



COURSE NAME: FOOD PRODUCT DEVELOPMENT



Credits: 2 (Lecture: 1.5 – Practice: 0.5)

COURSE EXPECTED LEARNING OUTCOMES

Notation	Course expected learning outcomes After successfully completing this course, students are able to	Program expected learning outcomes
Knowledge		
K1	Apply basic knowledge of technology, market and business environment in product development of food enterprises	ELO2
K2	Analyze the role of consumers in new product development	ELO2
K3	Applying the steps in the new product development process, satisfying the requirements of working in "research and development" centers/departments of food enterprises.	ELO2
Skill		
K4	Development, evaluation and selection of product ideas. Analyze consumer needs, desires/behavior in product concept building.	ELO2
K5	Practice some effective leadership, management and teamwork skills	ELO6
Attitude		
K6	Spirit of entrepreneurship, respect the regulations on food production and business	ELO14

COURSE DESCRIPTION

Chapter 1 : General introduction

Chapter 2: Basic knowledge in food product development

Chapter 3: Consumers in product development

Chapter 4: Product development process

The course consists of 3 exercises:

- Looking for product ideas
- Evaluate, select and finalize ideas
- Investigate and evaluate consumer tastes - propose product concepts

STUDENT TASKS

- Attend a minimum of 75% of theoretical periods, 100% practice.
- Prepare for lectures, read reference books before class
- Actively participate in asking questions, exchanging, participating in practice and showing interest in learning.



ASSESSMENT METHODS

- Grading: 10
- Average score of course is the total points of rubrics multiplied by the respective weight of each rubric.
- Process evaluation: 40%: Group presentation - 10%, Assessment of practice - 30%.
- 60% final assessment: multiple choice and essay

LEARNING METHODS

- Join the learning in class
- Read material at home before class
- Discussing, group presentations
- Group work in practice and thematic room



LECTURER IN CHARGE

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