

FOOD – Innovation and Market



Invent, develop and market new food products!

A two year **international Master's programme**, taught in English

Based on **E-learning** (distance learning) and four on-campus meetings

A programme for you with a **Business** or **Food Science** background with interests in **innovation** and **R&D Management**

Offered by SLU in collaboration with JIBS and national and international academic experts in the field of **Product Development**

The first year offers a fixed programme with academic courses along with **hands-on experience** in projects

The second year opens up for **elective courses** and a Master's thesis



FOOD – Innovation and Market, 120 credits

What are the challenges in developing new food products? Which are the future desirable food product properties (health, sustainability, fair trade animal welfare)? Why do certain products succeed and others fail ?

Food production, processing and distribution are associated with adding values. The stakeholders in a supply chain, local, national and international actors, face the same challenges in meeting consumer needs. These needs are, for example, related to expectations of production methods, product properties and corporate social responsibility (CSR).

The key program objective is to develop students' abilities to carry out product and business development in a systematic way and with a global perspective, based on an inter-disciplinary awareness of environment, health and ethics.

"One of the current challenges of the food industry is to provide ecologically, economically and socially sustainable food products. Expert graduate students can solve these issues." – **Hamid Alizadeh, Iran**

"I am working full time in Japan and this distance learning program gives me a chance to study and keep my job at the same time." – **Ena Soda, Japan**

"I have a great interest in product development and food. Programmes that combines these two are rare." – **Sofia Persson, Sweden**

"One of the great advantages of the programme is the international approach, to study together with people all over the world." – **Erik Lidgren, Sweden**

SCHEDULE, FOOD – Innovation and Market

		Introduction		Workshop		Conference			
		Module I (15hp)		Module II (15hp)		Module III (15hp)		Module IV (15hp)	
1	Business background	General introduction to Food Science, 15 hp		Management of Innovations, 7,5 hp		Management of Technology, 7,5 hp		Applied Business Management and Product Development, 15 hp	
	Food Science background	General introduction to Business Administration, 15 hp		Product Development, 7,5 hp		Sensory Analysis, 7,5 hp			
2	Business background	Elective courses, 30 hp, in for example, Food Ethics, LCA of Foods, Economics of Innovation in Food industries, Nutrition and Entrepreneurship				Master's Thesis Business Administration, 30 hp			
	Food Science background					Master's Thesis Food Science, 30 hp			
								Conference	

Last applyment: 1 April 2011

Find out more how to apply and more information: www.slu.se/food-innovation-market



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