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**Areas of Concentration**

**Concentration: Management in Dietetics**

Narrative:

Curriculum in this concentration area will prepare interns for career growth and various job opportunities in managing resources effectively and efficiently in clinical, community, foodservice, business & industry, and private practice settings. Dietitians in all types of organizational settings use and manage resources.

The program focuses on the five management functions of planning, organizing, directing, controlling and evaluating. Interns will practice using managerial skills for goal setting, measuring outcomes, managing community nutrition programs, supervising clinical nutrition services, sales and marketing, problem-solving, budgetary responsibilities, foodservice, and private practice. This concentration area will prepare interns to be competent managers and position them for career growth in the dietetic profession.

**Competencies and Learning Outcomes for Management in Dietetics Concentration:**

(MG 1) Perform management functions for organizational and strategic planning

* Conduct a SWOT analysis for an organization in a clinical, foodservice, or community setting.
* Participate in an advisory board meeting or develop a list of potential advisory board members for an organization.

(MG 2) Manage budgetary and revenue development processes

Assignment Title: Budget Calculation

* Prepare an operational budget using the zero-based budgeting method and Excel.
* Revise an operational budget using the incremental budgeting method and Excel.
* Prepare a capitol budget and propose the budget to preceptor.

(MG 3) Perform operations analysis

Assignment Title: Productivity Study

* Develop a quality assurance checklist in a clinical, foodservice, or community setting.
* Read “Practice Paper of the American Dietetic Association: A Systems Approach to Measuring Productivity in Health Care Foodservice Operations.” Using the systems approach, select a quantitative measurement and conduct a productivity study. Report findings and provide recommendations to preceptor.
* Use information technology in decision-making processes that involve organizational resources (e.g., financial, human, inventory).

(MG 4) Supervise a disaster planning function

* Develop or update a disaster plan for an organization.
* Supervise a safety drill

(MG 5) Supervise human resource functions

Assignment Title: Job Description

* Develop an in-service training program or job aid for supervisors on laws and regulations pertinent to hiring, managing, and dismissing employees.
* Write a job description for a position in a clinical or foodservice setting.

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(MG 6) Manage private and entrepreneur functions

Assignment Title: Business Card

* + - Design a personal business card.
    - Write a mission statement for a business you might consider starting as a private practice.
    - Research state laws governing small businesses. Select either an incorporated or unincorporated business structure and write a short summary on why you may want to use this structure for a private practice.
    - Create a brochure or material marketing a service to a target audience.

(MG 7) Supervise marketing function

Assignment Title: Marketing Plan

* Develop an organizational marketing plan for a targeted population. Define the target market and the marketing mix.