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| **Title and Code** of the subject: **The management of value creating processes in the food industry MTMEL7028A** | **ECTS Credit Points: 3** |
| **Type** of the subject: compulsory / **optional**  |
| **Ratio of theory and practice: 50/50** (credit%) |
| **Type and number of classes per semester**: 1 hour(s) lecture and 1 hour(s) practice per **semester** Number of teaching hours / week:1 lecture + 1 seminar  |
| **Type of exam**: exam and practical course mark (value analyses project in .xls format)  |
| **Subject in the curriculum:** semester I. |
| Preliminary requirements:- BSC degree in related field |

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| **Summary of content - theory**:  |
| The students become familiar with the basic innovation knowledge such as: innovation strategy, methods, programs, and get acquainted with the measurement of innovation performances of food industries, furthermore, they have to submit a case study related to food value analyses.1. The basic concept of innovation2. The tasks of innovation management3. Innovation strategies and methods4. The theory of value analyses in the food industry5. The principles of value analyses methodology6. Financial knowledge, decision making (investment and risk analyses I.)7. Financial knowledge, decision making (investment and risk analyses II.)8. Innovation and science policy 9. Enterprise innovation management, incubation10. Innovation performance, benchmarking11. Competitiveness and innovation in European food and drink industry12. Product and Process Innovation in the Food Industry 13. Innovation project management in the food industry14. Value analyses study - discussion and evaluation  |
| **Summary of content - practice**: |
| Skills to be learnt:1. Introduction, elements and contents of the food value analysis
2. The legislation framework of food quality (Codex Alimentarius)
3. Food value analysis (FVA) I.: external factors (sources, purchasing conditions, product description)
4. FVA II.: the evaluation of packaging (data, [**availability**](https://hu.bab.la/sz%C3%B3t%C3%A1r/angol-magyar/availability)**,** utility)
5. FVA III.: the evaluation of the components (basic material, added materials, ratio of them)
6. FVA IV: the evaluation of the composition, and nutrient value of products
7. FVA V.: perceptual (organoleptically) evaluation of the selected food products (min. 3)
8. FVA VI.: price/value and marketing evaluation of the selected food products
9. FVA VII.: Determining the final price and value ratio of the products
10. Evaluation of the project
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| **Literature, handbooks in English**  |
| \* G. D. Saravacos and Z. B. Maroulis (2007): Food Plant Economics CRC Press 2007. ISBN: 978-0-8493-4021-5\* W. B. Trail – E. Pitts. (1997): Competitiveness in the food industry. Blackie Academic & Professional. London. 1-299 p. (ISBN 0751404314)\* W. B. Trail - K.G.Grunert (1997): Product and Process Innovation in the Food Industry. Blackie Academic and Professional. London. 1-231 p. (ISBN 0751404241) \* M.D. Ranken R.C. Kill, C.G.J. Baker (1997): Food industries Manual. Blackie Academic and Professional. London. 1-312 p. (ISBN 0751404047).\* Grahame W. Gould (2000):Innovations in Food Processing. CRC Press.\* Journal of Food Composition and Analysis (ISSN: 0889-1575) |
| **Competencies gained** *(acc. to the Regulation on training and outcome requirements)* |
| 1. **Knowledge:**
* Knows the interrelation of value and quality of food products
* Knows the general and specific characteristics, coherency of food value in detail
1. **Skills:**
* Is able to compose and evaluate the results across the value analyses process consequently
* Is able to analyse the aspects related to food value and quality in detail on the basis of concepts of developer-engineering and researcher approach
1. **Attitude:**
* Is commited to profession, knows and undertake its basic norms and values, strives for its critical interpretation.
* Open, motivated and receptive to know the modern and innovative processes and its practical uses.
1. **Autonomy and responsibility:**
* Possesses a significant autonomy in settling professional questions
* Decisions will be made with responsibility and the consequences will be taken
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| **Responsible lecturer: Dr. Buzás Ferenc PhD, scientific research fellow** |
| **Other lecturer(s): none** |

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| **Terms of course completion:** |
| 1. Completing assignments (case study)
2. Submitting the value analysis study in .xls format
3. Giving presentation in .ppt format (oral presentation of the case study)
4. Writing exam
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| **Form of examination:** |
| Writing exam and oral (.ppt) presentation both |
| **Requirement(s) to get signature:** |
| Attendance at **lectures** is recommended, but not compulsory. Participation at **practice** is compulsory. Students must attend the practice classes and may not miss more than three times during the semester. Attendance at practice classes will be recorded. In case of further absences, a medical certificate needs to be presented. Missed practices should be made up for at a later date, being discussed with the tutor. Active participation is evaluated by the teacher. If a student’s behaviour or conduct doesn’t meet the requirements of active participation, the teacher may evaluate his/her participation as an absence because of the lack of active participation in class. The course ends with final evaluation based on the weighted average of the writing exam (30%), case study (50%) and oral presentation (20%) grade. The grade for the final note is given according to the following (score/grade): 0-60 % = fail (1); 61-70 % = pass (2); 71-80 % = satisfactory (3); 81-90 % = good (4); 91-100 % = excellent (5).  |

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| **Exam questions:** |
| 1. Innovation as a concept
2. Innovation trends in food industry
3. Food innovation in the european food and drink industry
4. Innovation and science policy
5. Product and Process Innovation in the Food Industry
6. Innovation project management in the food industry
7. Enterprise innovation management, incubation
8. Innovation performance, benchmarking
9. The main economic indicators used for food plant evaluation
10. The elements and basic principles of food strategy
11. The elements of food value analysis methods
12. The elements of food development and innovation
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