

**Gemeinsame Prüfungsordnung für den konsekutiven Masterstudiengang „International Food Business and Consumer Studies“ des Fachbereichs Ökologische Agrarwissenschaften der Universität Kassel und des Fachbereichs Oecotrophologie der Fachhochschule Fulda vom 13. Juli 2005**

**§ 1 Geltungsbereich**

Die gemeinsame Prüfungsordnung für den konsekutiven Master-Studiengang „International Food Business and Consumer Studies“ ergänzt die „Allgemeinen Bestimmungen für Prüfungsordnungen mit den Abschlüssen Bachelor und Master“ (AB Bachelor/ Master) der Universität Kassel in der jeweils geltenden Fassung.

**§ 2 Regelstudienzeit**

Für den Master-Studiengang, der mit der Master – Prüfung als Berufsqualifizierenden Abschluss endet, beträgt die Regelstudienzeit vier Semester (120 Credits), davon 24 Credits für die Abschlussarbeit einschließlich des Kolloquiums.

**§ 3 Akademische Grade**

Aufgrund der bestandenen Masterprüfung verleihen der Fachbereich Ökologische Agrarwissenschaften und der Fachbereich Oecotrophologie der Fachhochschule Fulda gemäß der Gemeinsamen Prüfungsordnung den Grad **Master of Science (MSc)**.

**§ 4 Prüfungsausschuss**

- (1) Die für Entscheidungen in Prüfungsangelegenheiten zuständige Stelle gem. den AB Bachelor/ Master ist der MSc- Prüfungsausschuss „International Food Business and Consumer Studies“.
- (2) Der Prüfungsausschuss besteht aus
  - 3 Professoren/innen, darunter zwei von der Universität Kassel und eine/r von der Fachhochschule Fulda
  - 1 wissenschaftliche Mitarbeiter/in von derjenigen Hochschule, die nur eine Professorin / einen Professor im Prüfungsausschuss stellt
  - 1 Student/in des Master-Studiengangs „International Food Business and Consumer Studies“

**§ 5 Besondere Zulassungsvoraussetzungen**

- (1) Das Masterstudium kann jeweils zum Wintersemester aufgenommen werden.
- (2) Zum Studium im Master-Studiengang International Food Business and Consumer Studies kann zugelassen werden, wer die Bachelor- oder Diplomprüfung im Bereich der Oecotrophologie, Lebensmitteltechnologie, Agrar-,Wirtschafts- oder einschlägiger Sozialwissenschaften, mit einem Notendurchschnitt von mindestens 2,5 bestanden hat  
oder  
eine Abschlussprüfung mit einem Notendurchschnitt von mindestens 2,5 in einem verwandten Studiengang oder einer anderen Vertiefungsrichtung bestanden hat und somit Fach- und Methodenkompetenzen in einem Maße erworben hat, das ein erfolgreiches Absolvieren des Master-Studiengangs erwarten lässt. Geht die Eignung aus den eingereichten Unterlagen nicht ausreichend hervor, müssen sich die Bewerberinnen oder Bewerber einem Gespräch durch zwei hauptamtlich Lehrende des Prüfungsausschusses unterziehen. Der Prüfungsausschuss kann eine Zulassung mit Auflagen verbinden.

- (3) Liegt ein Abschluss mit einer Note unter 2,5 vor, so entscheidet auf Antrag eine vom Prüfungsausschuss benannte interdisziplinär besetzte Kommission der Fachbereiche, ob bei dem Bewerber oder der Bewerberin die für die Zulassung zum Master-Studiengang notwendigen fachlichen Qualifikationen vorliegen. Der Nachweis der Kenntnisse wird durch ein persönliches Fachgespräch erbracht. Eine nach der Erlangung des ersten akademischen Grades erworbene einschlägige berufliche Praxis, die den Qualifikationszielen des Master-Studiengangs förderlich ist, wird dabei berücksichtigt.
- (4) Die Regelstudiendauer des Studiums zum Erlangen des ersten akademischen Grades muss mindestens drei Jahre betragen haben.
- (5) Zusätzlich ist der Nachweis von Kenntnissen der englischen Sprache auf dem Niveau TOEFL 61 oder äquivalentem Umfang zu erbringen.

### § 6 Aufbau des Studiums, Studienziele und Studienbegleitende Modulprüfungen

- (1) Das Masterstudium baut sich folgendermaßen auf:
- |   |                    |
|---|--------------------|
| 2 Wahlpflichtmodule zum Ausgleich unterschiedlicher Vorkenntnisse | 12 Credits         |
| 2 Methodenmodule  | 24 Credits         |
| 6 Fachmodule (Pflicht)  | 36 Credits         |
| 3 Fachmodule (Wahlpflicht)  | 18 Credits         |
| Profilmodul   | 6 Credits          |
| 20 Wochen Masterarbeit inkl. Kolloquium                           | 24 Credits         |
| <b>Summe</b>  | <b>120 Credits</b> |
- (2) Die Masterprüfung besteht aus
- den Studienbegleitenden Modulprüfungen gem. Abs. (3)
  - der Masterarbeit und dem Kolloquium gem. § 7.
- (3) Studienziele: Das Master-Studium soll Studierende mit einem abgeschlossenen Bachelor-Studium im Bereich der Oecotrophologie, Lebensmitteltechnologie, Agrar. Wirtschafts- oder einschlägiger Sozialwissenschaften und verwandter Studiengänge (siehe § 5) dazu befähigen, wissenschaftliche Erkenntnisse im Bereich der Natur-, Wirtschafts- und Sozialwissenschaften in verantwortlichen und lenkenden Tätigkeiten in nationalen und internationalen Betrieben und Institutionen der Ernährungswirtschaft umzusetzen, insbesondere an den Schnittstellen verschiedener Kulturen. In diesen Positionen können sie den Wünschen der Verbraucher, der Unternehmen und der Gesellschaft in unterschiedlichen Kulturen optimal gerecht werden. Der Masterstudiengang ist vom Profiltyp als anwendungsorientierter Studiengang konzipiert.
- Um die Studierenden auf dieses Berufsfeld vorzubereiten, werden sie befähigt,
- komplexe Projekte auf dem Gebiet der Ernährungswirtschaft, insbesondere in den Bereichen
    - Produktqualität, Produktentwicklung, Innovation
    - interkulturelles Marketing
    - Management von Prozessen und Datenflüssen in der Lebensmittel-Wertschöpfungskette
    - Controlling
 professionell zu planen, durchzuführen, zu dokumentieren und zu evaluieren
  - interdisziplinär zu arbeiten, insbesondere auch mit anderen Berufsgruppen fachlich zu kommunizieren und zielorientiert Lösungen zu finden
  - interkulturell zu kommunizieren, insbesondere kulturelle Unterschiede und deren Auswirkungen auf das Verbraucher- und Organisationsverhalten wahrzunehmen
  - ihre Arbeit in Verantwortung für Mitwelt und Nachwelt zu tun, dabei den Prinzipien der Ethik und der Nachhaltigkeit Rechnung zu tragen

