The Hebrew University of Jerusalem

Syllabus

NEW PRODUCT DEVELOPMENT - 71461

Last update 19-07-2018

HU Credits: *4*

Degree/Cycle: *1st degree (Bachelor)*

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:

Teaching Staff:

Dr. Tamar Meiron-Harrush

Course/Module description:

Theoretical and practical study of new product development from the concept stage to product launch

Course/Module aims:

Obtaining theoretical and practical tools for the development of food products.

During the semester, students execute product development project in groups.

Learning outcomes - On successful completion of this module, students should be able to:

The students will gain theoretical and practical tools in developing new food products from the creation stage to the launch of the product. Implementation of development processes, analysis of project feasibility, stages and considerations in product development, such as selection of ingredients, selection of the technological process, coping with failures and challenges while developing, and tasting tests - for obtaining an innovative product with added nutritional value that complies with consumers needs and compatible with mass production scales in terms of raw materials, technology and costs.
At the end of the semester, colleagues from the industry will be invited for tasting, demonstration and a short presentation on the projects.

Attendance requirements(%):

100 Mandatory

Teaching arrangement and method of instruction: Frontal and Laboratory - in cooperation with industry

Course/Module Content:

Why is it important to develop new products? Classification of new products into different categories, development of a new product from concept to launch (selection of raw materials, selection of technology, market research, etc.), Stage Gate Approach, SWOT analysis, sensory tests, shelf life, label and its technological significance, product development in start-ups, product development in a global company, current trends in the food industry, and more...

Required Reading:
Updated scientific and professional literature

Additional Reading Material:

Course/Module evaluation:
End of year written/oral examination 0 %
Presentation 0 %
Participation in Tutorials 10 %
Project work 20 %
Assignments 60 %
Reports 0 %
Research project 0 %
Quizzes 0 %
Other 10 %
Personal assesment

Additional information: