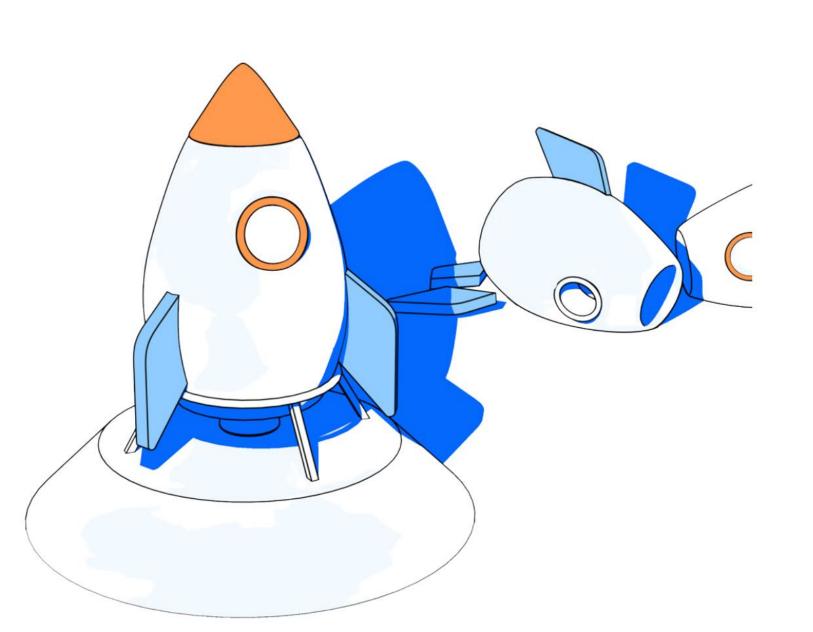


PRODUCT DEVELOPMENT

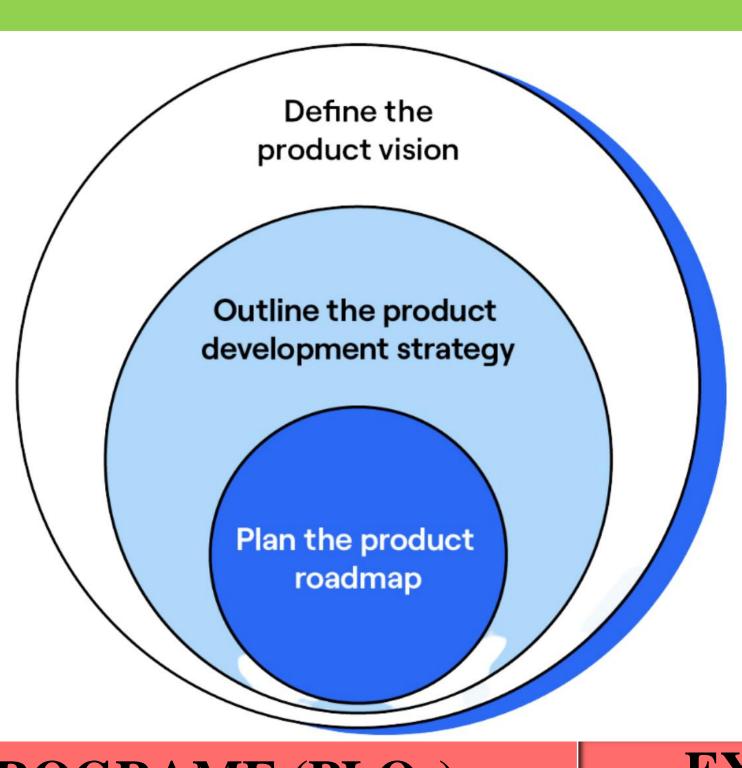
Credit: 3 (2 theory, 1 practice)



PLOs



development of food products.





EXPECTED LEARNING OUTCOMES	OF PROGRAME (PLOs)
General knowledge	
Apply natural, social, technical and	economic knowledge to solve
O 1 problems in preservation, processin	ig, testing, and research and

Professional skills

- Formulate production procedures based on the analysis of technical factors to ensure and enhance product quality.
 - Design quality management systems for processing plants to ensure food CELO 3 Apply product development steps. hygiene and safety.

Soft-skills

- PLO 4 Perform work planning, demonstrate creatively critical thinking, work independently and effectively as a team leader or member
 - Demonstrate communication skills and use specialized English in food technology.

Specialized skills

- PLO 6 Operate production equipment in food manufacture factories.
- PLO 7 Analyse product quality criteria in food preservation and processing procedures
- Design research to address technological and regulatory problems in the PLO 8 food industry through the evaluation of information, scientific data and class information technology applications

Attitude

- PLO 9 Work professionally, maintain professional ethics, social responsibility, and demonstrate personal physical development.
- PLO 10 Demonstrate the spirit of entrepreneurship and life-long learning.

LEARNING CONTENT

- Chapter 1. Identify the importance of product development
- Chapter 2. Develop product development strategy
- Chapter 3. Define the product development process

EXPECTED LEARNING OUTCOME OF COURSE (CELOs)

Knowledge

- Explain the importance and strategies of PLO 1 product development.
- CELO 2 Evaluate product research and development steps.

Specialized skills

- PLO 4 work, working independently, in groups, giving presentations, PLO 5 understanding specialized reading and

Attitude

- Confident, professional, serious, responsible PLO 9 at work.
- CELO 6 Show eagerness to learn and listen

PLO 10

- LEARNING METHODS AND TASKS OF STUDENTS
- Lecturer teach by lectures, group exercises, field practice
- Students need to read the lecture material before going to
- Attend at least 70% of theory hours and 100% of practice hours
 - Listen and answer questions;
 - Do assignments in class;
 - Group discussion

English

Course assessment

- Score scale: 10
- On-going assessment: 02 times(40%), Diligent attitude(10%)
- Final exam: 50%

The new product development process

Marketing Concept Product Product Test Idea Idea strategy and development development launch marketing business generation screening and testing analysis

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LECTURERS

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