



## **COURSE CARD: E3S - A - BOKU - 3**

- University: University of Natural Resources and Life Sciences, Vienna (BOKU)  
Austrian Marketing University (Campus Wieselburg) (AMU), Austria
- Course: New Product Development (Elective Lecture)
- Course code: 754328
- Credits 2
- Language: German
- Instructor: Klaus Dürschmid, Ass.Prof.
- When: Every winter term (October – January)
- Content: The main objective of this course is to create an understanding of the product development process as a part of the agri-food-chain that determines the quality and the economic success of food products to a great extent.
1. Introduction into product development:  
Why develop new products? How to gain product ideas; how to hear the voice of the customer; screening of ideas; development of product concepts; strategies of product development; special consumer oriented aspects of product development; process development and production as parts of the product development; ecological and ethic aspects of product development (life cycle assessment for example) etc.
  2. Methods and course of the product development processes:  
QFD (Quality Function Deployment), FMEA (Failure Mode and Effect Analysis), Simultaneous Engineering, principles and techniques of team work etc.
  3. Sensory Evaluation in the process of product development:  
Introduction into sensory evaluation of foods, aims and methods of sensory analysis, food choice and the consumer, formation of food preferences, food quality and sensory properties, role of sensory properties in the consumers food choice etc.
  4. Strategies and methods of experimental design:  
Mixture design, selected methods of multivariate statistics
  5. Case studies

E3S – European Sensory Science Society  
via della Cernaia 21, 50129, Florence (Italy)

[www.e3sensory.eu](http://www.e3sensory.eu)



Textbook: Robert G. Cooper: Winning at New Products. Perseus Publishing, Cambridge 2001  
Scheffler, E.: Statistische Versuchsplanung und -auswertung. DVG, Stuttgart 1997.  
Lawless Harry T. / Heymann Hildegard: Sensory Evaluation of Food. Aspen Publishers, Gaithersburg, 2010.

Requirements: none

For whom: MSc students "Food Science and Technology" (BOKU), MSc students Food Product Development (AMU)

Students (n): ~60 students / year

Source of info: Klaus Dürschmid, [klaus.duerrschmid@boku.ac.at](mailto:klaus.duerrschmid@boku.ac.at)  
<https://online.boku.ac.at/BOKUonline/webnav.ini>

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