- im Gebiet der Ernährungswirtschaft und in angrenzenden Bereichen wissenschaftliche Forschung zu betreiben
- (4) Im Rahmen des Masterstudiums sind Studienbegleitende Modulprüfungen (Modulbeschreibungen s. Anlage 2 Modulhandbuch) im Umfang von 96 Credits zu absolvieren:
- 2 Module aus einem Katalog von Modulen, die dem Ausgleich unterschiedlicher Vorkenntnisse der Studierenden dienen („Brücken-Module“, siehe Anlage 2 a) .
  - 2 Module Methoden (insgesamt 24 Credits, siehe Anlage 2 b), die in erster Linie die Befähigung zur interkulturellen Kommunikation und zum wissenschaftlichen Arbeiten vermitteln, davon 1 Projekt-Modul (18 Credits) in Zusammenarbeit mit der beruflichen Praxis.
  - 6 Fachmodule als Pflichtmodule (jeweils 6 Credits; siehe Anlage 2 c), die in erster Linie der Wissensvertiefung in den lebensmittel- und ernährungsbezogenen wissenschaftlichen Fachgebieten der Natur-, Wirtschafts- und Sozialwissenschaften dienen.
  - 3 Fachmodule als Wahlpflichtmodule (jeweils 6 Credits) aus einem Katalog von Modulen mit dem Schwerpunkt „Management“(siehe Anlage 2 d).
  - 1 Profilmodul (6 Credits). Dieses ist aus dem Modulkatalog der Master-Studiengänge zu wählen, die an der Universität Kassel, der Fachhochschule Fulda oder ausländischen Partnerhochschulen angeboten werden, und soll in sinnvollem Zusammenhang mit dem von der oder dem Studierenden angestrebten speziellen Qualifikationsprofil stehen.
- (5) Die Inhalte der Module, die Anzahl der jeweiligen ECTS-Punkte sowie die jeweiligen Prüfungsleistungen ergeben sich aus den Modulbeschreibungen (Anlage 3). Innerhalb der Fachmodule können einzelne der in Anlage 3 aufgeführten Module durch andere Module ersetzt werden, die mit dem Qualifizierungsziel des Master-Studiengangs in sinnvollem Zusammenhang stehen. Hierüber entscheidet der Prüfungsausschuss im Benehmen mit dem oder der fachlich zuständigen Lehrenden. Die Fachmodule werden in der Regel in englischer Sprache unterrichtet.
- (6) Mindestens 12 der erforderlichen Credits sollen an einer ausländischen Partnerhochschule erworben werden. Stehen nicht ausreichend Plätze an ausländischen Partnerhochschulen zur Verfügung, sowie in besonderen Einzelfällen kann der Prüfungsausschuss Ausnahmen mit Auflagen zulassen, die sicherstellen, dass das Qualifikationsziel des Studiengangs, insbesondere des Moduls „Interkulturelle Kommunikation“ dennoch erreicht wird.

### **§ 7 Masterarbeit und Kolloquium**

- (1) Die Ausgabe des Themas der Masterarbeit erfolgt auf Antrag über den Vorsitzenden/die Vorsitzende des Prüfungsausschusses nach Zulassung zur Masterprüfung. Die Masterarbeit kann frühestens im dritten Studiensemester bzw. bei Quereinstieg im zweiten Studiensemester ausgegeben werden. Das Thema der Master Thesis kann ausgegeben werden, wenn nicht mehr als zwei Studienbegleitende Prüfungsleistungen fehlen. Diese sind bis zur Einreichung der Master Thesis nachzuholen.
- (2) Die Masterarbeit hat eine Bearbeitungsfrist von 20 Wochen und umfasst einschließlich des Kolloquiums 24 Credits. Die Master Thesis wird in der Regel in englischer Sprache abgefasst. Über Ausnahmen entscheidet der Prüfungsausschuss. Eine deutschsprachige Zusammenfassung mit bibliografisch verwertbaren Schlüsselwörtern ist beizufügen.
- (3) Im Rahmen der Abschlussprüfung findet ein Kolloquium mit den zwei Prüfern/ Prüferinnen der Masterarbeit über die Masterarbeit statt, spätestens sechs Wochen nach Abgabe der Masterarbeit. Das Kolloquium dauert 60 Minuten. Die Note der Abschlussprüfung (Masterarbeit inkl. Kolloquium) wird gebildet durch die Note der Masterarbeit mit dem Faktor 3 und der Note des Kolloquiums mit dem Faktor 1.

