MSNBL Program Information

Master of Science (MS) in Nutrition Business Leadership Program

The innovative and 100% online curriculum has been developed with input from global industry experts and thought leaders and equips graduates with current, realistic, and evidenced-based training from both national and international perspectives, and with a focus on personal, environmental, and corporate sustainability. Unlike any other program, the MSNBL trains students in the nutritional sciences, supply chain (including ingredient procurement, product manufacturing, regulations, sales, and marketing), and in leadership and management—all specific to the multi-billion-dollar natural foods and dietary supplement industry. Furthermore, in addition to their MSNBL degree, opportunities to earn industry-specific certifications are embedded within the curriculum to help students increase their competence and further distinguish themselves in their field. Graduates will be ready to successfully start their own ventures or be employed by organizations in key leadership roles.

Program Mission

To educate and inspire current and future leaders to grow the global natural products industry through evidence-based and sustainable practices that safely, ethically, and effectively enhance the health and well-being of the people and communities they serve.

Scope of Practice

The MSNBL program prepares students to successfully assume leadership roles in the natural product industry as professional administrators, managers, and executives, or as entrepreneurs. There are no specific post-graduate license or certification requirements for students to work in this field. While not required for practice, students have the opportunity to earn industry-specific certifications, embedded within the curriculum, to increase their competence and further distinguish themselves.

Program Learning Outcomes

At the conclusion of the MSNBL program, graduates will be able to:

1. Utilize knowledge of nutritional sciences to describe the relationship between nutrients and human health and disease
2. Apply functional business knowledge of the global natural product industry to support effective business outcomes and professional success
3. Demonstrate effective leadership and communication skills to cultivate collaboration and effective outcomes in business
4. Implement personal, environmental, and corporate sustainability strategies to prevent burn out, cultivate a responsible and purpose-driven organization, and to improve organizational performance
5. Demonstrate ethics and professionalism in business management, leadership, decision-making, and in interactions with all clients and professionals
6. Utilize skills for scholarship and lifelong learning to remain current in the natural food and products industry

MS Nutrition Business Leadership Academic Policies

Satisfactory Academic Progress - Completion

The Master of Science in Nutrition Business Leadership (MSNBL) program is designed to be completed in five academic quarters. Students who deviate from the standard academic program will extend the length of the program. Satisfactory academic progress in the MSNBL program is defined as passing all program requirements within one and one-half (1.5) times the length of the longest published program in which they are enrolled, from initial date of matriculation including any and all leaves of absence and periods of withdrawal followed by re-activation. Generally, this is two years. Credits transferred from an approved institution count toward the minimum academic requirements to be completed at the end of each academic year (see Minimum Academic Requirements) and count toward the maximum completion time for financial aid. Students must make satisfactory progress toward the completion of their degree at SCNM to be eligible for most financial aid programs.

The Satisfactory Academic Progress Policy for the MSNBL program includes a cumulative a GPA of 3.0 or higher, minimum academic credits earned per term, and total completion time.

Students who fail to make satisfactory academic progress for their prescribed program of study in any term will be given an academic warning and will be placed on academic probation

Cumulative GPA Requirement

Students in the MSNBL program must maintain a cumulative GPA of at least 3.0.

Minimum Academic Requirements

The following table illustrates the minimum number of credit hours required to be completed at the end of each academic year of the MSNBL program.

Academic Year	Total Credits
1	19
2	38

MS Nutrition Business Leadership Academic Coursework

The MSNBL program at SCNM is a cohort-based, online distance learning program that follows a prescribed track. All academic credit is computed in quarter hours (see Credit Equivalence). All students are guided by the curriculum as outlined in their prescribed program of study. Students are pre-registered for all courses. Students may not deviate from their prescribed program of study. SCNM reserves the right to make curriculum changes that are applicable to all students, if necessary.

If a student stays on track with the program, taking all courses as they are offered in sequence, students can expect to graduate within 5 consecutive quarters, or just over one calendar year.

Course Format / Requirements

The MSNBL program consists of 38 didactic credits (456 didactic contact hours). The format of the program is 100% online.

Full-time enrollment is defined as being enrolled for a minimum of 4 credits. Part-time enrollment is defined as being enrolled for a minimum of 2 credits but less than 4 credits.

