The Hebrew University of Jerusalem

Syllabus

FOOD PRODUCTS DEVELOPMENT - 71166

Last update 07-03-2017

HU Credits: 2

Degree/Cycle: 2nd degree (Master)

Responsible Department: biochemistry & food sciences

Academic year: 0

Semester: 2nd Semester

Teaching Languages: Hebrew

Campus: Rehovot

Course/Module Coordinator: Dr. Tammy Meiron

Coordinator Email: tammyzajman@gmail.com

Coordinator Office Hours: By appointment

Teaching Staff:

Dr. Tamar Meiron-Harrush

Course/Module description:
  During the course the students will be exposed and trained in food NPD (New Product Development) aspects.

Course/Module aims:
  The main scopes of the course are:
1. To study the New Product Development (NPD) process, elements & techniques (e.g., market and consumer research, strategic considerations, brainstorming, planning, technological aspects, regulatory aspects).
2. Conduct (team work) a NPD project from concept till the marketplace.
3. To meet leading people from the industry to get a wide prospective.
4. To discuss several case studies.

Learning outcomes - On successful completion of this module, students should be able to:
  The students will obtain tools for their future involvement in food NPD.

Attendance requirements(%):
  100%

Teaching arrangement and method of instruction: Lectures, Exercise and a food NPD Project.

Course/Module Content:
  he New Product Development (NPD) process, elements & techniques (e.g., market and consumer research, strategic considerations, brainstorming, planning, technological aspects, regulatory aspects).
2. Conduct (team work) 1. a NPD project from concept till the marketplace.
3. To meet leading people from the industry to get a wide prospective.
4. To discuss several case studies.

Required Reading:
 Will be updated before each lesson at the course website.

Additional Reading Material:
 None

 Course/Module evaluation:
 End of year written/oral examination 0 %
 Presentation 0 %
 Participation in Tutorials 10 %
 Project work 30 %
 Assignments 60 %
 Reports 0 %
 Research project 0 %
 Quizzes 0 %
 Other 0 %

Additional information:
 None