

# Postgraduate Diploma

Senior Management  
and Leadership in the  
Food Business



## Postgraduate Diploma

### Senior Management and Leadership in the Food Business

- » Modality: online
- » Duration: 6 months
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online

Website: [www.techtute.com/in/nutrition/postgraduate-diploma/postgraduate-diploma-senior-management-leadership-food-business](http://www.techtute.com/in/nutrition/postgraduate-diploma/postgraduate-diploma-senior-management-leadership-food-business)

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# 01

# Introduction

Large companies such as Nestlé, Cocacola, Kellogs or Hellman have reached the top of the Food Industry and maintain their position thanks to the exhaustive knowledge of consumer behavior and the creation of new products based on it. This is complemented by effective marketing and advertising strategies. However, highly qualified professionals in this field and with management skills are essential in a highly competitive and growing sector. A reality that has led this institution to develop this program, taught in 100% online format, which will allow the specialist to be aware of the necessary actions to commercialize foodstuffs successfully.





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*This Postgraduate Diploma provides you with the latest and most innovative information on the successful management and direction of food companies”*

In a globalized world, with an increased commercialization of products thanks to the internet and the limited resources, the Food Industry has become an even more competitive sector. A scenario where marketing strategies continue to give an important impulse and condition both the choice of brand and the eating habits of the population.

A reality in which large companies maintain a leadership position by constantly adapting to trends and generating other consumer needs. However, behind these actions there is market research, planning and highly qualified professionals with managerial skills. In this scenario, the Nutrition professional has the knowledge, both to be part of the sector and to be able to undertake, if desired, in this field. A double aspect that requires specialists to be aware of the latest developments and that is why TECH offers this Postgraduate Diploma in Senior Management and Leadership in the Food Business.

For this purpose, they have video summaries of each topic, detailed videos, case studies or complementary readings that will allow them to delve into the technology used in the sector, food management and control measures, as well as the main communication and marketing strategies used for the commercialization of products in this field. In addition, the case studies, provided by the experts that are part of this program, will bring students closer to real situations of great practical utility in their professional performance.

An excellent opportunity offered by this academic institution to those nutritionists who wish to study a Postgraduate Diploma comfortably, whenever and wherever they want. They only need a computer, cell phone or tablet with Internet connection to access the syllabus hosted on the Virtual Campus. The content can also be distributed according to their needs. The professional is, therefore, faced with a program that is at the academic forefront, flexible and compatible with the most demanding responsibilities.

This **Postgraduate Diploma in Senior Management and Leadership in the Food Business** contains the most complete and up-to-date scientific program on the market. The most important features include:

- The development of case studies presented by experts in Food Technology
- The graphic, schematic, and practical contents with which they are created, provide scientific and practical information on the disciplines that are essential for professional practice
- Practical exercises where self-assessment can be used to improve learning
- Its special emphasis on innovative methodologies
- Theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection assignments
- Content that is accessible from any fixed or portable device with an Internet connection



*This program will take you on a journey through contemporary food and the drive for mass catering and fast food"*

“

*This university program will introduce you to the latest marketing strategies used in brand choice”*

The program's teaching staff includes professionals from the sector who contribute their work experience to this educational program, as well as renowned specialists from leading societies and prestigious universities.

Its multimedia content, developed with the latest educational technology, will provide the professional with situated and contextual learning, i.e., a simulated environment that will provide an immersive education programmed to learn in real situations.

The design of this program focuses on Problem-Based Learning, by means of which the professional must try to solve the different professional practice situations that are presented throughout the academic course. For this purpose, the student will be assisted by an innovative interactive video system created by renowned experts.

*A program that will teach you the latest market research techniques used by large food companies to understand the decisions of consumers.*

*In 6 months you can comfortably delve from your computer or tablet into the most relevant keys on Senior Management and Leadership in the Food Business.*



# 02 Objectives

TECH offers to all its students a quality education, for it offers the most current teaching tools and the most advanced content in each field. This time offers the most relevant information on Senior Management and Leadership in the Food Business. Therefore, at the end of the 6 months of this program, the specialist will have obtained the most decisive keys in the design, organization and management of the different food services.