Credit Equivalence

Courses are reported in quarter credit hours according to the following values:

Didactic	1 credit = 12 contact hours per quarter
Laboratory	1 credit = 12 contact hours per quarter
Clinical	1 credit = 12 contact hours per quarter

Program Length / Completion Timeframe

The MSNBL program is designed to be completed in less than two academic years, or five academic quarters. Students are expected to complete the MSNBL program within 8 academic quarters, not to exceed two years from initial date of matriculation, including any and all leaves of absence and periods of withdrawal.

If a student stays on track with the program, taking all courses as they are offered in sequence, students can expect to graduate within 5 consecutive quarters, or just over one calendar year.

MSNBL Program of Study

Program of Study - Year One

Quarter 1		Contact Hours			Total Contact Hours	Total Credit Hours
Course #	Course Title	Clinic	Lab	Didactic		
NUTB 5302	Leadership Development (weeks 1-6)			24.0	24.00	2.0
NUTB 5304	Organizational Development (weeks 7-12)			24.0	24.00	2.0
NUTM 5101	Gastrointestinal Physiology (weeks 1-6)			24.0	24.00	2.0
NUTM 5103	Gastrointestinal Pathophysiology (weeks 7-12)			24.0	24.00	2.0
	Year 1 Quarter 1 Totals	**0.0**	**0.0**	**96.0**	**96.00**	**8.0**

Quarter 2		Contact Hours			Total Contact Hours	Total Credit Hours
Course #	Course Title	Clinic	Lab	Didactic		
NUTM 5105	Clinical Biochemistry I: Macronutrients, Human Metabolism, And Energy (weeks 1-6)			36.0	36.00	3.0
NUTM 5107	Clinical Biochemistry II: Vitamins and Minerals (weeks 7-12)			24.0	24.00	2.0
NUTM 5109	Botanicals and Phytonutrients (weeks 7-12)			24.0	24.00	2.0
NUTM 5111	Self-Care: Role-Modeling Health Behaviors (weeks 1-6)			12.0	12.00	1.0
	Year 1 Quarter 2 Totals	**0.0**	**0.0**	**96.0**	**96.00**	**8.0**

Quarter 3		Contact Hours			Total Contact Hours	Total Credit Hours
Course #	Course Title	Clinic	Lab	Didactic		
NUTM 5113	Dietary and Supplement Guidelines, Policies, And Safety (weeks 1-6)			24.0	24.00	2.0
NUTB 5306	The Food and Supplement Industry: Policies And Regulations (weeks 7-12)			24.0	24.00	2.0
NUTM 5115	Dietary Patterns for Health Promotion (weeks 7-12)			24.0	24.00	2.0
NUTM 5117	Evidence Informed Practice and Decision Making (weeks 1-6)			12.0	12.00	1.0
	Year 1 Quarter 3 Totals	**0.0**	**0.0**	**84.0**	**84.00**	**7.0**

Quarter 4		Contact Hours			Total Contact Hours	Total Credit Hours
Course #	Course Title	Clinic	Lab	Didactic		
NUTB 5308	Communication for Management I: Public Speaking and Writing (weeks 1-6)			24.0	24.00	2.0
NUTB 5310	Communication for Management II: Persuasion, Negotiation, And Influence (weeks 7-12)			24.0	24.00	2.0
NUTB 5320	Strategic Sales and Marketing (weeks 1-12)			48.0	48.00	4.0
	Year 2 Quarter 4 Totals	**0.0**	**0.0**	**96.0**	**96.00**	**8.0**
	Grand Totals - Year 1	**0.0**	**0.0**	**372.0**	**372.00**	**31.0**

Program of Study - Year Two

Quarter 5		Contact Hours			Total Contact Hours	Total Credit Hours
Course #	Course Title	Clinic	Lab	Didactic		
NUTB 5312	Corporate Finance and Budgeting (weeks 1-6)			24.0	24.00	2.0
NUTB 5314	Innovation: New Product Devleopment and Manufacturing (weeks 1-6)			24.0	24.00	2.0
NUTB 5316	Sustainability and Corporate Social Responsibility (weeks 7-12)			12.0	12.00	1.0
NUTB 5318	Supply Chain Management (weeks 7-12)			24.0	24.00	2.0
	Year 2 Quarter 5 Totals	**0.0**	**0.0**	**84.0**	**84.00**	**7.0**
	Grand Totals - Year 2	**0.0**	**0.0**	**84.0**	**84.00**	**7.0**

