

# CREATING FOOD CONCEPTS IN EUROPE INTERNATIONAL MINOR

INFORMATION FOR EXCHANGE STUDENTS



# CREATING FOOD CONCEPTS IN EUROPE INTERNATIONAL MINOR (30 ECTS)

The interdisciplinary minor focuses on the creation of innovative food concepts in Europe. 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 minor. 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 a European country.



## PROGRAMME OUTLINE

The minor is taught in English and runs once a year during the Fall semester, September through January. It is a full-time minor corresponding to 30 ECTS credits.

In this minor you will develop an innovative food concept for an internationally operating food company that is considering developing, producing and selling its products in an EU-country. You will 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. You will investigate consequences in the following areas:

### INTEGRATED PROFESSIONAL PRODUCT

▶ FOOD CULTURES & CONSUMPTION PATTERNS

▶ PRODUCT DESIGN CONSUMER & SENSORY RESEARCH

▶ FUNCTIONAL FOOD SCIENCE, FOOD PROCESSING & HEALTH CLAIMS FOOD QUALITY

▶ GENERAL ECONOMICS INTERNATIONAL MARKETING INTERCULTURAL MANAGEMENT & ETHICS

### Food Cultures and Food Consumption Patterns

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

### Product Design

You will develop a creative food concept including ingredients and recipes used. Also 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 your business plan.

### Functional Food Science

You will elaborate 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 Processing

You will apply basic knowledge of food microbiology on food processing (fermentation, spoil-age, food safety) and describe the production of a product on an industrial scale.

### Food Quality and Food Quality Management Systems

You will investigate to which international food quality standards you will 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, organisational 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.

### **ADMISSION REQUIREMENTS**

Target groups are undergraduate and postgraduate students in food science, human nutrition and related fields.

Because this minor is taught in English, it is important you have strong written and verbal English skills (equivalent to IELTS 6.0 or TOEFL IB 80 and European level B2). You are unlikely to pass the exams or obtain the necessary credits if you do not possess this level.

### **APPLY\***

If you are a student from a partner university, please contact the International Office of your home university. The International Office has to send us your official nomination by the 1st of April. The application deadline for the programme is the 1st of May. More information on how to apply: [amsterdamuas.com/exchange-sn](http://amsterdamuas.com/exchange-sn).

\* HvA/AUAS students can find more information on how to apply on [amsterdamuas.com/minors](http://amsterdamuas.com/minors). Students from other Dutch universities can enrol via [kiesopmaat.nl](http://kiesopmaat.nl).

## QUARTER 1 (SEP - NOV)

COURSE	ASSESSMENT	ECTS
Fundamentals Marketing	MC Test	2
International Business Plan (project) part 1	Assignment Business Plan and presentation	6
General Economics & International Marketing part 1	Written exam	2
Intercultural Management part 1		*
Consumer Research and Food Cultures part 1	<ul style="list-style-type: none"> <li>▶ Questionnaire and foundation</li> <li>▶ Consumer Research</li> <li>▶ Attendance Food Cultures workshops</li> </ul>	3
Functional Food Science	Assignments	2
<b>Total</b>		<b>15</b>

*\*Credit in part 2*

## QUARTER 2 (NOV - JAN)

COURSE	ASSESSMENT	ECTS
International Business Plan (project) part 2	Assignment Business Plan and presentation	3
General Economics & International Marketing part 2	Written exam	2
Intercultural Management part 2	Written exam	2
Business Ethics	Assignment business code and ethical dilemma	1
Consumer Research	<ul style="list-style-type: none"> <li>▶ Computer exam data-analysis SPSS (individual)</li> <li>▶ Research report questionnaire (group assignment)</li> <li>▶ Literature review of scientific papers (group assignment)</li> </ul>	0.5 1 1.5
Multimedia	Assignments	2
Food Processing	Assignments	2
<b>Total</b>		<b>15</b>

## PRACTICAL MATTERS

For information about housing, cost of living and other practical matters, please visit: [amsterdamuas.com/education/practical-matters](http://amsterdamuas.com/education/practical-matters).

## AMSTERDAM UNIVERSITY OF APPLIED SCIENCES

The Amsterdam University of Applied Sciences (AUAS), is dedicated to providing professional, innovative and international education to its students. It is one of Netherlands largest institutions for higher education. Its practice-based teaching gives students a solid foundation on which to build their future careers. The minor Creating Food Concepts in Europe is provided by the Faculty of Sports and Nutrition as part of the degree programme Nutrition and Dietetics.

## AMSTERDAM UNIVERSITY OF APPLIED SCIENCES

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