Master of Science (MSc)
International Food Business
& Consumer Studies
– joint degree programme –

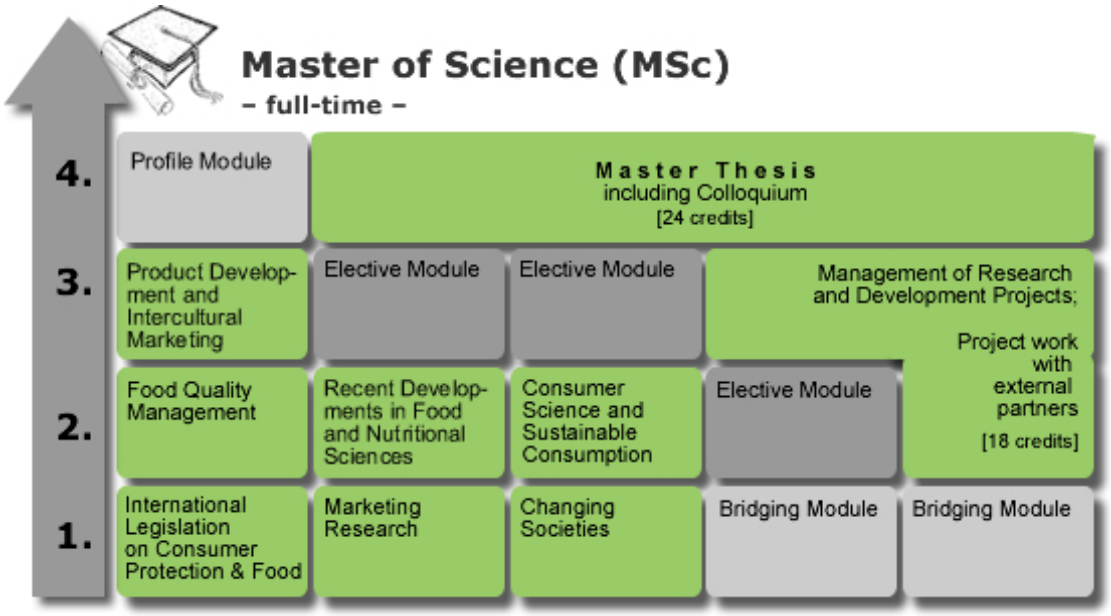


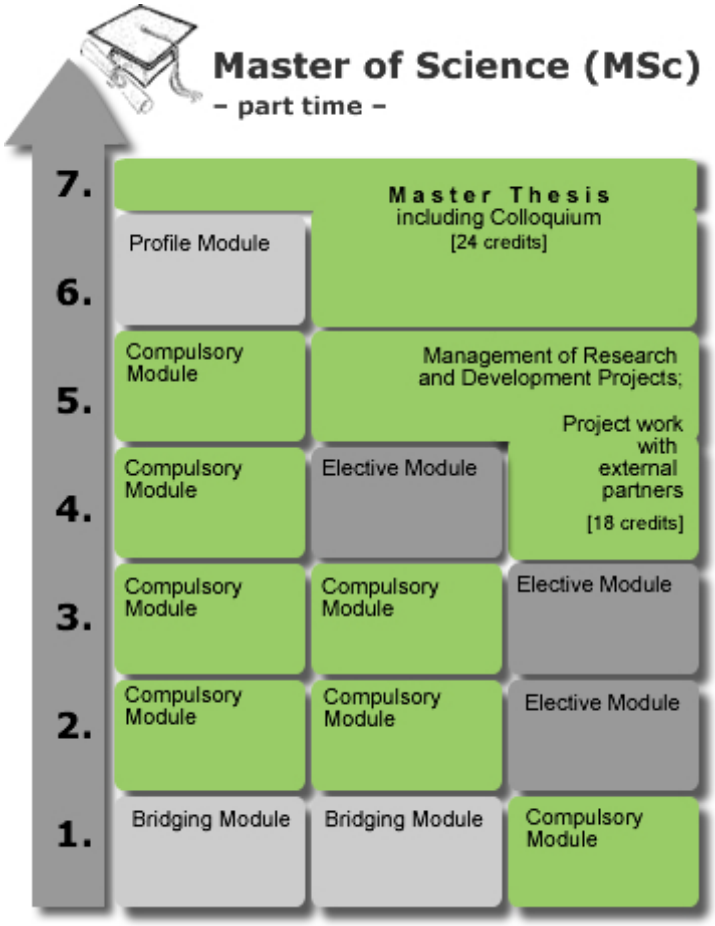
Fulda University
of Applied Sciences
Nutritional, Food and
Consumer Sciences

