

COURSE SYLLABUS

HFT 4833 Culinary Innovation & Entrepreneurship SEMESTER YEAR Professor D'Alessandro

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COURSE DESCRIPTION

This course gives students cursory experience in new product development, marketing and maintenance, and innovation in Culinary Management. Special emphasis is given to topics of entrepreneurship in Hospitality Management and trends and challenges present in today's global economic marketplace.

This is a Discipline-Specific Global Learning Course that counts towards your Global Learning graduation requirement.

COURSE METHODOLOGY

The methodology for this course consists of lectures, site visits, and guest speakers as well as hands on food preparation to global entrepreneurial trends. This course will involve students producing demonstrations and evaluation and development of presentation skills.

COURSE OBJECTIVES

1. To improve the students ability to develop a plan for an actual demonstration and communicate that effectively.
2. To improve students knowledge of the nature of managing culinary innovation and the role of the manager in profit planning.
3. To develop the organizational tools which are necessary to effectively manage food product innovation and sales success.
4. To develop students ability to evaluate and assess global food trends and adaptations in our diverse multi-cultural community.
5. To present students with the opportunity to interact with industry leaders in the development of entrepreneurship skills.
6. To develop accurate guidelines for food preparation and generate appropriate management tools to evaluate qualitative and quantitative criteria.
7. Develop an understanding for the manufacturing process and the processes involved in product development to selling of the product.



LEARNING OUTCOMES

1. Define management roles and develop management tools for effective innovation and product development.
2. To be able to work in a multi-cultural and diverse environment while planning a group presentation.
3. To be able to understand what breeds product success and failure in the global marketplace.
4. To be able to present, to a jury of industry professionals, a well-thought-out business plan for a product destined for the global marketplace.

GLOBAL LEARNING OUTCOMES

1. Students will be able to demonstrate an understanding of the interconnected factors that determine the extent to which a product succeeds or fails in the global marketplace.
2. Students will use multiple perspectives in researching and evaluating the success or failure of their chosen products in the global market place.
3. Students will be able to demonstrate leadership in task and action planning when developing and implementing a new product suitable for the global marketplace.

COURSE PRE-REQUISITES / CO-REQUISITES

While there are no academic pre-requisites, students need to possess a strong interest and skill in culinary arts and management.

TEXTBOOK & OTHER REQUIRED MATERIAL

Developing New Food Products For a Changing Marketplace
2nd Edition 2008
Arron L. Brody & John B. Lord
CRC Press
ISBN: 0-8493-2833-0

Chapters covered:

Chapter 1: The Food Industry in the United States (John B. Lord)
Chapter 3: New Product Success and Failure (John B. Lord)
Chapter 4: The Food Product Development Process (Marvin J. Rudolph)
Chapter 8: Food Science, Technology and Engineering Overview for Food Product Development (Romeo T. Toledo and Aaron L. Brody)
Chapter 9: Development of Packaging for Food Products (Aaron L. Brody)
Chapter 18: Shaping a Brand through Package Design (Christopher K. Bailey and GERALYN CHRIST O'NEIL)
Chapter 20: Launching the New Product (John B. Lord)


SUPPLEMENTAL READING, GLOBAL FOCUS

- “How Global Brands Travel,” Bengtsson, et al (.pdf will be distributed when assigned)
 “See the Future Before it Happens,” The Grocer UK (.pdf will be distributed when assigned)
 “Global Food For Thought,” The Economist (.pdf will be distributed when assigned)

COURSE EVALUATION

Course Material	Percent of Final Grade
Attendance	20%
Creativity Assignment	10%
Literature Review	5%
Project Abstract Rough Draft	10%
Project Abstract Final Preliminary Draft	10%
Final Project Abstract	20%
“Beer Wars” Reaction Paper	5%
Quiz #1	5%
Quiz #2	5%
Final Exam	10%

FIU & CSHTM POLICIES
The FIU Academic Pledge

As a student of this university:

I will be honest in my academic endeavors.

I will not represent someone else's work as my own.

I will not cheat, nor will I aid another's cheating.

Intellectual Honesty Statement

Florida International University is a community dedicated to generating and imparting knowledge through excellent teaching and research, the rigorous and respectful exchange of ideas and community service. All students should respect the right of others to have an equitable opportunity to learn and honestly to demonstrate the quality of their learning. Therefore, all students are expected to adhere to a standard of academic conduct, which demonstrates respect for themselves, their fellow students, and the educational mission of the University. All students are deemed by the University to understand that if they are found responsible for academic misconduct, they will be subject to the Academic Misconduct procedures and sanctions, as outlined in the Student Handbook.

