

Liverpool John Moores University

Title: Product Development 1
Status: Definitive
Code: **5104SSLN** (123087)
Version Start Date: 01-08-2020

Owning School/Faculty: Sports Studies, Leisure and Nutrition
Teaching School/Faculty: Sports Studies, Leisure and Nutrition

Team	Leader
Katie Lane	Y
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Academic Level: FHEQ5 **Credit Value:** 20 **Total Delivered Hours:** 40
Total Learning Hours: 200 **Private Study:** 160

Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Lecture	10
Practical	30

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	AS1	Review (1,500 words)	40	
Report	AS2	Report (2,500 words)	60	

Aims

The module aims to introduce the subject of new food product development. The main emphasis will be on the roles of ingredients, the constraints imposed by scaling up recipes, the nutritional integrity of products, marketing opportunities and current developments in food

Learning Outcomes

After completing the module the student should be able to:

- 1 Access and evaluate current academic literature to investigate and evaluate a variety of food product development models
- 2 Apply a product development model to enable the formulation of a food product that matches one already on the market
- 3 Complete a written analysis of the product development process from initial concept through to product launch

Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

Essay	1	2	3
Report	1	2	3

Outline Syllabus

Ideation, creating ideas for foods and beverages and the role of the consumer; Product concepts and concept screening including sensory analysis; The retail market, product categories and branding; Evaluate the market; Product deconstruction and sensory analysis, select control product for assessment; Scaling up and product formulations; Packaging; Shelf life; Practical, begin product formulation; Consumer validation; Marketing and consumer demographics; Product launch strategies; Practical product formulation

Learning Activities

The module will use a combination of lectures and practical sessions

Notes

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