Kassel University
Organic Agricultural
Sciences

Module Handbook

International Food Business and Consumer Studies - Curriculum





Elective Modules

- Supply chain management
- Food quality and organic food processing
- Information systems for the food industry
- Management of innovations in the food industry
- Strategic Management & Operation

Bridging Modules

- Management and Management Accounting
- Sensory science
- Sustainable nutrition
- Food preservation, packaging, transportation
- Foreign languages other than English
- Research methods
- Organic mixed farming systems
- Nutritional and consumer behaviour

Attachment 2 Examination Regulations
Master of Science "International Food Business and Consumer Studies"

Module Descriptions

Overview

Bridging Modules (compulsory, as agreed upon with supervisor)

- Management and Management Accounting
- Sensory Science
- Sustainable Nutrition
- Food Preservation, Packaging, Transportation
- Foreign Languages other than English
- Research Methods
- Organic Mixed Farming Systems
- Nutritional and Consumer Behaviour

Compulsory Modules

- Changing Societies / Intercultural Communication and Management
- Project work in Co-operation with External Partners
- International Legislation on Consumer Protection and Food
- Marketing Research
- Food Quality Management
- Recent Developments in Food and Nutritional Sciences
- Consumer Science and Sustainable Consumption
- Product Development and Intercultural Marketing

Elective Modules

- Strategic Management and Operations
- Supply Chain Management
- Food Quality and Organic Food Processing
- Information Systems for the Food Industry
- Management of Innovations in the Food Industry

Bridging Modules

Module	Management and Management Accounting
Language	English
Credits	6
Stud. Workload	180h (60h contact time)
Frequency (WS / SS)	Annually, WS (Winter term)
Contents	- Key concepts and terminology in management - Planning - Organising - Leading - Controlling - Key concepts and terminology in management accounting - Instruments in management accounting - Traditional cost assignment - Activity based costing - Performance management - Management control systems - Management accounting in an international context - Basics of international management
Qualification targets	Students are able to - understand the role of management in organisations, - know basic terminology and concepts in management and know about their interrelation - understand the role of management accounting in organisations - know basic terms and concept of management accounting and control - understand concepts of management accounting and performance management - describe challenges of international management
Literature	Lussier, R.N. (2006): Management Fundamentals – Concepts, Applications, Skill Development, Thomson, London. Robbins, S.P. / Coulter, M. (2007): Management, 9th edition, Pearson, Upper Saddle River. Drury, C. (2005): Management Accounting for Business, Thomson, London. Atkinson, A.A. / Kaplan, R.S. / Young, S.M. (2004): Management Accounting, 4th edition, Pearson, Upper Saddle River.
Study system usability	Bridging module (see § 6 (3) Examination Regulation MSc International Foood Business and Consumer Studies). Compulsory for: students not having the knowledge and skills in business management that are necessary for successfully participating in the modules in semester 2, 3 and 4. The module is directed in particular to students with first degrees in agricultural and engineering sciences or “Oecotrophologie” (Nutritional, Food and Consumer Sciences)
Entrance requirements	See § 5 Examination Regulation MSc International Food Business and Consumer Studies
Instruction type	Lecture, Seminar
Examination type	Oral Test