### § 8 Bewertung und Gewichtung der Prüfungsleistungen

- (1) Erfolgt die Bewertung einer Prüfungsleistung durch mehrere Prüferinnen oder Prüfer in Teilprüfungen, so errechnet sich die Note aus der Zusammenfassung der entsprechend den Credits gewichteten Teilprüfungsleistungen, wobei für die Teilprüfungen folgendes Punktesystem vorgegeben ist:

<b>Punkte</b> (100 Punkte = 100 %)	<b>Note</b>
96 bis 100	1,0
91 bis 95	1,3
86 bis 90	1,7
81 bis 85	2,0
76 bis 80	2,3
71 bis 75	2,7
66 bis 70	3,0
61 bis 65	3,3
56 bis 60	3,7
50 bis 55	4,0
unter 50	5,0 (nicht bestanden)

- (2) Die Gesamtnote wird als gewichtetes arithmetisches Mittel gemäß den Credits gebildet. Dabei wird die die Note für die Abschlussprüfung dreifach gewichtet.

### § 9 Inkrafttreten

Diese Prüfungsordnung tritt am Tag nach ihrer Veröffentlichung im Mitteilungsblatt der Universität Kassel in Kraft.

Fulda, den 13. Dezember 2005

Witzenhausen, den 08. Dezember 2005

Dekan/in des Fachbereichs Oecotrophologie

Dekan des Fachbereichs Ökologische

der Fachhochschule Fulda

Agrarwissenschaften der Universität Kassel

Prof. Dr. Barbara Freytag-Leyer

Prof. Dr. Jürgen Heß

## Anlage 1: Studienplan

Semester	Module				
1 (30 Credits)	Wahlpflichtmodul 1 (zum Ausgleich unterschiedl. Vorkenntnisse) (Anlage 2 a) (6 Credits)	Wahlpflichtmodul 2 (zum Ausgleich unterschiedl. Vorkenntnisse) (Anlage 2 a) (6 Credits)	International Legislation on Consumer Protection and Food (6 Credits) (Anlage 2 c)	Marketing Research (6 Credits) (Anlage 2 c)	Changing societies (6 Credits) (Anlage 2 b)
2 (30 Credits)	Food Chain Management 1 (Anlage 2 c) (6 Credits)	Wahlpflichtmodul Management (Anlage 2 d) (6 Credits)	Recent Developments in Food and Nutritional Sciences (Anlage 2 c) (6 Credits)	Consumer Science and Sustainable Consumption (6 Credits) (Anlage 2 c)	Management of research and development projects; Project work with external partners (Anlage 2 b) (6+12 Credits)
3 (30 Credits)	Product Development and Intercultural Marketing (Anlage 2 c) (6 Credits)	Wahlpflichtmodul Management (Anlage 2 d) (6 Credits)	Wahlpflichtmodul Management (Anlage 2 d) (6 Credits)		
4 (30 Credits)	Profilmodul (6 Credits)	Master Thesis incl. Colloquium (24 Credits)			

**Attachment 2 Examination Regulations**  
**Master of Science Food Business and Consumer Studies**

**Module Descriptions**

**Overview**

**Attachment 2 a: Bridging Modules (elective)**

- International business management
- Sensory science
- Sustainable nutrition
- Food preservation, packaging, transportation
- Foreign languages other than English
- Research methods
- Organic mixed farming systems
- Nutritional and consumer behaviour

**Attachment 2 b Method Modules (compulsory)**

- Changing societies / Intercultural communication and management
- Project work in co-operation with external partners

**Attachment 2 c: Professional Modules (compulsory)**

- International legislation on consumer protection and food
- Marketing research
- Food chain management 1
- Recent developments in food and nutritional sciences
- Consumer science and sustainable consumption
- Product development and intercultural marketing

**Attachment 2 d: Management Modules (elective)**

- International human resources management
- Food chain management 2: Food quality and organic food processing
- Information systems for the food industry
- Management of innovations in the food industry
- Management simulation

## Attachment 2 a: Bridging-Modules

<b>Module</b>	<b>International business management (Internationales Unternehmensmanagement)</b>
Language	English or German
Credits	6
Stud. workload	180h, of which 60h contact
Frequency (WS / SS)	Yearly, WS
Contents	<ul style="list-style-type: none"> <li>• General management approach</li> <li>• Organisation and project management</li> <li>• IT- and knowledge management</li> <li>• Scorecard and performance management</li> </ul>
Qualification targets	<p>Students are able to</p> <ul style="list-style-type: none"> <li>• understand the role of business management in an international context</li> <li>• describe and handle the challenges of international management</li> <li>• take measures to optimise business organisation and knowledge management</li> </ul>
Literature	Deresky H. 2002: International Management. Prentice Hall; Lane H.W. 2005: International Management Behavior. Blackwell Publishers
Learning methods	Instructions, seminar
Examination type	Oral test
Study system usability	Compulsory module see § 6 (3)
Entrance requirements	Entrance requirements see § 5 PO Food Business and Consumer Studies

