natural Science - Quantitative (SQ)
- Natural Science - General (SG)

General Studies Awareness Requirements:

- Cultural Diversity in the U.S. (C)
- Global Awareness (G)
- Historical Awareness (H)

First-Year Composition

General Studies designations listed on the major map are current for the 2020 - 2021 academic year.

From: "Amy Hillman (DEAN)" <AMY.HILLMAN@asu.edu>
Date: August 14, 2019 at 9:21:21 AM MDT
To: "Deborah Helitzer (Dean)" <Deborah.Helitzer@asu.edu>
Subject: Re: Food and nutrition Entrepreneurship

Yes, we approve and will continue to support with our courses as we have in the past.

Thank you,
Amy

Amy J. Hillman, PhD
Charles J. Robel Dean's Chair
W. P. Carey School of Business
Arizona State University
amy.hillman@asu.edu
480.965.3402

On Aug 14, 2019, at 11:04 AM, Deborah Helitzer (Dean) <Deborah.Helitzer@asu.edu> wrote:

All my faculty are fine with having both the BAS and the BS the same name: Food and Nutrition Entrepreneurship. Are you okay with that?

Deborah

Deborah Helitzer, ScD
Dean and Professor
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