Module	Sensory Science
Language	English or German
Credits	6
Stud. workload	180h, of which 60h contact
Frequency (WS / SS)	Yearly, WS
Contents	Physiological and psychological parameters for sensory evaluation Importance of sensory evaluation in quality management Sensory testing as part of product development Test designs according to ISO standards Interpretation and reporting of results
Qualification targets	Students are able to • describe the role of sensory evaluation in quality management and product development • access appropriate documentation of food chains • use ISO standards for sensory evaluation of food • design and conduct sensory tests
Literature	Busch-Stockfisch, M. (Hg.) 2003: Praxishandbuch Sensorik in der Produktentwicklung und Qualitätssicherung. Behrs Verlag, Hamburg, Loseblattsammlung;
Learning methods	Seminaristic, i.e. a mixture of teaching, education of senses, individual presentation, plenary discussion, group work, individual reading
Examination type	Assignment, paper presentation
Study system usability	Compulsory for: students not having the knowledge and skills in sensory sciences that are necessary for successfully participation in the modules in semester 2, 3 and 4. The module is directed in particular to students with first degree in agricultural sciences or business sciences
Entrance requirements	Entrance requirements see § 5 Examination Regulations International Food Business and Consumer Studies

Module	Sustainable Nutrition
Language	English or German
Credits	6
Stud. workload	180h, of which 60h contact
Frequency (WS / SS)	Yearly, WS
Contents	Culture and cultural patterns of nutrition Interactions of food quality and lifestyle on human health Recommended Dietary Allowances (RDA), tools to evaluate nutritional and health status Product flow in the food supply chain Databases and tools to describe nutrition systems (e.g. Life cycle assessment) Working with conflict and resistance concerning nutrition regimes
Qualification targets	Students are able to • describe the role of nutrition in human health • use databases for RDA • describe the influence of nutrition (from farm to fork) on environmental parameters (soil, water, atmosphere, biodiversity) • understand tools to measure "sustainability" in nutrition systems
Literature	Jäger, C. und Leitzmann, C. 1982: Ernährungsökologie – ein systemtheoretischer Forschungsansatz. In: Ernährungsumschau 39 (7) S. 283-287; Meier-Ploeger, A. 2001: Ökologische Lebensmittelqualität und Ernährungskultur. In: Ökologie & Landbau 117 (1) 35-37
Learning methods	Seminaristic, i.e. a mixture of teaching, individual presentation, plenary discussion, group work, individual reading
Examination type	Assignment, paper presentation
Study system usability	Compulsory for: students not having the knowledge and skills in sustainable nutrition that are necessary for successfully participating in the modules in semester 2, 3 and 4. The module is directed, in particular, to students with first degree in agricultural sciences or business sciences
Entrance requirements	Entrance requirements see § 5 Examination Regulations International Food Business and Consumer Studies

Module	Food Preservation, Packaging, Transportation
Language	English or German
Credits	6
Stud. workload	180h, of which 60h contact
Frequency (WS / SS)	Yearly, WS
Contents	Post-harvest technology, with emphasis on tropical products Technology of food preservation Packaging materials, technology and equipment Interaction between packaging materials and food Design of packaging processes Problem solving in food packaging Food transportation and logistics
Qualification targets	Students • understand the relevance of food preservation and packaging in international food trade • understand the factors affecting the shelf life and safety of processed food • understand the properties of packaging materials for foods • know the principles of food packaging technology and equipment • are able to assess and to select appropriate packaging materials, methods and equipment • are able to optimise the transportation of food
Literature	Lecture based materials
Learning methods	Instructions (incl. e-Learning), seminar. laboratory
Examination type	Written examination
Study system usability	Compulsory for: students not having the knowledge and skills in food technology that are necessary for successfully participating in the modules in semester 2, 3 and 4. The module is directed in particular to students with first degrees in agricultural sciences, business sciences or oecotrophology
Entrance requirements	Entrance requirements see § 5 Examination Regulations International Food Business and Consumer Studies

Module	Foreign Languages other than English
Language	Depending on course
Credits	6
Stud. workload	180h, of which 60h contact
Frequency (WS / SS)	Yearly, WS
Contents	Theoretical and practical training in a foreign language
Qualification targets	Students acquire knowledge and skills in the language of the country where they intend to earn credits. The level reached is sufficient to organise living and work in the host country, to understand its culture and to communicate with teachers, colleagues and fellow students
Literature	Depending on language
Learning methods	Exercise
Examination type	Written or oral examination
Study system usability	Elective in particular for students planning studies in countries where English is not the official language
Entrance requirements	Entrance requirements see § 5 Examination Regulations International Food Business and Consumer Studies

