

2013 - 2014

THE UNIVERSITY OF WESTERN ONTARIO
BRESCIA UNIVERSITY COLLEGE
DIVISION OF FOOD AND NUTRITIONAL SCIENCES

Foods & Nutrition 3310B
Food Product Development

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LEARNING

OBJECTIVES: On successful completion of this course students will:

- 1) recognize and appreciate the product development process from ideation to concept to prototypes to market
- 2) apply this information to the development of a new food product in the labs
- 3) demonstrate acquired knowledge of food product development in written midterm and final exams
- 4) research, design and develop a new food product based on a consumer need within a group of 2 -3 students
- 5) demonstrate ability to function in an effective project team
- 6) present group project through a poster presentation and product sampling

STRESS: Emphasis will be placed on the food product development process from concept to market. Importance to the food industry, challenges, methods and new advancements will also be discussed.

APPROACH: Lectures, discussions, guest speakers, assigned readings, lab and class assignments and lab experience will be used to acquire knowledge and understanding in the area of food product development.

TEXT (required): Creating New Foods. The Product Developer's Guide. The Web Edition. 2009. M.D., Earle and R.L. Earl. The New Zealand Institute of Food Science and Technology. (available on-line)

TEXT (optional): Available in Beryl Ivey Library.

- New Product Development from Concept to Marketplace. 2011. G. W Fuller.
- Sensory and Consumer Research in Food Product Design and Development. 2012. H.R. Moskowitz, J.H. Beckley and A.V.A. Resurreccion
- Case Studies in Food Product Development. 2008. M.Earle and R. Earle.
- An Integrated Approach to New Food Product Development. 2009. H.R. Moskowitz, I.S. Saguy and T. Straus
- Food Product Development Based on Experience. 2002. C. Side (editor).
- Technology of Food Product Development. 1994. S.A. Matz.

READINGS: Additional readings will be assigned from current literature on food product development.

SCHEDULE OF TOPICS:

Lectures 1 – 6	Product development process, food trends, ideation/brain storming, team work, project management, prototype development and product evaluation (sensory, consumer, objective, nutritional, cost)
Reading Week	No lecture
Lectures 7 – 12	Product optimization, why products fail, food packaging development, food labelling, quality control and assurance, food laws and regulations.

LABS TO INCLUDE: Market product evaluations/comparison, consumer needs assessment, ideation, concept generation, market evaluation, concept selection, prototype preparations and evaluations, financial analysis, packaging considerations, nutritional analysis and labelling considerations and poster preparation.

ASSIGNMENTS: The product development project will be discussed and project teams chosen in the first lab.

MARKING:	Midterm Test	20%
	Lab/Class Assignments	10%
	Project Proposal	10%
	Product Completion, Team Performance, Poster/Product Presentation	25%
	Final Exam	35%
	TOTAL	100%

Specific Course Policies: For mark components of 10% or higher, any student who misses these requirements can request accommodation from the academic counselors on medical or non-medical grounds with proper documentation submitted. The academic counselors will then make the request for accommodation to the faculty as necessary.

Lab Fees: \$40.00 per student
(Laboratory fees are billed along with your tuition. Payment must be made by the end of the third week of classes to continue in the course.)

Lab Apparel: A lab coat, white lab shoes and hair net are required for the labs.

Divisional Policies:

The policy of the Division of Food and Nutritional Sciences is as follows:

- 1) Failure to attend at least 75% of laboratories or studios will result in failure in the laboratory or studio and an "incomplete" in the course. Successful completion of the laboratory/studio will be necessary in order to receive credit in the course.
- 2) Assignments are due at time and date noted. **The mark will be reduced by 20%** on assignments submitted late. Assignments submitted after seven days will **not** be accepted for marking, except with documentation to show a confirmed personal illness or a death in the student's immediate family.
- 3) There will be no make-up mid-term test for a student who has missed a test except with documentation to show a confirmed personal illness or a death in her/his immediate family.

BRESCIA UNIVERSITY COLLEGE ACADEMIC POLICIES AND REGULATIONS

1. POLICY REGARDING MAKEUP EXAMS AND EXTENSIONS OF DEADLINES

When a student requests academic accommodation (e.g., extension of a deadline, a makeup exam) for work representing 10% or more of the student's overall grade in the course, it is the responsibility of the student to provide acceptable documentation to support a medical or compassionate claim. All such requests for academic accommodation **must** be made through an Academic Advisor and include supporting documentation. Academic accommodation on medical grounds will be granted only if the documentation indicates that the onset, duration and severity of the illness are such that the student could not reasonably be expected to complete her academic responsibilities. Appropriate academic accommodation will be determined by the Dean's Office in consultation with the student's instructor(s). Please note that personal commitments (e.g., vacation flight bookings, work schedule) which conflict with a scheduled test, exam or course requirement are not grounds for academic accommodation.

A UWO Student Medical Certificate (SMC) is **required** if a student is seeking academic accommodation on medical grounds. This documentation should be obtained at the time of the initial consultation with the physician/nurse practitioner or walk-in clinic. A SMC can be downloaded under the Medical Documentation heading of the following website: <https://studentservices.uwo.ca/secure/index.cfm> . If it is not possible to have an SMC completed by the attending physician/nurse practitioner, the student must request documentation sufficient to demonstrate that her ability to meet academic responsibilities was seriously affected. Please note that under University Senate regulations documentation stating simply that the student "was seen for a medical reason" or "was ill" is **not** adequate to support a request for academic accommodation. All documentation is to be submitted to an Academic Advisor.

