



PRACTICAL INFORMATION

Creating Food Concepts in Europe 2013-2014 will run from 2 September 2013 to 24 January 2014. Target groups are undergraduate and postgraduate students in food science, human nutrition and related fields.

Unit 1 starts with a three week introductory programma to ensure a standard level in nutrition (nutritional requirements, prevention of food related diseases, food and physical and mental performance), food product development (strategies and techniques, food safety and legal requirements) and marketing (key strategies and implementation). The International Business Plan and supporting themes cover the remaining 17 weeks, 7 weeks in unit 1 and 10 weeks in unit 2. Exams will be taken both at the end of unit 1 and 2.

Application: please contact the International Office School at the School of Sports and Nutrition, email: SN-international@hva.nl. The application will consist of:

- > an application form (filled out and signed)
- > an accommodation form (optional)
- > an official transcript of records (signed and stamped by the home institution)
- > a passport photo

Deadline: 1 May 2013.

In the framework of a bilateral inter-institutional agreement an Erasmus grant may be awarded to cover travel and subsistence costs. Please contact the International Office at your Institution. Erasmus students – whether or not they receive an Erasmus grant – are exempted from paying fees for tuition. For cost of living in Amsterdam look at: <http://www.international.hva.nl/study/financial-matters>.

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HVA SCHOOL OF SPORTS AND NUTRITION



CREATING TOMORROW

SEPTEMBER 2013
 JANUARY 2014

CREATING FOOD CONCEPTS IN EUROPE

INTERNATIONAL MODULE 30 ECTS

HVA SCHOOL OF SPORTS AND NUTRITION

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CREATING FOOD CONCEPTS IN EUROPE

INTERNATIONAL MODULE 30 ECTS

The Hogeschool van Amsterdam (HvA), Amsterdam University of Applied Sciences, is dedicated to providing professional, innovative and international education to its students. It is one of Netherlands largest institutions for higher education, with over 80 programmes and 42.000 students. Its practice-based teaching gives students a solid foundation on which to build their future careers. The module **Creating Food Concepts in Europe** is provided by the School of Sports and Nutrition as part of the educational programme **Nutrition and Dietetics**.

The module is taught in English and it is a full time-time course of study of one semester corresponding to 30 ECTS credits.

It is an European module. We focus on the creation of innovative food concepts in Europe. It is a very interdisciplinary module. It combines knowledge of food cultures, product design, consumer & sensory research, functional food science and food quality with social and economic science. It is a practice-based module. The knowledge gained will be brought into practice by developing an integrated professional product, an International Business Plan for a new product concept to be launched in an European country.

OUTLINE PROGRAMME

An internationally operating food company is considering developing, producing and selling

its products in an EU-country. Students choose a company and a target country and develop an innovative food concept to be launched in the target market for a specified consumer segment. The creation of the integrated professional product, an International Business Plan, is supported by lectures and workshops. The students investigate consequences in the following areas.

FOOD CULTURES, FOOD PRODUCT VARIETY AND FOOD CONSUMPTION PATTERNS

The foreign country will have its specific food culture. The food product variety will differ from your native country. It could also have a smaller or larger international supply. The food consumption patterns could deviate from your own country. What about the sustainability and health trends in the country of your choice?

PRODUCT DESIGN

The development of a creative food concept. The ingredients and recipes used and taste, smell, texture, aesthetics and packaging design will have to be described.

SENSORY RESEARCH

You will execute consumer and sensory research on the product you developed and provide a summary of the research objectives, methods, results, conclusions and recommendations in the business plan.

FUNCTIONAL FOOD SCIENCE, EU REGULATIONS ON FOOD INGREDIENTS AND NUTRITION AND HEALTH CLAIMS

Elaboration on health and food trends. How do these correspond with EU (and national) regulations? How do they respond to the needs of specific consumer segments of the market?

FOOD QUALITY AND FOOD QUALITY MANAGEMENT SYSTEMS

What international food quality standards will you adhere to? What are implications for quality management? Are these standards also implemented by your competitors?

INTERNATIONAL MARKETING

You will develop a marketing strategy, describing in what way the company needs to shape its strategy and policy on the basis of the specific context of the country the company is about to engage in.

INTERCULTURAL MANAGEMENT AND ETHICS

You will describe the cultural differences between your country and the country selected that will affect doing business, by using Hofstede's and other theory provided. You will discuss leadership (or management) style, organizational structure and a subject of choice like motivational factors, dealing with conflicts, job design, negotiation, decision making, etc. For this you will make a stakeholders' analysis of a typical moral dilemma. This dilemma should preferably have intercultural aspects.