Module	Research Methods
Language	German
Credits	6
Stud. workload	180h, of which 60h contact
Frequency (WS / SS)	Yearly, WS
Contents	• Philosophy of science • Research process and approach, research design and methods, planning and execution of an empiric survey, laboratory research, research ethics • Theories and laws in quantitative social research; operationalisation and measurement • Qualitative research process and qualitative research approaches; grounded theory, ethnography, phenomenology • Data survey, dat a analysis and data evaluation of quantitative and qualitative social research: standardised and non-standardised oral and written interview, observation, document-/content analysis, dialogue analysis, action research, case studies, surveys, descriptive and analytical/closing process of data evaluation / statistics
Qualification targets	The module conveys expert competence and learning competence regarding the way of thinking and working and qualitative research methods and –strategies. Skills on data collection, analysis and evaluation and the use of statistical systems are also conveyed to students.
Literature	Lecture based materials
Learning methods	Seminaristic instruction and seminar
Examination type	Written examination
Study system usability	Bridging module, especially for students with little experience in scientific work
Entrance requirements	Entrance requirements see § 5 Examination Regulations International Food Business and Consumer Studies

Module	Organic Mixed Farming systems – Principles of Organic Farming
Language	English
Credits	6
Stud. workload	180h, of which 60h contact
Frequency (WS / SS)	Yearly, WS
Contents	• Various relevant theories of low-input-agriculture • Structures and functions of agricultural ecosystems in general • Development, evaluation and comparison of ecological crop management systems on the background of various natural, economic and socio-cultural circumstances • Principles of pest management and fertilisation in low input agricultural systems • Principles of animal husbandry in low input agricultural systems
Qualification targets	Students are able to • describe the principles and structures as well as functions of agricultural ecosystems in general • describe nutrient cycles and their management in agriculture • evaluate systems of land use and their ecological impact • describe principles of organic pest management • describe principles of animal husbandry in low input agricultural systems
Literature	Lecture based materials
Learning methods	Presentations, discussion and conclusions in the form of closing sessions in plenum
Examination type	Oral examination, paper presentation
Study system usability	Compulsory for: students not having the knowledge and skills in agricultural sciences that are necessary for successfully participating in the modules in semester 2, 3 and 4; elective for: Bridging module for students with first degree in either (a) food and nutrition sciences, (b) business sciences
Entrance requirements	Entrance requirements see § 5 Examination Regulations International Food Business and Consumer Studies

Module	Nutritional and Consumer Behaviour
Language	English or German
Credits	6
Stud. workload	180h, of which 60h contact
Frequency (WS / SS)	Yearly, WS
Contents	Cultural, social and psychological determinants of nutritional and consumer behaviour Research on and modification on lifestyles Models for consumer behaviour Models for nutritional behaviour
Qualification targets	Students are • aware of the crucial impact of cultural, social and psychological factors on the behaviour of consumers when they decide which food to buy and to eat. • qualified to identify these factors and to apply this knowledge in product development, marketing and similar fields • know methods of empirical research on lifestyle and nutrition, including tools such as historiography and biography. - know sociological and psychological models for consumer behaviour. They are also able to modify nutritional and consumer behaviour and to reflect their own behaviour.
Literature	Lecture based materials
Learning methods	Instructions, exercise
Examination type	Oral examination
Study system usability	Module compulsory for: students not having the knowledge and skills in agricultural sciences that are necessary for successfully participating in the modules in semester 2, 3 and 4. The module is directed, in particular, to students with first degrees in agricultural sciences, food technology or business sciences
Entrance requirements	Entrance requirements see § 5 Examination Regulations International Food Business and Consumer Studies

