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The Goldring Center
for Culinary Medicine

TULANE UNIVERSITY

MBA Internship Available

Strategic Business Plan for

The Goldring Center for Culinary Medicine

September 20, 2017

Position Overview

The [Goldring Center for Culinary Medicine](#) (GCCM), opened in 2014, is the first dedicated teaching kitchen to be implemented at a medical school. The center provides hands-on training for medical students through culinary medicine classes in the form of electives and seminars as well as continuing education for the healthcare and foodservice industries.

Currently GCCM serves, through training and offering credits, medical students, doctors, nurses, and other medical practitioners. GCCM also has a community nutrition and culinary education component.

The program has been lauded in various media, including [National Geographic](#), [NPR](#), [Bon Appetite](#) and featured at a recent [Alliance for a Healthier Generation](#) meeting, among many other, medical outlets.

GCCM's foundation begins with expanding training of health professionals in the importance of healthy food and the practical aspects of nutrition that can complement and accelerate impacts of traditional care for all patients, especially patients with chronic diet-related illnesses.

A Strategic Business Plan

The GCCM program has expanded widely – in scope, geography, and the usual complexity – and has recently been awarded a significant grant from the [Robert Wood Johnson Foundation](#) to support expanding.

With time and experience under the organization's belt, the time has come to think more strategically about the future of the organization, its business model, its legal and financial model, and new business opportunities.

Strategic Business Plan

Different than a Strategic Plan or a typical Business Plan, we use the term Strategic Business Plan to describe a metrics- and business-focused, market-savvy roadmap for the future of an organization. A Strategic Business Plan combines elements of mission and vision, or “purpose” in the context of a solid business approach, and visa-versa. In look and feel the result will be just like a business plan.



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Key Duties

The MBA Intern's key duties will be to:

- Work alongside Karen Karp, principal of [Karen Karp & Partners](#) (and GCCM board member), to develop and produce a strategic business plan
- Develop interview guides and perform interviews with GCCM staff, board members, and key external stakeholders
- Apply finance, market analysis, marketing plan and strategy skills and tools develop the plan
- Make recommendations to Karen Karp, GCCM, and board members
- Own the responsibility for producing, updating, and completing financial documents for the strategic business plan

Key Considerations

The following will form the structure and content of this Strategic Business Plan

- Current and future program and service offerings
- Staff structure
- Organizational structure, including whether GCCM should stay part of Tulane University or become independent
- Legal entity
- Revenue and Expense analysis since inception
- Revenue and Expense projections
- Market Analysis
- Marketing strategy and Business Development

Key Skills and Competencies

- First- or second-year graduate student in Business Administration
- Specialization in Marketing, Non-profit Administration, Education sectors a plus
- Excellent research and analytical skills, with the ability to convey financial information (forecasts, e.g.) in both technical detail as well as narratively in layman's terms
- Interest in and familiarity with Health Care, Education, Culinary Arts



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- Commitment to working independently and in a small team
- Comfortable making outreach to strangers, and conducting interviews
- Proven ability to prioritize multiple tasks and deliver to deadlines
- Excellent English language skills, both verbal and written
- Advanced proficiency with Excel
- Contribute to development of key insights, frameworks and other substantive elements of the Strategic Business Plan

Compensation

The position provides a stipend of \$1,800, with deliverable of the Strategic Business Plan, approximately 80 total hours.

Logistics

While most of the work will be virtual, KK&P, located on 21st Street between Park and Broadway, offers desk space at our office for the duration of the assignment. We are happy to welcome you to our team during this assignment.

To apply

This position is open and available immediately. We will be accepting applications until October 15, 2017. The duration of the project is expected to be 3-4 months, and less if we can complete it sooner!

Please send **cover letter** with the usual details, include telling us why you are interested in this project, along with a **CV**, to Sylwia Padiasek, sylwia@kkandp.com.