Whenever possible, requests for academic accommodation should be initiated in advance of due dates, examination dates, etc. Students must follow up with their professors and Academic Advisor in a timely manner.

The full statement of University policy regarding extensions of deadlines or makeup exams can be found at <http://www.westerncalendar.uwo.ca/2013/pg117.html>

2. ACADEMIC CONCERNS

If you feel that you have a medical or personal problem that is interfering with your work, contact your instructor and Academic Advisor as soon as possible. Problems may then be documented and possible arrangements to assist you can be discussed at the time of occurrence rather than on a retroactive basis. Retroactive requests for academic accommodation on medical or compassionate grounds may not be considered.

If you think that you are too far behind to catch up or that your work load is not manageable, you should consult an Academic Advisor. If you consider reducing your workload by dropping one or more courses, this must be done by the appropriate deadlines (refer to the Registrar's website, www.registrar.uwo.ca, for official dates). You should consult with the course instructor and the Academic Advisor who can help you consider alternatives to dropping one or more courses. *Note that dropping a course may affect OSAP eligibility and/or Entrance Scholarship eligibility.*

The Dean may refuse permission to write the final examination in a course if the student has failed to maintain satisfactory academic standing throughout the year or for too frequent absence from the class or laboratory.

3. ABSENCES

Short Absences: If you miss a class due to a minor illness or other problems, check your course outline for information regarding attendance requirements and make sure you are not missing a test or assignment. Cover any readings and arrange to borrow notes from a classmate. Contact the course instructor if you have any questions.

Extended Absences: If you have an extended absence, you should contact the course instructor and an Academic Advisor. Your course instructor and Academic Advisor can discuss ways for you to catch up on missed work and arrange academic accommodations, if appropriate.

4. POLICY ON CHEATING & ACADEMIC MISCONDUCT

Students are responsible for understanding the nature of and avoiding the occurrence of plagiarism and other academic offences. Students are urged to read the section on Scholastic Offences in the Academic Calendar. Note that such offences include plagiarism, cheating on an examination, submitting false or fraudulent assignments or credentials, impersonating a candidate, or submitting for credit in any course without the knowledge and approval of the instructor to whom it is submitted, any academic work for which credit has previously been obtained or is being sought in another course in the University or elsewhere. Students are advised to consult the section on Academic Misconduct in the Western Academic Calendar.

If you are in doubt about whether what you are doing is inappropriate or not, consult your instructor, the Student Services Centre, or the Registrar. A claim that "you didn't know it was wrong" is not accepted as an excuse.

The penalties for a student guilty of a scholastic offence (including plagiarism) include refusal of a passing grade in the assignment, refusal of a passing grade in the course, suspension from the University, and expulsion from the University.

Plagiarism:

Students must write their essays and assignments in their own words. Whenever students take an idea or a passage from another author, they must acknowledge their debt both by using quotation marks where appropriate and by proper referencing such as footnotes or citations. Plagiarism is a major academic offence (see Scholastic Offence Policy in the Western Academic Calendar).

All required papers may be subject to submission for textual similarity review to the commercial plagiarism detection software under license to the University for the detection of plagiarism. All papers submitted for such checking will be included as source documents in the reference database for the purpose of detecting plagiarism of papers subsequently submitted to the system. Use of the service is subject to the licensing agreement, currently between The University of Western Ontario and Turnitin.com.

Computer-marked Tests/exams:

Computer-marked multiple-choice tests and/or exams may be subject to submission for similarity review by software that will check for unusual coincidences in answer patterns that may indicate cheating. Software currently in use to score computer-marked multiple-choice tests and exams performs a similarity review as part of standard exam analysis.

5. PROCEDURES FOR APPEALING ACADEMIC EVALUATIONS

All appeals of a grade must be directed first to the course instructor. If the student is not satisfied with the decision of the course instructor, a written appeal signed by the student must be sent to the Department Chair. If the response of the department is considered unsatisfactory to the student, she may then submit a signed, written appeal to the Office of the Dean. Only after receiving a final decision from the Dean may a student appeal to the Senate Review Board Academic. A Guide to Appeals is available from the Ombudsperson's Office, or you can consult an Academic Advisor. Students are advised to consult the section on Academic Rights and Responsibilities in the Western Academic Calendar.

6. PREREQUISITES AND ANTIREQUISITES

Unless you have either the prerequisites for a course or written special permission from your Dean to enroll in it, you will be removed from the course and it will be deleted from your record. This decision may not be appealed. You will receive no adjustment to your fees in the event that you are dropped from a course for failing to have the necessary prerequisites.

Similarly, you will also be deleted from a class list if you have previously taken an antirequisite course unless this has the approval of the Dean. These decisions may not be appealed. You will receive no adjustment to your fees in the event that you are dropped from a course because you have taken an antirequisite course.

7. SUPPORT SERVICES

The Brescia University College Registrar's website, with a link to Academic Advisors, is at http://www.brescia.uwo.ca/academics/registrar_services/index.html . The Western Registrar's website is at <http://www.registrar.uwo.ca/index.cfm> . The website for the Student Development Centre at Western is at <http://www.sdc.uwo.ca/> . Students who are in emotional/mental distress should refer to Mental Health @ Western <http://www.uwo.ca/uwocom/mentalhealth/> for a complete list of options about how to obtain help.

Portions of this document were taken from the Academic Calendar, the Handbook of Academic and Scholarship Policy and the Academic Handbook of Senate Regulations. This document is a summary of relevant regulations and does not supersede the academic policies and regulations of the Senate of the University of Western Ontario.