Compulsory Modules

Module	Changing Societies - Intercultural Communication and Management
Language	English
Credits	6
Stud. workload	180h, of which 60h contact
Frequency (WS / SS)	Yearly, WS
Contents	• Culture and cultural patterns • Processes of cross-cultural adaptation • Intercultural communication and dialogue • Leadership and personality in intercultural contexts • Management of change • Working with conflict and resistance • Patterns of change in western history • The Agricultural Revolution • Intertwining reforms of three nineteenth century: social and agrarian • History of the Organic Movement • Food supply and changing nutrition habits in history • Successful individual and collective performance in a growing number of scientific and entrepreneurial ventures is increasingly determined by the capability to adequately cope with situations marked by cultural difference.
Qualification targets	The module should qualify the students to successfully perform in contexts where intercultural communication, co-operation and management are in demand. This includes, amongst other things, a firm understanding of one's own cultural determination, a sensitivity and appreciation for cultural differences, and a keen awareness of synergetic potentials in intercultural contexts. To evaluate and to influence the role of organic agriculture in the process of accelerated change, characteristic of contemporary western societies. Students should become acquainted with the history of agricultural systems and nutritional habits. A systematic survey of agents and patterns of change in history is to be combined with a detailed view on the development of European agriculture and food supply, beginning with the history of the early Agricultural Revolution in England.
Literature	Augsburger I.D.W. 1992: Conflict Mediation Across Cultures. Louisville; Bennett, M. J. (ed.) 1998: Basic Concepts of Intercultural Communication. London; Hodgetts R. M. & Luthans F. 2000: International Management. Culture, Strategy and Behavior. Boston; Huntington S. 1996: The Clash of Civilizations. New York; Harris P. R. & Moran R. T. 1991: Managing Cultural Differences. Houston; Hall E. T. 1976: Beyond Culture. New York; Overton M. 1996: Agricultural Revolution in England. The Transformation of the Agrarian Economy 1500 – 1850. Cambridge; Conford P. 2001: The Origins of the Organic Movement. Edinburgh; Thirsk J. 1978: Economic Policy and Projects. The Development of a Consumer Society in Early Modern England, Oxford
Learning methods	Seminaristic, i.e. a mix of individual presentation, plenary discussion, group work, individual reading
Examination type	Assignment; paper presentation
Study system usability	Compulsory module see § 6 (3) Examination Regulations International Food Business and Consumer Studies
Entrance requirements	Entrance requirements see § 5 Examination Regulations International Food Business and Consumer Studies

Module	Project Work in Co-operation with External Partners
Language	English
Credits	18
Stud. workload	540h, of which 105h contact
Frequency (WS / SS)	Yearly, starting SS
Contents	Project management, advanced level: Management of research and development projects Advanced methods of research In co-operation with enterprises and/or institutions, students work on inter-disciplinary problems relevant to international food economics and consumer studies, and apply scientific methodology to solve these problems. These projects may deal with, in particular, (1) Introduction of new products: Marketing research and communications tools, with focus on test methods for new products, packaging, prices, communication tools with consumers in different stages of planning process; market implementation in retail shops (placing, prices, supporting communication tools), technical aspects (2) Supply chain management, with focus on development and implementation of systems to ensure quality, safety and traceability of food
Qualification targets	Students are enabled to independently plan, perform, document, evaluate and reflect complex projects, in particular in research and development related to international food business and consumer studies. They co-operate with enterprises and institutions related to international food industry.
Literature	Project based materials
Learning methods	Lecture units and project seminar
Examination type	Written report and presentation
Study system usability	Compulsory module see § 6 (3) Examination Regulations International Food Business and Consumer Studies
Entrance requirements	Entrance requirements see § 5 Examination Regulations International Food Business and Consumer Studies

Compulsory Modules

Module	International Legislation on Consumer Protection and Food
Language	English
Credits	6
Stud. workload	180h, of which 60h contact
Frequency (WS / SS)	Yearly, WS
Contents	Key institutions and related administrative bodies in the EU The labelling of food products in the EU Relevant legislation for production, distribution or sale of novel or functional food and food containing genetically modified organisms Risk management and risk communication / HACCP / food hygiene in the EU Barriers to the free flow of goods across national boundaries Exemplary national food control systems in Europe Basics and historical development of consumer protection and consumer politics in the EU
Qualification targets	Students will be able to • access appropriate documentation on legislation on consumer protection and food • discuss the role of the key institutions and related administrative bodies in the EU • describe the content of EU food law in major areas (e.g. labelling, hygiene) • evaluate the impact of relevant legislation and case law to food industry and consumers, • describe the role of risk management and risk communication for food industry and consumers • discuss the role and effectiveness of consumer law protection
Literature	Lecture based materials
Learning methods	Instructions, seminar
Examination type	Oral test
Study system usability	Compulsory module see § 6 (3)
Entrance requirements	Entrance requirements see § 5 Examination Regulations International Food Business and Consumer Studies

