13Module	**Food Innovation**
Code	MSLS_V1_1
Degree Programme	Master of Science in Life Sciences (MSLS)
ECTS Credits	5
Workload	150 h: Contact 60 h; Self-study 90 h
Module Coordinator	**Name** Prof. Dr. Tilo Hühn **Phone** +41 (0)79 472 97 49 **Email** tilo.huehn@zhaw.ch **Address** ZHAW Zürcher Hochschule für Angewandte Wissenschaften Life Sciences and Facility Management Campus Reidbach Postfach CH-8820 Wädenswil
Lecturers	Guest lecturers
Entry Requirements	It could be interesting to have attended B3 "Innovation and Project Management" before attending this module
Learning Outcomes and Competences	After completing the module students: • are aware of the significance of strategic food marketing, product and process development and implementation in innovation processes • can use their knowledge in the development of products and processes that correspond with the requirements of the consumer, to introduce food innovations in companies and the market.
Module Content	Innovation is treated holistically and as sustainable product and/or process development. Economic, social, environmental and public health aspects are included. Product development is studied with selected case studies from the food and beverage sector. Aspects of physical product and process development that contribute to successful marketing concepts are included. The implementation of innovations in the food and beverage industry is systematically studied. Aspects of product development and strategic marketing that lead to a successful overall concept are discussed.
Teaching / Learning Methods	• Lectures • Case studies • Seminar-lectures • Expert contributions • Coaching • Team role analysis

	• System analysis • Process analysis • Business model generation • Think Tank • Reflection
Assessment of Learning Outcome	Students have to develop a product or process or service for the food industry during the module and document their progress in an essay including the reflection of the used tools and the outcome to establish their personality as a developer or an inventor.
Bibliography	• Christensen, C. M. (2016): The Innovator's Dilemma: When New Technologies Cause Great Firms to Fail (Management of Innovation and Change), Harvard Business Review Press, Boston. • Christensen, C.M. (2013): The Innovator's Solution: Creating and Sustaining Successful Growth, Harvard Business Review Press, Boston. • Drucker, P. (2015) Innovation and Entrepreneurship, Routledge, New York • Langdon, M.; Moses, M.; Po, C. W. (2014) Agile Innovation: The Revolutionary Approach to Accelerate Success, Inspire Engagement, and Ignite Creativity, Wiley, Hoboken. • Osterwalder, A; Pigneur, Y. (2010) Business Model Generation, Wiley, Hoboken. • Robertson, B.J. (2014) Holocracy, The revolutionary Management System that abolishes Hierarchy, Penguin, London. • Scharmer, C.O. (2018): The Essentials of Theory U: Core Principles and Applications, Berrett-Koehler Publishers, Oakland.
Language	English
Comments	An optional learning journey is offered
Last Update	08.04.2024