

AG EC 440:
FOOD INNOVATION MANAGEMENT
FALL 2007

MON. & WED. 3:35-4:50 PM
107 FOREST RESOURCES BUILDING

TUES. 4:15-5:30 PM
215 ARMSBY BUILDING

INSTRUCTORS:

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COURSE DESCRIPTION:

A problem-based interdisciplinary capstone learning experience designed to enhance career skills (critical thinking, decision making, team work, communication, etc.) in the context of industry's approach to developing and marketing new and improved food products.

OBJECTIVES:

1. To comprehend the fundamental principles, generalizations and theories of product development.
2. To understand the specific skills, competencies and points of view needed by product development professionals.
3. To appreciate the interdependencies of finance, formulation, marketing, packaging, process engineering, production and quality assurance in the development of food products.
4. To better understand how food company managers gain knowledge about the process for developing food products.
5. To develop skills in analyzing ill-defined opportunities and developing strategies to resolve them.
6. To develop the competencies of effective communication and negotiation skills when working within groups/teams.
7. To develop the ability to be a self-regulated learner who can engage in both constructive and critical self- and peer-assessment.
8. To enhance the ability to use contemporary communications and information technology.
9. To enhance oral and written communications skills.

FORMAT:

Students are organized into teams to consider a new product opportunity and prepare a comprehensive plan for developing and launching the product. Team reports (written and oral) are made to class members, food industry professionals and other invitees. Food industry representatives will be making presentations as well.

Computer-based learning technologies and the Web are used in a variety of ways. The Penn State course website is on ANGEL (see cms.psu.edu).

RESOURCES:

Spiro Stefanou (Professor of Agricultural Economics), and Barry Zoumas (Warehime Professor of Agribusiness) are the course coordinators and facilitators. Other faculty and food industry professionals function as resources and mentors.

EVALUATION OF STUDENT PERFORMANCE:

Students are evaluated and the course grade assigned based on the following.

<i>Individual Performance</i>	<i>Team Performance</i>
<i>Activities Assignments</i> 10%	<i>Company & Category Analysis</i> 10%
<i>Peer Evaluation of Team Collaboration</i> 20%	<i>Concept Development Analysis</i> 5%
<i>Final Essay</i> 10%	<i>Progress Report to Management</i> 10%
<i>Final Essay</i> <u>10%</u>	<i>Final Project Report: Written</i> 10%
50%	<i>Final Project Report: Oral</i> 10%
	<i>Final Project Report: Poster</i> <u>5%</u>
	50%

The Final Essay is a description of the product development process for a specific food product opportunity. Peer Evaluation of Collaboration on Team is accomplished by asking students to rate their team members on eight different parameters and then to offer an overall weight by assigning the portion of a \$10,000 bonus to be distributed to each team member. This evaluation will be done twice during the semester and at the end of the semester.

The Progress Report is a team-based oral presentation simulating the product development team's presentation of its plans to the firm's upper management wherein they seek a 'go-no go' decision to manufacture, market and launch the product. The Final Project Report (written, oral, poster) is a comprehensive plan for developing and marketing, the new product, including detailed financial considerations.