Grand Totals	Clinic	Lab	Didactic	Total
Credit Hours	-	-	38.00	38.00
Contact Hours	-	-	456.00	456.00

MS Nutrition Business Leadership Course Descriptions

(Listed in alphabetical order)

All prerequisites presume adherence to the student's Program of Study

NUTB 5302 Leadership Development

(Didactic credits: 2)

This course helps students cultivate essential leadership skills and equips them with the knowledge, skills, behaviors, and self-awareness that will allow them to assume greater leadership responsibility, improve corporate performance, and drive competitive advantage.

Prerequisites: Admission into program. Co-requisites: None.

NUTB 5304 Organizational Development

(Didactic credits: 2)

This course cultivates an understanding of human behavior in an organizational setting and helps students gain insight into strategies and methods that strengthen team performance, organizational dynamics, and organizational culture.

Prerequisites: Admission into program. Co-requisites: None.

NUTB 5306 The Food and Supplement Industry: Policies and Regulations

(Didactic credits: 2)

This course will expound upon the information covered in Dietary and supplement guidelines, policies, and safety. Student will gain an in-depth understanding of the natural food/supplement industry policies and regulations including Current Good Manufacturing Practice (CGMP), FDA Food Safety Modernization Act (FSMA), preventive controls, and international standards.

Prerequisites: NUTM 5105, NUTM 5107. Co-requisites: None.

NUTB 5308 Communication for Management I: Public Speaking and Writing

(Didactic credits: 2)

This course provides instruction on how to research, prepare, and deliver persuasive oral and written communication for diverse audiences. Students also learn technical and scientific writing techniques including specifications, standard operating procedures, and policies.

Prerequisites: Admission into program. Co-requisites: None

NUTB 5310 Communication for Management II: Persuasion, Negotiation, and Influence

(Didactic credits: 2)

This course provides instruction on how to affect another individual's opinion, perspective, behavior, and/or actions. Students will learn the distinction between influence and manipulation or coercion. Negotiation strategies that lead to win-win outcomes and that maximize the value of the agreement for all parties will also be explored.

Prerequisites: Admission into program. Co-requisites: None

NUTB 5312 Corporate Finance and Budgeting

(Didactic credits: 2)

This course teaches students fundamental concepts in corporate finance, budgeting, and accounting. Students learn how to measure a company's operating performance, interpret financial statements, set profit margins, and understand variable costs associated with processing, manufacturing, labels, and warehousing.

Prerequisites: Admission into program. Co-requisites: None

NUTB 5314 Innovation: New Product Development and Manufacturing

(Didactic credits: 2)

This course offers instruction in the basics of formulating products including safety, efficacy, consistency, raw material cost, sourcing raw materials, testing, quality assurance, documentation, and warehousing. Students learn how to start and manage innovative projects and how to launch and manage their own business or propose new business ideas and change initiatives in an organization.

Prerequisites: Admission into program. Co-requisites: None

NUTB 5316 Sustainability and Corporate Social Responsibility

(Didactic credits: 1)

This course explores the concept and practice of corporate sustainability and responsibility. Students learn how to cultivate a responsible and purpose-driven institution and how to monetize the model.

Prerequisites: NUTM 5117. Co-requisites: None

NUTB 5318 Supply Chain Management

(Didactic credits: 2)

This course provides instruction in supply chain strategy: from raw materials and inventory to finished goods; from point of origin to point of consumption. Students learn about all aspects of supply chain management including the impact of an organization's culture in driving supply chain success. Upon successful completion of this course, students will be able to effectively manage global end-to-end supply chain activities.

Prerequisites: NUTM 5306. Co-requisites: None

NUTB 5320 Strategic Sales and Marketing

(Didactic credits: 4)

This course equips students with effective sales and marketing strategies. Students will learn about regulations regarding marketing claims, consumer behavior, establishing brand value and positioning, and determining appropriate sales channels. Students will also gain insight into how the industry is changing and how to capitalize on change.

