



COURSE CARD: E3S - A - FHWN - 1

University: FH WN Campus Wieselburg, University of Applied Sciences, Austria
Course: Advanced Sensory Science
Course code: 12372
Credits: 3
Language: German
Instructor: Dipl. oec. troph. (FH) Sabrina Norckauer
When: every winter term (October-January)
Content: Lecture (2 x 3 h): Repetition of discrimination testing, descriptive analysis, consumer testing (acceptance and preference test), scales, sensory methods in quality control/ quality assurance i.e. shelf life testing, multivariate methods;
Main focus on **small group work** (4-5 students). The students' task is to plan a test and create a test design independently, implement the method and organize a test session (lab exercise). After the test they have to evaluate data with statistical methods and interpret the results. To establish the practical relevance, the seminar is linked to the course "product development" in which they develop real products in the lab. Based on these products they do the sensory testing continuously.
Textbook: Busch-Stockfisch M (Eds). Praxishandbuch Sensorik in der Produktentwicklung und Qualitätssicherung, Behr's Verlag, Hamburg 2006 (in German)
Lawless, H. T./ Heymann, H.: Sensory Evaluation of Food. Springer New York, 2010.
Requirements: ---
For whom: M.B.A. students "product marketing & innovation management" – food industry (area of specialization), M.B.A. students "food product development and resource efficiency"
Students (n): 20
Source of info: Sabrina Norckauer, Sabrina.Norckauer@amu.at
Date: May 2nd, 2013