Misconduct includes: Cheating – The unauthorized use of books, notes, aids, electronic sources; or assistance from another person with respect to examinations, course assignments, field service reports, class recitations; or the unauthorized possession of examination papers or course materials, whether



FIU & CSHTM POLICIES, continued

originally authorized or not. Plagiarism – The use and appropriation of another’s work without any indication of the source and the representation of such work as the student’s own. Any student, who fails to give credit for ideas, expressions or materials taken from another source, including internet sources, is responsible for plagiarism.

ASSIGNMENT DESCRIPTIONS

Creativity Assignment: Using the Disney Creative Strategy as a basis for concept genesis, as a group of 3, visit the specialty grocery store of your choice. Choose 1 product from the shelves and use it as a base for an entirely new product. Your adventurous idea might be in any part of the life of the product from production, appearance, sale or use. Here are a few examples of products you could use as the base:

A fresh whole or processed product may be selected. Example Topics:

Olive or Nut Oils	Vinegar
Chocolate	Coffee/Tea
Pasta	Heinz Ketchup
Avocados	Dill
Barilla Pasta	Kool-Aid
Chiles	Capers
Yogurt	

Topic coverage should include (as applicable):

- Product name
- Product definition
- Some History of the item
- Production
- Quality characteristics
- Brands or grades
- Storage/shelf life
- Uses
- Gross purchasing specifications (market form, sources, packaging, purchase unit . . .)
- Typical cost (selling price & estimated production costs)

Then develop a business idea that includes:

- Description of idea
- Explanation of uniqueness of concept
- Potential markets served
- Global competition / Comparables
- Strengths and Challenges
- Global economic environment to be encountered



ASSIGNMENT DESCRIPTIONS, continued

Your group will perform a 10-minute class presentation of your new product on 30 October 2013.

Quizzes: Quiz #1 will cover chapters 20 & 1, plus all material presented in class prior to the quiz. Quiz #2 will cover chapters 3 & 4, plus all material presented in class after quiz #1.

Product Success / Failure Literature Review: Choose two different global food products: one that has succeeded and one that has failed. Write a 1-page summary on each food product and explain why it was a failure or success. This paper should be word processed with Times New Roman (12 point) font and 1-inch margins.

Project Abstract Rough Draft: In this submission, you will detail, in rough form, what 'product' you will create in your final project. The details in this submission may be vague and a rough sketch of miscellaneous ideas, but approach it as a concept genesis. This rough draft should be no less than one page, word-processed.

Project Abstract Final Preliminary Draft: In this submission, you will state your plans for the Final Project. Use the collective knowledge gained from lecture, the textbook, your lab day and Jury #1 feedback to modify your Rough Draft. In this Preliminary Draft, lay the groundwork for success in the Final Project. The Preliminary Draft should be no less than two pages, and be word-processed.

Final Project Abstract: This final project should be a well-written statement of purpose for your entrepreneurial venture. Your Final Project should follow a similar format to the written component of the "Creative Assignment" in that you should be defining the same "Topic Coverage" and "Business Idea" as was defined therein. Ensure that the global marketplace is evaluation for your product in terms of economics, politics, marketing and advertising, and product placement. The Final Project Abstract should be no less than four pages, and be word-processed.

"Beer Wars" Reaction Paper: Write a well-thought, 1-page reaction paper to the documentary film "Beer Wars". The reaction paper should not be a summary but your analysis of how the information from the documentary could augment your entrepreneurial plans for your project or your future.



COURSE SCHEDULE

Week	Date	Topic	Practicum	Reading	Deliverable
1	28/Aug/13	Introduction & Entrepreneurship		Syllabus	
2	4/Sep/13	Entrepreneurship & Innovation			
3	11/Sep/13	Current Food and Marketing Trends		Chapter 20	Creativity Assignment Due
4	18/Sep/13	The Food Industry in the United States	Quiz #1	Chapter 1	
5	25/Sep/13	Lab Day			Project Abstract Rough Draft
6	2/Oct/13	Jury #1	Present / Demonstrate Culinary Innovation		
7	9/Oct/13	Food Entrepreneurship Trends & Challenges	Field Trip: Deliver Lean / On Juice		Project Abstract Final Preliminary Draft
8	16/Oct/13	New Product Failure and Success		Chapter 3	Literature Review Due
9	23/Oct/13	Product Developmental Process	Field Trip: Badia Spices	Chapter 4	
10	30/Oct/13	Documentary: "Beer Wars" Creativity Assignment Presentations	Quiz #2		
11	6/Nov/13	Food Science, Technology, and Engineering	Demo: 60 minute- The Flavorist and Flavor Manipulation	Chapter 8	"Beer Wars" Reaction Paper
12	13/Nov/13	Development of Packaging and Branding		Chapter 9, 18	
13	20/Nov/13	Modernist Cuisine	Guest Speaker: Chef Andre Bienvenu		
14	27/Nov/13	Lab Day			
15	4/Dec/13	Jury #2			Project Final Draft
16	11/Dec/13	Final Exam			