<b>Module</b>	<b>Sensory science (Essen und Trinken als Forschungsgegenstand)</b>
Language	English or German
Credits	6
Stud. workload	180h, of which 60h contact
Frequency (WS / SS)	Yearly, WS
Contents	<ul style="list-style-type: none"> <li>• Physiological and psychological parameters for sensory evaluation</li> <li>• Importance of sensory evaluation in quality management</li> <li>• Sensory testing as part of product development</li> <li>• Test designs according to ISO standards</li> <li>• Interpretation and reporting of results</li> </ul>
Qualification targets	<p>Students are able to</p> <ul style="list-style-type: none"> <li>• describe the role of sensory evaluation in quality management and product development</li> <li>• access appropriate documentation of food chains</li> <li>• use ISO standards for sensory evaluation of food</li> <li>• design and conduct sensory tests</li> </ul>
Literature	<p>Busch–Stockfisch, M. (Hg.) 20xx: Praxishandbuch Sensorik in der Produktentwicklung und Qualitätssicherung. Behrs Verlag, Hamburg, Loseblattsammlung; Fliedner, I., Wilhelmi, F. 1995: Grundlagen und Prüfverfahren der Lebensmittelsensorik. Behrs Verlag, Hamburg; Foelsch, V. (Hg.) 20xx: Handbuch Produktentwicklung Lebensmittel. Behrs Verlag, Hamburg. Loseblattsammlung; Barlösius, Eva 1999: Soziologie des Essens. Eine sozial- und kulturwissenschaftliche Einführung in die Ernährungsforschung. Juventa. Weinheim, München; Deutsche Gesellschaft für Ernährung e.V. (Hg.) 2004: Ernährungsbericht 2004. Bonn</p>
Learning methods	Seminaristic, i.e. a mixture of teaching, education of senses, individual presentation, plenary discussion, group work, individual reading
Examination type	Assignment, paper presentation
Study system usability	Compulsory for: students not having the knowledge and skills in sensory sciences that are necessary for successful participation in the modules in semester 2, 3 and 4. The module is directed in particular to students with first degree in agricultural sciences or business sciences
Entrance requirements	Entrance requirements see § 5 PO Food Business and Consumer Studies



<b>Module</b>	<b>Sustainable nutrition (Ernährungsökologie)</b>
Language	English or German
Credits	6
Stud. workload	180h, of which 60h contact
Frequency (WS / SS)	Yearly, WS
Contents	<ul style="list-style-type: none"> <li>• Culture and cultural patterns of nutrition</li> <li>• Interactions of food quality and lifestyle on human health</li> <li>• RDA</li> <li>• Product flow in the food supply chain</li> <li>• Databases and tools to describe nutrition systems (e.g. Life cycle assessment)</li> <li>• Working with conflict and resistance concerning nutrition regimes</li> </ul>
Qualification targets	<p>Students are able to</p> <ul style="list-style-type: none"> <li>• describe the role of nutrition in human health</li> <li>• use databases for recommended dietary allowances</li> <li>• describe the influence of nutrition (from farm to fork) on environmental parameters (soil, water, atmosphere, biodiversity)</li> <li>• understand tools to measure “sustainability” in nutrition systems</li> </ul>
Literature	Jäger, C. und Leitzmann, C. 1982: Ernährungsökologie – ein systemtheoretischer Forschungsansatz. In: Ernährungsumschau 39 (7) S. 283–287; Meier-Ploeger, A. 2001: Ökologische Lebensmittelqualität und Ernährungskultur. In: Ökologie & Landbau 117 (1) 35–37
Learning methods	Seminaristic, i.e. a mixture of teaching, individual presentation, plenary discussion, group work, individual reading
Examination type	Assignment, paper presentation
Study system usability	Compulsory for: students not having the knowledge and skills in sustainable nutrition that are necessary for successfully participating in the modules in semester 2, 3 and 4. The module is directed, in particular, to students with first degree in agricultural sciences or business sciences
Entrance requirements	Entrance requirements see § 5 PO Food Business and Consumer Studies

<b>Module</b>	<b>Food preservation, packaging, transportation (Haltbarmachung, Verpackung und Transport von Lebensmitteln)</b>
Language	English or German
Credits	6
Stud. workload	180h, of which 60h contact
Frequency (WS / SS)	Yearly, WS
Contents	<ul style="list-style-type: none"> <li>• Post-harvest technology, with emphasis on tropical products</li> <li>• Technology of food preservation</li> <li>• Packaging materials, technology and equipment</li> <li>• Interaction between packaging materials and food</li> <li>• Design of packaging processes</li> <li>• Problem solving in food packaging</li> <li>• Food transportation and logistics</li> </ul>
Qualification targets	<p>Students</p> <ul style="list-style-type: none"> <li>• understand the relevance of food preservation and packaging in international food trade</li> <li>• understand the factors affecting the shelf life and safety of processed food</li> <li>• understand the properties of packaging materials for foods</li> <li>• know the principles of food packaging technology and equipment</li> <li>• are able to assess and to select appropriate packaging materials, methods and equipment</li> <li>• are able to optimise the transportation of food</li> </ul>
Literature	Lecture based materials
Learning methods	Instructions (incl. e-Learning), seminar. laboratory
Examination type	Written examination
Study system usability	Compulsory for: students not having the knowledge and skills in food technology that are necessary for successfully participating in the modules in semester 2, 3 and 4. The module is directed in particular to students with first degrees in agricultural sciences, business sciences or oecotrophology
Entrance requirements	Entrance requirements see § 5 PO Food Business and Consumer Studies

<b>Module</b>	<b>Foreign languages other than English</b>
Language	Depending on course
Credits	6
Stud. workload	180h, of which 60h contact
Frequency (WS / SS)	Yearly, WS
Contents	Theoretical and practical training in a foreign language
Qualification targets	Students acquire knowledge and skills in the language of the country where they intend to earn credits. The level reached is sufficient to organise living and work in the host country, to understand its culture and to communicate with teachers, colleagues and fellow students
Literature	Depending on language
Learning methods	Exercise
Examination type	Written or oral examination
Study system usability	Elective in particular for students planning studies in countries where English is not the official language
Entrance requirements	Entrance requirements see § 5 PO Food Business and Consumer Studies

