

Module	Project Work in Co-operation with External Partners
Language	English
Credits	18
Stud. workload	540h, of which 105h contact
Frequency (WS / SS)	Yearly, starting SS
Contents	<p>Project management, advanced level: Management of research and development projects</p> <p>Advanced methods of research</p> <p>In co-operation with enterprises and/or institutions, students work on interdisciplinary problems relevant to international food economics and consumer studies, and apply scientific methodology to solve these problems. These projects may deal with, in particular,</p> <p>(1) Introduction of new products: Marketing research and communications tools, with focus on test methods for new products, packaging, prices, communication tools with consumers in different stages of planning process; market implementation in retail shops (placing, prices, supporting communication tools), technical aspects</p> <p>(2) Supply chain management, with focus on development and implementation of systems to ensure quality, safety and traceability of food</p>
Qualification targets	Students are enabled to independently plan, perform, document, evaluate and reflect complex projects, in particular in research and development related to international food business and consumer studies. They co-operate with enterprises and institutions related to international food industry.
Literature	Project based materials
Learning methods	Lecture units and project seminar
Examination type	Written report and presentation
Study system usability	Compulsory module see § 6 (3) Examination Regulations International Food Business and Consumer Studies
Entrance requirements	Entrance requirements see § 5 Examination Regulations International Food Business and Consumer Studies

