

ROYAL AGRICULTURAL COLLEGE MODULAR SCHEME

Sheet updated: September 2011

Module Code 4111	Module Title Critical Issues in Food Technology and Innovation	Module Leader Dr Karim Farag
School which owns module	School of Business	
Programme(s) to which module belongs	MBA Business Management in the Food Industries (Core) MA Business Management (Elective)	
Module Level 7	Module Credits 7.5	Pre-Requisites None
Minimum Study Time 60 hours	Contact Hours within Study Time 20	Teaching Period January to March Fridays 9.00 - 11.00
<p>Module Content</p> <p>The module outlines the opportunities, challenges and innovations occurring to businesses that could affect the food and beverage industry.</p> <p>The module will address the future issues facing managers in the sector regarding how prepared they are for successful operations through the optimisation of collaboration between people and process (culture and marketing) to achieve an organisation's vision. It will also consider the technologies necessary to provide change.</p> <p>It will examine how collaborative outlooks on food safety for the new decade can be constructed by assessing the most pertinent industry food safety challenges and the lessons learnt to be applied in the future.</p> <p>Packaging Design and Innovation will be also addressed with regards to the use of novel technologies.</p> <p>The impact of reduced salt and fat on public health and the industry will be assessed to the extent of the need of innovation and R&D being one of the most prevalent trends. Recent market-research data and its understanding and relevance to both the scientific and consumer spheres and how it should be leveraged regarding R&D will be addressed in the context of sensory evaluation and benchmarking; meat, dairy, poultry, eggs, grains and fresh produce.</p>		

Module Outcomes

To achieve credit for this module, students must be able to:

1. Consolidate their understanding of the opportunities, challenges and innovations facing areas in the food industry.
2. Critically appraise and discuss the application of new technologies in areas of the food industry.
3. Review and critically evaluate contemporary case studies in a logical and structured way.

Assessment	Description	Weighting
Coursework	Report	70%
	Oral Presentation	30%
Examination	N/A	N/A

Key Texts:

Students should be familiar with the content of at least one of the following:

- Estrada-Flores, S. (2010) Understanding innovation in food supply chains, in Mena, C. and Stevens, G. (ed.) *Delivering Performance in Food Supply Chains*. Cambridge: Woodhead Publishing Ltd.
- Yiannas, F. (2009) *Food Safety Culture: creating A Behaviour-Based Food Safety Management System*. New York: Springer.
- Brody, A., Bugusu, B., Han, J., Sand, C. and McHugh, T. (2008) Innovative Food Packaging Solutions, *Journal of Food Science*, 73 (8):107-116.

Other supporting information:

- DEFRA (2010) *Food 2030 HM Government*. [online] Available from: <http://www.defra.gov.uk/foodfarm/food/strategy/> Date accessed (15/12/2010).
- Kemp, S., Hollowood, T. and Hort, J. (2009) *Sensory Evaluation: A Practical Handbook*. Singapore: Wiley-Blackwell.