Module	Marketing Research
Language	English
Credits	6
Stud. workload	180h, of which 60h contact
Frequency (WS / SS)	Yearly, WS
Contents	Tasks and management of marketing research Methods of data collection Methods of data analysis Presentation of market research results for decision support Methods of development prognoses
Qualification targets	Students • are able to define marketing research • are able to describe how marketing research relates to the marketing concept • are able to outline the steps in the marketing research process and show how the steps are interrelated • know the factors to consider in defining the marketing problem or opportunity • are able to explain the differences between primary and secondary market research • are able to develop a research design • know all relevant methods and tasks for analysing consumer markets, competitors and actors in a supply chain • are able to state the specific advantages of each method of data collection • know advantages and disadvantages of different systems for the integration of marketing research tasks into the management system of businesses • know fundamentals of statistics and sampling theory • know the different types of statistical analysis techniques • acquire personal skills for oral and written presentations in teamwork
Literature	Aaker, D.A., Kumar, V. and Day, G.S. 2004: Marketing research. 8th ed., John Wiley and Sons. New York, USA; Burns, A.C. and Bush, R.F. 2003: Marketing research. 4th ed.. Pearson Education International. Upper Saddle River. New Jersey, USA; Shao, A.T. 2002: Marketing research. 2nd ed.. South Western. Cincinnati, Ohio, USA.
Learning methods	Lecture units and seminar
Examination type	Oral test, oral and written presentation
Study system usability	Compulsory module see § 6 (3) Examination Regulations International Food Business and Consumer Studies
Entrance requirements	Entrance requirements see § 5 Examination Regulations International Food Business and Consumer Studies

Module	Food Quality Management
Language	English
Credits	6
Stud. workload	180h, of which 60h contact
Frequency (WS / SS)	Yearly, SS
Contents	Product flow in the food supply chain Business processes in the contemporary food industry Public conception of risk and product safety in the food chain Food chain traceability Implementation of an information chain (documented) on product flow in a food chain Case studies for implementation of a QM-system in various branches of the food industry Basics of supply chain management
Qualification targets	Students will be able to • describe the role of quality management in the food industry and understand major challenges to effective quality management • take measures to ensure food chain traceability • take measures to ensure product safety according to international safety standards • implement an effective crisis management within the food supply chain • implement a quality management system (QM-System) in the food chain • understand that in fighting international competition it is not “company against company” but “supply chain against supply chain” • define a food supply chain and understand material, information and capital flows
Literature	Lecture based materials
Learning methods	Instructions, seminar, exercises
Examination type	Oral test
Study system usability	Compulsory module see § 6 (3) Examination Regulations International Food Business and Consumer Studies
Entrance requirements	Obligatory: knowledge of the food chain, basics of quality management; recommended: Food quality; international food law

Module	Recent Developments in Food and Nutritional Sciences
Language	English
Credits	6
Stud. workload	180h, of which 60h contact
Frequency (WS / SS)	Yearly, SS
Contents	Recent scientific results on food constituents, their physiological effects within various nutritional patterns, and their influence on the quality of raw material and final food products. Artisanal, organic, conventional and novel processing technologies for food – in particular, „Minimal Processing“ and „Low Input Processing“ – and their effect on food quality and safety as well as on process quality (environmental and social aspects, sustainability)
Qualification targets	Successful students know the influence of food constituents on processing methods and quality of foods are able to evaluate various technologies for food processing, such as - artisanal - organic - conventional - novel methods and their effects on food constituents understand the physiological effects of functional food constituents know how to make meaningful use of products and process technologies for human nutrition are able to assess the impacts of new results in food and nutrition science for the nutritional status of various target groups from different cultures and settings for the development of new products and their marketing to private and institutional households in different cultures for the structure of the agricultural and food industry are able to search the recent scientific literature (original data) for relevant information are able to work in groups to work out structured results, to evaluate and to present them
Literature	Lecture based materials
Learning methods	Instructions (incl. e-Learning), seminar, laboratory
Examination type	Written report
Study system usability	Compulsory module see § 6 (3) Examination Regulations International Food Business and Consumer Studies
Entrance requirements	Entrance requirements see § 5 Examination Regulations International Food Business and Consumer Studies