<b>Module</b>	<b>Research Methods</b>
Language	German
Credits	6
Stud. workload	180h, of which 60h contact
Frequency (WS / SS)	Yearly, WS
Contents	<ul style="list-style-type: none"> <li>▪ Philosophy of science</li> <li>▪ Research process and approach, research design and methods, planning and execution of an empiric survey, laboratory research, research ethics</li> <li>▪ Theories and laws in quantitative social research; operationalisation and measurement</li> <li>▪ Qualitative research process and qualitative research approaches; grounded theory, ethnography, phenomenology</li> <li>▪ Data survey, data analysis and data evaluation of quantitative and qualitative social research: standardised and non-standardised oral and written interview, observation, document-/content analysis, dialogue analysis, action research, case studies, surveys, descriptive and analytical/closing process of data evaluation / statistics</li> </ul>
Qualification targets	The module conveys expert competence and learning competence regarding the way of thinking and working and qualitative research methods and -strategies. Skills on data collection, analysis and evaluation and the use of statistical systems are also conveyed to students.
Literature	Lecture based materials
Learning methods	Seminaristic instruction and seminar
Examination type	Written examination
Study system usability	Bridging module, especially for students with little experience in scientific work
Entrance requirements	Entrance requirements see § 5 PO Food Business and Consumer Studies

<b>Module</b>	<b>Organic mixed farming systems – Principles of organic agriculture</b>
Language	English
Credits	6
Stud. workload	180h total, 60h contact
Frequency (WS / SS)	Yearly, WS
Contents	<ul style="list-style-type: none"> <li>• Various relevant theories of low-input-agriculture</li> <li>• Structures and functions of agricultural ecosystems in general</li> <li>• Development, evaluation and comparison of ecological crop management systems on the background of various natural, economic and socio-cultural circumstances</li> <li>• Principles of pest management and fertilisation in low input agricultural systems</li> <li>• Principles of animal husbandry in low input agricultural systems</li> </ul>
Qualification targets	<p>Students are able to</p> <ul style="list-style-type: none"> <li>• describe the principles and structures as well as functions of agricultural ecosystems in general</li> <li>• describe nutrient cycles and their management in agriculture</li> <li>• evaluate systems of land use and their ecological impact</li> <li>• describe principles of organic pest management</li> <li>• describe principles of animal husbandry in low input agricultural systems</li> </ul>
Literature	Lampkin N.H. 1990: Organic farming. Farming Press. Ipswich; Ostergaard T.V. 1996: Fundamentals of organic agriculture. IFOAM. Tholey-Theley; Gliessman 2000: Agroecology: Ecological processes in sustainable agriculture. Lewis Publishers. Boca Raton
Learning methods	Project work in small groups: Development of farm and crop management systems for different climates, evaluation of their sustainability
Examination type	Oral examination: presentation and discussion in closing plenary session
Study system usability	Compulsory for students not having the knowledge and skills in agricultural sciences that are necessary for successful participation in modules of semester 2, 3 and 4; Elective for students with first degree either in (a) food and nutrition sciences, (b) business sciences
Entrance requirements	Entrance requirements see § 5 PO Food Business and Consumer Studies

	<b>Nutritional and consumer behaviour (Ernährungs- und Verbraucherverhalten)</b>
Language	English or German
Credits	6
Stud. workload	180h, of which 60h contact
Frequency (WS / SS)	Yearly, WS
Contents	<ul style="list-style-type: none"> <li>• Cultural, social and psychological determinants of nutritional and consumer behaviour</li> <li>• Research on and modification on lifestyles</li> <li>• Models for consumer behaviour</li> <li>• Models for nutritional behaviour</li> </ul>
Qualification targets	Students are aware of the crucial impact of cultural, social and psychological factors on the behaviour of consumers when they decide which food to buy and to eat. They are qualified to identify these factors and to apply this knowledge in product development, marketing and similar fields. They know methods of empirical research on lifestyle and nutrition, including tools such as historiography and biography. They know sociological and psychological models for consumer behaviour. They are also able to modify nutritional and consumer behaviour and to reflect their own behaviour.
Literature	Lecture based materials
Learning methods	Instructions, exercise
Examination type	Oral examination
Study system usability	Module compulsory for: students not having the knowledge and skills in agricultural sciences that are necessary for successfully participating in the modules in semester 2, 3 and 4. The module is directed, in particular, to students with first degrees in agricultural sciences, food technology or business sciences
Entrance requirements	Entrance requirements see § 5 PO Food Business and Consumer Studies

