

Liverpool John Moores University

Title: Product Development
Status: Definitive
Code: **6101SSLN** (123107)
Version Start Date: 01-08-2020

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

Team	Leader
Wendy Johnston	Y
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Academic Level: FHEQ6 **Credit Value:** 20 **Total Delivered Hours:** 40
Total Learning Hours: 200 **Private Study:** 160

Delivery Options

Course typically offered: Semester 1

Component	Contact Hours
Lecture	10
Practical	30

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Presentation	AS1	Individual Presentation (20 minutes)	50	
Report	AS2	Report (2,500 words)	50	

Aims

Students will demonstrate a systematic understanding of the commercial food development life cycle process from concept generation, product launch and post market maintenance.

Learning Outcomes

After completing the module the student should be able to:

- 1 Critically evaluate the meaning of innovation in the context of food product development and how this can have benefits for food business and consumers
- 2 Apply organisational and managerial skills to present and launch new and innovative products to retailers and target audiences
- 3 Appraise and analyse the processes involved in the innovative food product development process throughout the food product lifecycle

Learning Outcomes of Assessments

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

Presentation	1	2	3
Report	1	2	3

Outline Syllabus

What is innovation and how does this add value for business and consumers? Sessions will be scheduled in the following areas: Idea generation and product concepts. Product marketing. Events management product launch strategies. Product shelf life recap. Food safety, HACCP recap.

Learning Activities

Lectures and practicals. Practical work will allow students to work collectively to develop understanding of important food-related product development methodologies, help develop analytical and critical thinking, and develop report writing skills. Student practicals will require students to apply their understanding of food processing operations to specific foods, critically evaluating the effects of such processing operations orally to small groups of fellow students.

Notes

The module is intended to promote the development of innovative food products in practice. It encourages the application of knowledge and skills gained in previous modules and allows students to actively engage with a variety of techniques to critically evaluate the stages involved in innovative food product development from concept to market place. It also challenges the students to communicate their critical knowledge of food innovation and development to a product specific presentation and report.