Module	Consumer Science and Sustainable Consumption
Language	English
Credits	6
Stud. workload	180h, of which 60h contact
Frequency (WS / SS)	yearly, SS
Contents	Selected subjects from economic and social sciences focussing on the consumer.
Qualification targets	Students are able to • explain various relevant theories of sociology and lifestyle research as well as the social and psychological basis for consumer behaviour • explain recent developments in consumption and to deduct future trends, with emphasis on sustainability • explain various micro- and macro-economic theories relevant to the market for consumer goods and the attitude of consumers • explain various theories of consumer policy, the present status and future needs • develop novel products and services for various target groups • develop novel concepts for the dialogue with the consumers.
Literature	Lecture based materials
Learning methods	Instructions (including e-learning), seminar
Examination type	Written examination
Study system usability	Compulsory module see § 6 (3) Examination Regulations International Food Business and Consumer Studies
Entrance requirements	Entrance requirements see § 5 Examination Regulations International Food Business and Consumer Studies

Module	Product Development and Intercultural Marketing
Language	English
Credits	6
Stud. workload	180h, of which 60h contact
Frequency (WS / SS)	Yearly, WS
Contents	Stages of product development, quality function deployment, processing and product formulations, food chemistry, manufacturing, food regulations, food additives, product testing, shelf-life studies and factors affecting shelf-life
Qualification targets	Students • know the stages of innovation and food product development • know fundamentals of intercultural marketing • are able to generate and evaluate new product ideas • are able to develop and evaluate product concepts • are able to develop a prototype food product including labelling, packaging and evaluation of shelf-life • are able to consider nutritional aspects and to apply functional food ingredients in food product development • are able to consider factors beyond formulation and processing – shelf - life requirements, food regulations • know new techniques of food processing
Literature	Fuller, G. W. 2005: New Food Product Development: from concept to marketplace. Boca Raton, CRC Press. Boston, New York, Washington; Fölsch, V. (Hrsg.), 1995: Handbuch Produktentwicklung Lebensmittel. Behr´s Verlag. Hamburg.
Learning methods	Lecture units and group work or laboratory work
Examination type	Written test
Study system usability	Compulsory module see § 6 (3) Examination Regulations International Food Business and Consumer Studies
Entrance requirements	Entrance requirements see § 5 Examination Regulations International Food Business and Consumer Studies

Elective Modules

Module	Supply Chain Management
Language	English
Credits	6
Stud. workload	180h, of which 60h contact
Frequency (WS / SS)	Yearly, WS
Contents	• Introduction to terminology • Supply chain and operations strategy • Supply chain processes • Supplier management • Logistics management • Distribution management • Supply chain performance • Sustainable supply chain management
Qualification targets	Students are able to • understand the importance of supply chains • describe the processes and related material and information flows in a supply chain • know basic concepts of supply chain management • understand the relevance of sustainability initiatives in supply chains
Literature	Joel D. Wisner, G. Keong Leong, Keah-Choon Tan (2005): Principles of Supply Chain Management – A Balanced Approach, Thompson, Mason. Cecil C. Bozarth, Robert B. Handfield (2006): Introduction to Operations and Supply Chain Management, Pearson, Upper Saddle River.
Learning methods	Instructions, seminar
Examination type	Presentation, Oral test
Study system usability	Elective module, see § 6 (3) Examination Regulations International Food Business and Consumer Studies