## Attachment 2 b: Method Modules

<b>Module</b>	<b>Changing societies – Intercultural communication and management</b>
Language	English
Credits	6
Stud. workload	180h, of which 60h contact
Frequency (WS / SS)	Yearly, WS
Contents	<ul style="list-style-type: none"> <li>• Culture and cultural patterns</li> <li>• Processes of cross-cultural adaptation</li> <li>• Intercultural communication and dialogue</li> <li>• Leadership and personality in intercultural contexts</li> <li>• Management of change</li> <li>• Working with conflict and resistance</li> <li>• Patterns of change in western history</li> <li>• The Agricultural Revolution</li> <li>• Intertwining reforms of the nineteenth century: social and agrarian</li> <li>• History of the Organic Movement</li> <li>• Food supply and changing nutrition habits in history</li> </ul>
Qualification targets	<p>Successful individual and collective performance in a growing number of scientific and entrepreneurial ventures is increasingly determined by the capability to adequately cope with situations marked by cultural difference.</p> <p>The module should qualify the students to successfully perform in contexts where intercultural communication, co-operation and management are in demand. This includes, amongst other things, a firm understanding of one's own cultural determination, a sensitivity and appreciation for cultural differences, and a keen awareness of synergetic potentials in intercultural contexts.</p> <p>To evaluate and to influence the role of organic agriculture in the process of accelerated change, characteristic of contemporary western societies. Students should become acquainted with the history of agricultural systems and nutritional habits. A systematic survey of agents and patterns of change in history is to be combined with a detailed view on the development of European agriculture and food supply, beginning with the history of the early Agricultural Revolution in England.</p>
Literature	<p>Augsburger I.D.W. 1992: Conflict Mediation Across Cultures. Louisville; Bennett, M. J. (ed.) 1998: Basic Concepts of Intercultural Communication. London; Hodgetts R. M. &amp; Luthans F. 2000: International Management. Culture, Strategy and Behavior. Boston; Huntington S. 1996: The Clash of Civilizations. New York; Harris P. R. &amp; Moran R. T. 1991: Managing Cultural Differences. Houston; Hall E. T. 1976: Beyond Culture. New York; Overton M. 1996: Agricultural Revolution in England. The Transformation of the Agrarian Economy 1500 – 1850. Cambridge; Conford P. 2001: The Origins of the Organic Movement. Edinburgh; Thirsk J. 1978: Economic Policy and Projects. The Development of a Consumer Society in Early Modern England, Oxford</p>
Learning methods	Seminaristic, i.e. a mix of individual presentation, plenary discussion, group work, individual reading
Examination type	Assignment; paper presentation
Study system usability	Compulsory module see § 6 (3)
Entrance requirements	Entrance requirements see § 5 PO Food Business and Consumer Studies

<b>Module</b>	<b>Project work in co-operation with external partners</b>
Language	English
Credits	18
Stud. workload	180h, of which 60h 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 (pricing, 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)
Entrance requirements	Entrance requirements see § 5 PO Food Business and Consumer Studies



## Attachment 2 c: Compulsory Modules

<b>Module</b>	<b>International legislation on consumer protection and food</b>
Language	English
Credits	6
Stud. workload	180h, of which 60h contact
Frequency (WS / SS)	Yearly, WS
Contents	<ul style="list-style-type: none"> <li>• Key institutions and related administrative bodies in the EU</li> <li>• The labelling of food products in the EU</li> <li>• Relevant legislation for production, distribution or sale of novel or functional food and food containing genetically modified organisms</li> <li>• Risk management and risk communication / HACCP / food hygiene in the EU</li> <li>• Barriers to the free flow of goods across national boundaries</li> <li>• Exemplary national food control systems in Europe</li> <li>• Basics and historical development of consumer protection and consumer politics in the EU</li> </ul>
Qualification targets	<p>Students will be able to</p> <ul style="list-style-type: none"> <li>• access appropriate documentation on legislation on consumer protection and food</li> <li>• discuss the role of the key institutions and related administrative bodies in the EU</li> <li>• describe the content of EU food law in major areas (e.g. labelling, hygiene)</li> <li>• evaluate the impact of relevant legislation and case law to food industry and consumers,</li> <li>• describe the role of risk management and risk communication for food industry and consumers</li> <li>• discuss the role and effectiveness of consumer law protection</li> </ul>
Literature	Lecture based materials
Learning methods	Instructions, seminar
Examination type	Oral test
Study system usability	Compulsory module see § 6 (3)
Entrance requirements	Entrance requirements see § 5 PO Food Business and Consumer Studies

<b>Module</b>	<b>Marketing research</b>
Language	English
Credits	6
Stud. workload	180h, of which 60h contact
Frequency (WS / SS)	Yearly, WS
Contents	<ul style="list-style-type: none"> <li>• Tasks and management of marketing research</li> <li>• Methods of data collection</li> <li>• Methods of data analysis</li> <li>• Presentation of market research results for decision support</li> <li>• Methods of development prognoses</li> </ul>
Qualification targets	<p>Students</p> <ul style="list-style-type: none"> <li>• are able to define marketing research</li> <li>• are able to describe how marketing research relates to the marketing concept</li> <li>• are able to outline the steps in the marketing research process and show how the steps are interrelated</li> <li>• know the factors to consider in defining the marketing problem or opportunity</li> <li>• are able to explain the differences between primary and secondary market research</li> <li>• are able to develop a research design</li> <li>• know all relevant methods and tasks for analysing consumer markets, competitors and actors in a supply chain</li> <li>• are able to state the specific advantages of each method of data collection</li> <li>• know advantages and disadvantages of different systems for the integration of marketing research tasks into the management system of businesses</li> <li>• know fundamentals of statistics and sampling theory</li> <li>• know the different types of statistical analysis techniques</li> <li>• acquire personal skills for oral and written presentations in teamwork</li> </ul>
Literature	Aaker, D.A., Kumar, V. and Day, G.S. 2004: Marketing research. 8 <sup>th</sup> ed., John Wiley and Sons. New York, USA; Burns, A.C. and Bush, R.F. 2003: Marketing research. 4 <sup>th</sup> ed.. Pearson Education International. Upper Saddle River. New Jersey, USA; Shao, A.T. 2002: Marketing research. 2 <sup>nd</sup> ed.. South Western. Cincinnati, Ohio, USA.
Learning methods	Lecture units and seminar
Examination type	Oral test, oral and written presentation
Study system usability	Compulsory module see § 6 (3)
Entrance requirements	Entrance requirements see § 5 PO Food Business and Consumer Studies