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*This Postgraduate Diploma provides you with the latest communication and advertising techniques used to influence the choice of certain foods”*



## General Objectives

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- Control the mathematical, statistical and economic aspects involved in food companies
- Analyze trends in food production and consumption
- Appreciate and recognize the sanitary and preventive importance of cleaning, disinfection, disinsecting and pest control programs in the food chain
- Provide scientific and technical advice on food products and food product development





## Specific Objectives

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### Module 1. Food, Technology and Culture

- ♦ Analyze the historical-cultural evolution of the transformation and consumption of foods or specific food groups
- ♦ Connect the progress in scientific and technical knowledge of food with cultural and technological progress
- ♦ Identify factors that influence the choice and acceptability of foods
- ♦ Differentiate the essential characteristics of foods and the branches of the food industry
- ♦ In the context of the current food supply

### Module 2. Food Quality and Management

- ♦ Design and evaluate tools that promote food safety management throughout the food chain to protect public health
- ♦ Identify and interpret the requirements of the food safety management standard (UNE EN ISO 22000) for its subsequent application and evaluation in food chain operators
- ♦ Develop, implement, evaluate and maintain appropriate hygiene practices, food safety and risk control systems
- ♦ Participate in the design, organization and management of different food services
- ♦ Collaborate in the implementation of quality systems
- ♦ Evaluate, control and manage aspects of traceability in the food supply chain

### Module 3. Marketing and Consumer Behavior

- ♦ Know and understand the concepts, tools and logic of marketing as a business activity inherent to food production
- ♦ Learn to make decisions related to the marketing of products such as the search for marketing opportunities, the design of strategies and the actions necessary to successfully commercialize food products
- ♦ Get to know the procedures of market analysis and consumer behavior to advise companies in the development of new food products
- ♦ Design and application of different product tests applied to foods to predict the behavior of the target population



*Video summaries, detailed videos and additional readings will bring you closer to the latest quality control requirements for companies in the food industry”*

# 03

## Structure and Content

The transformation that the food industry has undergone has been boosted mainly by the study and improvement in the choice of the product by the consumer themselves. A key knowledge in the management of these companies. That is why this syllabus offers the Nutrition professional the most relevant information on the technology used in the sector, the socio-cultural influence on food, safety measures in the industry and the main marketing strategies used. All this through innovative multimedia content that can be accessed 24 hours a day from any electronic device with an Internet connection.





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*The team of specialists that integrate this program provides you with the didactic tools and case studies you need to stay on top of new product development”*

## Module 1. Food, Technology and Culture

- 1.1. Introduction to Food Culture
  - 1.1.1. Feeding and Nutrition: Man as an Omnivorous Animal
  - 1.1.2. Concept of Culture and Eating Behavior
  - 1.1.3. Human Diet in Different Types of Societies
  - 1.1.4. Concept of Feeding Adaptation: Examples of Feeding Adaptation
- 1.2. Factors that Influence Feeding
  - 1.2.1. Ideological Significance of Food
  - 1.2.2. Diet and Gender
  - 1.2.3. Patterns of Commensality in Different Cultures: Production, Consumption and Behavior
- 1.3. Religion and Food
  - 1.3.1. Permissible and Prohibited Foods
  - 1.3.2. Relationship Between Food and Religious Rituals
  - 1.3.3. Religion-Related Eating Behavior and Practices
- 1.4. Historical Basis of Feeding
  - 1.4.1. Major Changes in Human Diet at Different Stages in History
  - 1.4.2. Prehistory
  - 1.4.3. The Ancient Age
  - 1.4.4. Middle Ages
  - 1.4.5. Impact of the Discovery of America on European Food and the New World
  - 1.4.6. The Modern Age
- 1.5. Scientific Advances and Feeding
  - 1.5.1. The Industrial Revolution
  - 1.5.2. Impact of Scientific Discoveries and Technological Developments in Food
- 1.6. Contemporary Feeding I
  - 1.6.1. Socioeconomic and Demographic Factors that Influence Current Feeding
  - 1.6.2. Immigration and Food
  - 1.6.3. Man and Abundance in the World, Myths and Realities

- 1.7. Contemporary Feeding II
  - 1.7.1. New Diet Trends
  - 1.7.2. The Booming of Mass Catering and Fast Food
  - 1.7.3. Interest in Diet and Health
- 1.8. Food Acceptability
  - 1.8.1. Physiological and Psychological Conditionings
  - 1.8.2. Concept of Food Quality
  - 1.8.3. Food Acceptability Assessment
- 1.9. Communication Techniques
  - 1.9.1. Food Marketing
  - 1.9.2. Marketing Elements
  - 1.9.3. Advertising Resources in the Food Industry
  - 1.9.4. Influence of Advertising on Eating Behavior
- 1.10. Sociocultural Factors of Nutrition
  - 1.10.1. Social relations
  - 1.10.2. Expression of Feelings, Prestige and Power
  - 1.10.3. Neolithic and Paleolithic Social Groups