Module	Food Quality and Organic Food Processing
Language	English
Credits	6
Stud. workload	180h, of which 60h contact
Frequency (WS / SS)	Yearly, SS
Contents	• European and international legislation for organically produced agricultural commodities (focussing : Annex II, Annex VI EEC 2092/91; contracting, quality standards, product handling) Quality standard setting and the Organic Guarantee System Certification systems for organic and conventional products (overview, principles, concept, certification) Accreditation and accreditation agencies Process and product orientated food quality concepts and assessments; “holistic” quality definitions Processing techniques for organic food processing (different product groups) Quality assessment methods for small and medium-size enterprises
Qualification targets	Students will be able to • define food quality and quality systems in agriculture and food industry • discuss principles of organic food production (agriculture, processing) according to EEC 2092/91 or relating world wide regulations for organic food • discuss and evaluate food processing techniques and quality assessment methods
Literature	Lecture based materials
Learning methods	Instructions, seminar, case studies, excursions
Examination type	Oral test, written report
Study system usability	Elective module see § 6 (3) Examination Regulations International Food Business and Consumer Studies
Entrance requirements	Obligatory: knowledge of the food chain, basics of quality management; recommended: Food quality, international food law

Module	Information Systems for the Food Industry
Language	English
Credits	6
Stud. workload	180h, of which 60h contact
Frequency (WS / SS)	Yearly, SS
Contents	Models of organisation of food processing enterprises Problems specific to food industry Information systems in food industry Structure of information systems, hardware, software, data banks, tools und add-ons System analysis and system implementation Components of comprehensive software packages Logistics of production and quality management
Qualification targets	Students • know the organisation of food processing enterprises • know the specific problems and economic constraints of the food industry • are familiar with the essential features of information systems and their components • know structures of data and processes and the interrelationship between subsystems • know which data are relevant for successful operation of a food business • know the interfaces between subsystems • are familiar with the basics of data processing and relevant software • understand the procedures of system analysis and system implementation • know details of comprehensive information systems for the food industry and can apply this knowledge to solve problems, in particular in the fields of production and logistics
Literature	Lecture based materials
Learning methods	Instructions (including e-learning), seminar, exercises
Examination type	Written examination
Study system usability	Elective module see § 6 (3) Examination Regulations International Food Business and Consumer Studies
Entrance requirements	Entrance requirements see § 5 Examination Regulations International Food Business and Consumer Studies

Module	Management of Innovations in the Food Industry
Language	English
Credits	6
Stud. workload	180h, of which 60h contact
Frequency (WS / SS)	Yearly, WS
Contents	Introduction; internal and external factors; innovation process; establishment of business
Qualification targets	Students are enabled to • assess the innovation potential in an enterprise and analyse the factors affecting it • make use of the innovation potential of the enterprise and its staff • plan and moderate the transformation of ideas into products and services • use their skills in intercultural communication to understand and handle differences in „business cultures“
Literature	Lecture based materials
Learning methods	Lecture units and seminar
Examination type	Written test
Study system usability	Elective module see § 6 (3) Examination Regulations International Food Business and Consumer Studies
Entrance requirements	Entrance requirements see § 5 Examination Regulations International Food Business and Consumer Studies

Module	Strategic Management and Operations
Language	English
Credits	6
Stud. Workload	180h (60h contact time)
Frequency (WS / SS)	Annually, SS (summer term)
Part 1	Strategic Management
Contents 1	Strategic Management Process Market-based view Resource-based view Integration and Diversification
Qualification targets 1	Students are able to: Describe the strategic management process Distinguish different concepts of strategic management Apply related concepts to practical examples
Literature 1	Barney, J.B. / Hesterley, W. (2008): Strategic Management and Competitive Advantage – Concepts and Cases, 2. edition, Pearson Prentice Hall, Upper Saddle River.
Part 2	Strategic Operations Management
Contents 2	Strategic Decision in Operations Management Performance Objectives Product-process-matrix Decoupling point and postponement Sourcing Logistics management Production planning Distribution
Qualification targets 2	Students are able to: Describe major decisions in operations strategy Know several concepts from operations strategy Apply related concepts to practical examples
Literature 2	Slack, N. / Lewis, M. (2008): Operations Strategy, 2. edition, Pearson Prentice Hall, Harlow.
Study system usability	Elective module see § 6 (3) Examination Regulation MSc International Food Business and Consumer Studies
Entrance requirements	Preferably subjects of at least one module on Management related topics, e.g. International Management Accounting
Instruction type	Lecture and Seminar
Examination type	60 % oral or written test, 40% in class presentation or essay (homework)