<b>Module</b>	<b>Food chain management</b>
Language	English
Credits	6
Stud. workload	180h, of which 60h contact
Frequency (WS / SS)	Yearly, SS
Contents	<ul style="list-style-type: none"> <li>• Product flow in the food supply chain</li> <li>• Business processes in the contemporary food industry</li> <li>• Public conception of risk and product safety in the food chain</li> <li>• Food chain traceability</li> <li>• Implementation of an information chain (documented) on product flow in a food chain</li> <li>• Case studies for implementation of a QM-system in various branches of the food industry</li> <li>• Basics of supply chain management</li> </ul>
Qualification targets	<p>Students will be able to</p> <ul style="list-style-type: none"> <li>• describe the role of quality management in the food industry and understand major challenges to effective quality management</li> <li>• take measures to ensure food chain traceability</li> <li>• take measures to ensure product safety according to international safety standards</li> <li>• implement an effective crisis management within the food supply chain</li> <li>• implement a quality management system (QM-System) in the food chain</li> <li>• understand that in fighting international competition it is not “company against company” but “supply chain against supply chain”</li> <li>• define a food supply chain and understand material, information and capital flows</li> </ul>
Literature	Lecture based materials
Learning methods	Instructions, seminar, exercises
Examination type	Oral test
Study system usability	Compulsory module see § 6 (3)
Entrance requirements	Obligatory: knowledge of the food chain, basics of quality management; recommended: Food quality; international food law

<b>Module</b>	<b>Recent developments in food and nutritional sciences</b>
Language	English
Credits	6
Stud. workload	180h, of which 60h contact
Frequency (WS / SS)	Yearly, SS
Contents	Recent scientific results on food constituents, their physiological effects within various nutritional patterns, and their influence on the quality of raw material and final food products. Artisanal, organic, conventional and novel processing technologies for food – in particular, „Minimal Processing“ and „Low Input Processing“ – and their effect on food quality and safety as well as on process quality (environmental and social aspects, sustainability)
Qualification targets	<p>Successful students</p> <ul style="list-style-type: none"> <li>• know the influence of food constituents on processing methods and quality of foods</li> <li>• are able to evaluate various technologies for food processing, such as <ul style="list-style-type: none"> <li>– artisanal</li> <li>– organic</li> <li>– conventional</li> <li>– novel methods</li> </ul> </li> </ul> <p>and their effects on food constituents</p> <ul style="list-style-type: none"> <li>• understand the physiological effects of functional food constituents</li> <li>• know how to make meaningful use of products and process technologies for human nutrition</li> <li>• are able to assess the impacts of new results in food and nutrition science</li> <li>• for the nutritional status of various target groups from different cultures and settings</li> <li>• for the development of new products and their marketing to private and institutional households in different cultures</li> <li>• for the structure of the agricultural and food industry</li> <li>• are able to search the recent scientific literature (original data) for relevant information</li> <li>• are able to work in groups to work out structured results, to evaluate and to present them</li> </ul>
Literature	Lecture based materials
Learning methods	Instructions (incl. e-Learning), seminar, laboratory
Examination type	Written report
Study system usability	Compulsory module see § 6 (3)
Entrance requirements	Entrance requirements see § 5 PO Food Business and Consumer Studies

<b>Module</b>	<b>Consumer science and sustainable consumption</b>
Language	English
Credits	6
Stud. workload	180h, of which 60h contact
Frequency (WS / SS)	yearly, SS
Contents	Selected subjects from economic and social sciences focussing on the consumer.
Qualification targets	<p>Students are able to</p> <ul style="list-style-type: none"> <li>• explain various relevant theories of sociology and lifestyle research as well as the social and psychological basis for consumer behaviour</li> <li>• explain recent developments in consumption and to deduct future trends, with emphasis on sustainability</li> <li>• explain various micro- and macro-economic theories relevant to the market for consumer goods and the attitude of consumers</li> <li>• explain various theories of consumer policy, the present status and future needs</li> <li>• develop novel products and services for various target groups</li> <li>• develop novel concepts for the dialogue with the consumers.</li> </ul>
Literature	Lecture based materials
Learning methods	Instructions (including e-learning), seminar
Examination type	Written examination
Study system usability	Compulsory module see § 6 (3)
Entrance requirements	Entrance requirements see § 5 PO Food Business and Consumer Studies

<b>Module</b>	<b>Product development and intercultural marketing</b>
Language	English
Credits	6
Stud. workload	180h, of which 60h contact
Frequency (WS / SS)	Yearly, WS
Contents	Stages of product development, quality function deployment, processing and product formulations, food chemistry, manufacturing, food regulations, food additives, product testing, shelf-life studies and factors affecting shelf-life
Qualification targets	<p>Students</p> <ul style="list-style-type: none"> <li>• know the stages of innovation and food product development</li> <li>• know fundamentals of intercultural marketing</li> <li>• are able to generate and evaluate new product ideas</li> <li>• are able to develop and evaluate product concepts</li> <li>• are able to develop a prototype food product including labelling, packaging and evaluation of shelf-life</li> <li>• are able to consider nutritional aspects and to apply functional food ingredients in food product development</li> <li>• are able to consider factors beyond formulation and processing – shelf –life requirements, food regulations</li> <li>• know new techniques of food processing</li> </ul>
Literature	Fuller, G. W. 2005: New Food Product Development: from concept to marketplace. Boca Raton, CRC Press. Boston, New York, Washington; Fölsch, V. (Hrsg.), 1995: Handbuch Produktentwicklung Lebensmittel. Behr´s Verlag. Hamburg.
Learning methods	Lecture units and group work or laboratory work
Examination type	Written test
Study system usability	Compulsory module see § 6 (3)
Entrance requirements	Entrance requirements see § 5 PO Food Business and Consumer Studies