## Module 2. Food Quality and Management

- 2.1. Food Safety and Consumer Protection
  - 2.1.1. Definition and Basic Concepts
  - 2.1.2. Quality and Food Safety Evolution
  - 2.1.3. Situation in Developing and Developed Countries
  - 2.1.4. Key Food Safety Agencies and Authorities: Structures and Functions
  - 2.1.5. Food Fraud and Food Hoaxes: The Role of the Media
- 2.2. Facilities, Premises and Equipment
  - 2.2.1. Site Selection: Design and Construction and Materials
  - 2.2.2. Premises, Facilities and Equipment Maintenance Plan
  - 2.2.3. Applicable Regulations

- 2.3. Cleaning and Disinfection Plan (L + D)
  - 2.3.1. Dirt Components
  - 2.3.2. Detergents and Disinfectants: Composition and Functions
  - 2.3.3. Cleaning and Disinfection Stages
  - 2.3.4. Cleaning and Disinfection Program
  - 2.3.5. Current Regulations
- 2.4. Pest Control
  - 2.4.1. Pest Control and Disinfestation (Plan D + D)
  - 2.4.2. Pests Associated with the Food Chain
  - 2.4.3. Preventive Measures for Pest Control
    - 2.4.3.1. Traps and Snares for Mammals and Ground Insects
    - 2.4.3.2. Traps and Snares for Flying Insects
- 2.5. Traceability Plan and Good Manipulation Practices (GMP)
  - 2.5.1. Structure of a Traceability Plan
  - 2.5.2. Current Regulations Associated with Traceability
  - 2.5.3. GMP Associated with Food Processing
    - 2.5.3.1. Food Handling
    - 2.5.3.2. Requirements to be Met
    - 2.5.3.4. Hygiene Training Plans
- 2.6. Components of Food Safety Management
  - 2.6.1. Water as an Essential Element in the Food Chain
  - 2.6.2. Biological and Chemical Agents Associated with Water
  - 2.6.3. Quantifiable Elements of Water Quality, Safety and Use
  - 2.6.4. Supplier Certification
    - 2.6.4.1. Supplier Monitoring Plan
    - 2.6.4.2. Current Regulations Associated
  - 2.6.5. Food Labeling
    - 2.6.5.1. Consumer Information and Allergen Labeling
    - 2.6.5.2. Labeling of Genetically Modified Organisms
- 2.7. Food Crisis and Associated Policies
  - 2.7.1. Food Crisis Causes
  - 2.7.2. Food Security Crisis Scope, Management, and Response
  - 2.7.3. Alert Communication Systems
  - 2.7.4. Policies and Strategies for Improving Food Quality and Safety
- 2.8. Design of the Hazard Analysis Critical Control Point (HACCP) Plan
  - 2.8.1. General Guidelines to be Followed for its Implementation: Underlying Principles and Prerequisite Program
  - 2.8.2. Management Commitment
  - 2.8.3. Configuration of HACCP Resources
  - 2.8.4. Description of the Product and Identification of its Intended Use
  - 2.8.5. Flow Diagrams
- 2.9. Development the HACCP Plan
  - 2.9.1. Defining Critical Control Points (CCPs)
  - 2.9.2. The Seven Basic Principles of the HACCP Plan
    - 2.9.2.1. Requirements Identification and Analysis
    - 2.9.2.2. Establishment of Control Measures for Identified Hazards
    - 2.9.2.3. Determining Critical Control Points (CCPs)
    - 2.9.2.4. Defining Critical Control Points (CCPs)
    - 2.9.2.5. Establishment of Critical Limits
    - 2.9.2.6. Determination of Corrective Actions
    - 2.9.2.7. HACCP System Checks
- 2.10. ISO 22000
  - 2.10.1. ISO 22000 Principles
  - 2.10.2. Purpose and Field of Application
  - 2.10.3. Market Situation and Position in Relation to Other Applicable Standards in the Food Chain
  - 2.10.4. Application Requirements
  - 2.10.5. Food Safety Management Policy