Prerequisites: Admission into program. Co-requisites: None

NUTM 5101 Gastrointestinal Physiology

(Didactic credits: 2)

This course explores normal human physiology with an emphasis on physiology of the gastrointestinal tract. Students will learn mechanisms and regulation of motor, secretory, digestive, and absorptive functions of the gastrointestinal tract and how it impacts human health. The course also introduces students to microbiomics and the role and application of prebiotics and probiotics in health and disease.

Prerequisite: Admission into program. Co-requisite: None

NUTM 5103 Gastrointestinal Pathophysiology

(Didactic credits: 2)

This course provides students with essential medical knowledge and a broad understanding of human disease with a focus on pathophysiology of the gastrointestinal tract. Students will also build upon their understanding of microbiomics and the role and application of prebiotics and probiotics in health and disease.

Prerequisite: Admission into program. Co-requisite: None

NUTM 5105 Clinical Biochemistry I: Macronutrients, Human Metabolism, and Energy

(Didactic credits: 3)

This course explores key concepts in human metabolism and energy production by focusing on the structure, function, and metabolism of carbohydrates, lipids, proteins, nucleotides, water, and alcohol. Students learn about the digestion and absorption of these compounds and how to identify signs and symptoms of insufficiency, deficiency, and excess for application in clinical practice.

Prerequisite: NUTM 5101, NUTM 5103. Co-requisite: None

NUTM 5107 Clinical Biochemistry II: Vitamins and Minerals

(Didactic credits: 2)

This course explores key concepts in human metabolism and energy production by focusing upon the structure, function, and metabolism of micronutrients: vitamins, macrominerals, and trace microminerals. Students learn about the digestion and absorption of these nutrients and how to identify signs and symptoms of insufficiency, deficiency, and excess for application in clinical practice.

Prerequisite: NUTM 5101, NUTM 5103. Co-requisite: None

NUTM 5109 Botanicals and Phytonutrients

(Didactic credits: 2)

This course introduces students to the biochemical actions, physiologic effects, and clinical application of plants, phytochemicals, and zoochemicals. Students will learn the historical and traditional uses of common botanicals and modern, evidenced-based applications. Pharmacognosy,

clinical use, indications, dosage, formulations, and safety considerations will be explored.

Prerequisite: NUTM 5101, NUTM 5103. Co-requisite: None

NUTM 5111 Self-care: Role-Modeling Health Behaviors

(Didactic credits: 1)

This course improves self-care in students to promote personal sustainability and prevent burnout for their own well-being as well as for the benefit of their future clients and team members. Through a combination of didactic and experiential learning, students gain an understanding of the importance and impact of self-care practices. An emphasis will be placed on hands-on, practical approaches for making sustainable changes in diet, exercise, stress management,

and sleep hygiene to reduce risk of disease and promote health. As students are empowered with an enhanced capacity for self-care, it is expected that they will be more inclined, and better equipped, to implement these strategies when counseling future clients and/or when leading teams.

Prerequisite: Admission into program. Co-requisite: None

NUTM 5113 Dietary and Supplement Guidelines, Policies, and Safety

(Didactic credits: 2)

This course explores the roles of government agencies in regulating the manufacturing, labeling, and advertising of individual foods and dietary supplements and in regulating overall food systems and the food supply. Students also learn about national and international dietary guidelines, potential sources of food contamination, and best practices associated with the safe handling of food.

Prerequisite: Admission into program. Co-requisite: None

NUTM 5115 Dietary Patterns for Health Promotion

(Didactic credits: 2)

This course provides instruction on evidence-based dietary patterns to support health and prevent disease. Positive and negative aspects of popular diets (e.g. Mediterranean diet, glycemic index, ketogenic diet, vegan diet, vegetarian diet, paleo diet) and controversial topics in nutrition will be examined. Students will learn how to formulate dietary recommendations for specific individuals to address health-related benefits or concerns and develop a working knowledge of dietary belief systems of commonly encountered ethnic cultures.

Prerequisite: NUTM 5103. Co-requisite: None

NUTM 5117 Evidence Informed Practice and Decision Making

(Didactic credits: 1)

This course develops students' information literacy skills by providing instruction on how to critically read, interpret, and apply scientific literature with a specific emphasis on food and nutrition research. Students learn about the hierarchy of evidence, research methodologies, ethics, and data analysis. Upon completion of this course, students will be able to evaluate research findings and apply findings to inform therapies and decisions and to substantiate claims.

Pre-requisite: Admission into program. Co-requisite: None