## Attachment 2 d: Management Modules

<b>Module</b>	<b>International human resources management</b>
Language	English
Credits	6
Stud. workload	180h, of which 60h contact
Frequency (WS / SS)	Yearly, SS
Contents	<ul style="list-style-type: none"> <li>• Basics and advanced methods of human resource management</li> <li>• Motivation and incentive systems</li> <li>• Principal and agent approaches</li> <li>• Construction and control of target agreements</li> <li>• Organisational behaviour approach</li> </ul>
Qualification targets	<p>Students are able to</p> <ul style="list-style-type: none"> <li>• understand the challenges of human resource management in an international context</li> <li>• gain knowledge and experience in dealing with international decision making and leadership process</li> <li>• know the instrument of human resource management and gain experience in dealing with those instruments</li> <li>• know the opportunities of incentive systems</li> <li>• understand cultural aspects of human resource management</li> </ul>
Literature	Towers B. (ed.) 1998: Handbook of human resource management. Blackwell; Dowling P.J., Welch D.E. 2004: International Human Resource Management. South Western College
Learning methods	Instructions, seminar
Examination type	Oral test
Study system usability	Elective module see § 6 (3)
Entrance requirements	Entrance requirements see § 5 PO Food Business and Consumer Studies

<b>Module</b>	<b>Food quality and organic food processing</b>
Language	English
Credits	6
Stud. workload	180h, of which 60h contact
Frequency (WS / SS)	Yearly, SS
Contents	<p>European and international legislation for organically produced agricultural commodities (focussing: Annex II, Annex VI EEC 2092/91; contracting, quality standards, product handling)</p> <p>Quality standard setting and the Organic Guarantee System</p> <p>Certification systems for organic and conventional products (overview, principles, concept, certification)</p> <p>Accreditation and accreditation agencies</p> <p>Process and product orientated food quality concepts and assessments; "holistic" quality definitions</p> <p>Processing techniques for organic food processing (different product groups)</p> <p>Quality assessment methods for small and medium-size enterprises</p>
Qualification targets	<p>Students will be able to</p> <ul style="list-style-type: none"> <li>• define food quality and quality systems in agriculture and food industry</li> <li>• discuss principles of organic food production (agriculture, processing) according to EEC 2092/91</li> <li>• discuss and evaluate food processing techniques and quality assessment methods</li> </ul>
Literature	Lecture based materials
Learning methods	Instructions, seminar, case studies, excursions
Examination type	Oral test, written report
Study system usability	Elective module see § 6 (3)
Entrance requirements	Obligatory: knowledge of the food chain, basics of quality management; recommended: Food quality, international food law



<b>Module</b>	<b>Information systems for the food industry</b>
Language	English
Credits	6
Stud. workload	180h, of which 60h contact
Frequency (WS / SS)	Yearly, SS
Contents	<ul style="list-style-type: none"> <li>• Models of organisation of food processing enterprises</li> <li>• Problems specific to food industry</li> <li>• Information systems in food industry</li> <li>• Structure of information systems, hardware, software, data banks, tools und add-ons</li> <li>• System analysis and system implementation</li> <li>• Components of comprehensive software packages</li> <li>• Logistics of production and quality management</li> </ul>
Qualification targets	<p>Students</p> <ul style="list-style-type: none"> <li>• know the organisation of food processing enterprises</li> <li>• know the specific problems and economic constraints of the food industry</li> <li>• are familiar with the essential features of information systems and their components</li> <li>• know structures of data and processes and the interrelationship between subsystems</li> <li>• know which data are relevant for successful operation of a food business</li> <li>• know the interfaces between subsystems</li> <li>• are familiar with the basics of data processing and relevant software</li> <li>• understand the procedures of system analysis and system implementation</li> <li>• know details of comprehensive information systems for the food industry and can apply this knowledge to solve problems, in particular in the fields of production and logistics</li> </ul>
Literature	Lecture based materials
Learning methods	Instructions (including e-learning), seminar, exercises
Examination type	Written examination
Study system usability	Elective module see § 6 (3)
Entrance requirements	Entrance requirements see § 5 PO Food Business and Consumer Studies

<b>Module</b>	<b>Management of innovations in the food industry</b>
Language	English
Credits	6
Stud. workload	180h, of which 60h contact
Frequency (WS / SS)	Yearly, WS
Contents	Introduction; internal and external factors; innovation process; establishment of business
Qualification targets	Students are enabled to <ul style="list-style-type: none"> <li>• assess the innovation potential in an enterprise and analyse the factors affecting it</li> <li>• make use of the innovation potential of the enterprise and its staff</li> <li>• plan and moderate the transformation of ideas into products and services</li> <li>• use their skills in intercultural communication to understand and handle differences in „business cultures“</li> </ul>
Literature	Lecture based materials
Learning methods	Lecture units and seminar
Examination type	Written test
Study system usability	Elective module see § 6 (3)
Entrance requirements	Entrance requirements see § 5 PO Food Business and Consumer Studies

<b>Module</b>	<b>Management simulation</b>
Language	English
Credits	6
Stud. workload	180h, of which 60h contact
Frequency (WS / SS)	Yearly,
Contents	<ul style="list-style-type: none"> <li>• Decision making in complex business environment</li> <li>• Strategic management and management tools</li> <li>• Capital spending, financial management</li> <li>• Personnel management</li> <li>• Reporting systems</li> <li>• Coping with risk</li> </ul>
Qualification targets	<p>Students</p> <ul style="list-style-type: none"> <li>• acquire vital leadership skills (“learning business by doing business”)</li> <li>• gain experience in team oriented decision making</li> <li>• know management tools</li> <li>• acquire personal skills for oral and written presentations in teamwork</li> </ul>
Literature	<p>Baye M. R. 2005: Managerial Economics And Business Strategy. McGraw–Hill Education;  Fisher T.C., Waschik R.G. 2002: Managerial Economics. Routledge; Png I. 2001:  Managerial Economics. Blackwell Publishers</p>
Learning methods	Lecture units and seminar
Examination type	Oral and written presentation
Study system usability	Elective module see § 6 (3)
Entrance requirements	Entrance requirements see § 5 PO Food Business and Consumer Studies