### Module 3. Marketing and Consumer Behavior

- 3.1. Concept and Function of Marketing in the Company
  - 3.1.1. Concept and Nature of Marketing
  - 3.1.2. The Marketing Process
  - 3.1.3. The Company's Market
  - 3.1.4. Evolution of Business Approaches to the Market
  - 3.1.5. Evolution and Current Trends in Marketing
- 3.2. Consumer Behavior in Relation to Food
  - 3.2.1. Nature and Scope of the Study of Consumer Behavior
  - 3.2.2. Factors Influencing Consumer Behavior
  - 3.2.3. The Process in Purchasing Decisions
  - 3.2.4. The Organizational Purchasing Process
- 3.3. Food Market Research
  - 3.3.1. Concept, Objectives and Types of Marketing Research
  - 3.3.2. Marketing Information Sources
  - 3.3.3. The Commercial Research Process
  - 3.3.4. Commercial Research Instruments
  - 3.3.5. Markets and Customers: Segmentation
- 3.4. Marketing Decisions Related to Food as a Commercial Product
  - 3.4.1. Food as Products, Characteristics, and Classification
  - 3.4.2. Decisions on Food Products
  - 3.4.3. Trademark Decisions
- 3.5. Development and Commercialization of New Foods
  - 3.5.1. New Product Strategy Development
  - 3.5.2. Stages in Development of New Products
  - 3.5.3. New Product Management
  - 3.5.4. Marketing Policies in the Product Life Cycle
- 3.6. Management and Pricing Policies
  - 3.6.1. Prices, Approach to the Concept
  - 3.6.2. Pricing Policies
  - 3.6.3. Pricing Strategies for New Products
  - 3.6.4. Pricing a Product Mix/Portfolio of Products
  - 3.6.5. Pricing Adjustment Strategies
- 3.7. Communication with the Market
  - 3.7.1. The Role of Marketing Communications
  - 3.7.2. Communication Tools
  - 3.7.3. Development of an Effective Communication
  - 3.7.4. Factors in Establishing the Communication Mix
- 3.8. Food Distribution
  - 3.8.1. Introduction
  - 3.8.2. Decisions Regarding Channel Design
  - 3.8.3. Decisions Regarding Channel Management
  - 3.8.4. Integration and Channel Systems
  - 3.8.5. Changes in Channel Organization
- 3.9. Consumer Decision Process
  - 3.9.1. Incentive and Market Characteristics and their Relationship to the Consumer Decision
    - 3.9.1.1. Extensive, Limited and Routine Purchase Decision
    - 3.9.1.2. High-Involvement and Low-Involvement Purchasing Decisions
    - 3.9.1.3. Buyer Typology
  - 3.9.2. Problem Recognition: Concept and Influencing Factors
  - 3.9.3. The Search for Information: Concept, Types, Dimensions and Determining Factors of the Search Process
  - 3.9.4. The Evaluation of the Information: The Evaluation Criteria and the Strategies or Decision Rules
  - 3.9.5. General Aspects of Branding Choice
    - 3.9.5.1. The Choice of the Establishment
    - 3.9.5.2. Post-Purchase Processes



- 3.10. The Social Dimension in the Consumer Purchasing Process
  - 3.10.1. Culture and its Influence on Consumers: Dimensions, Concept and Characteristic Aspects of Culture
  - 3.10.2. The Value of Consumption in Western Cultures
    - 3.10.2.1. Social Strata and Consumer Behavior: Concept, Characteristics and Measurement Procedures
    - 3.10.2.2. Lifestyles
  - 3.10.3. Groups: Concept, Characteristics, and Types of Groups
    - 3.10.3.1. The Influence of the Family on Purchasing Decisions
    - 3.10.3.2. Types of Family Purchasing Decisions and Factors Influencing the Family Decision Process
    - 3.10.3.3. Family Life Cycle

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*This program will allow you to be up-to-date on the main marketing strategies used by the food industry for the commercialization of products for families”*

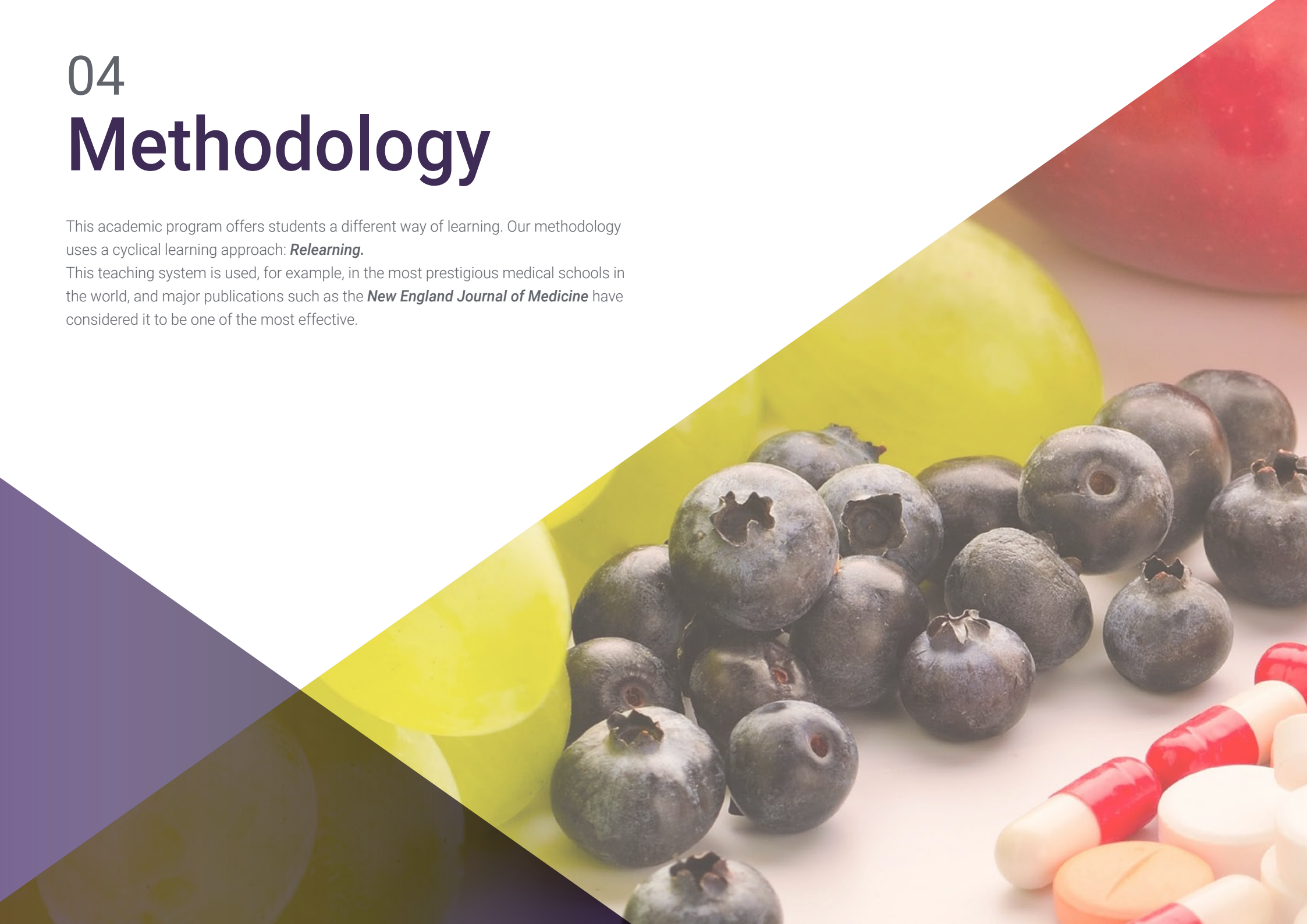


04

# Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning**.

This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.





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*Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"*

## At TECH we use the Case Method

In a given situation, what should a professional do? Throughout the program, students will face multiple simulated clinical cases, based on real patients, in which they will have to do research, establish hypotheses, and ultimately resolve the situation. There is an abundance of scientific evidence on the effectiveness of the method. Specialists learn better, faster, and more sustainably over time.

*With TECH, nutritionists can experience a way of learning that is shaking the foundations of traditional universities around the world.*



According to Dr. Gérvas, the clinical case is the annotated presentation of a patient, or group of patients, which becomes a "case", an example or model that illustrates some peculiar clinical component, either because of its teaching power or because of its uniqueness or rarity. It is essential that the case is based on current professional life, trying to recreate the real conditions of professional nutritional practice.

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*Did you know that this method was developed in 1912, at Harvard, for law students? The case method consisted of presenting students with real-life, complex situations for them to make decisions and justify their decisions on how to solve them. In 1924, Harvard adopted it as a standard teaching method”*

The effectiveness of the method is justified by four fundamental achievements:

1. Nutritionists who follow this method not only achieve the assimilation of concepts, but also a development of their mental capacity through exercises to evaluate real situations and the application of knowledge.
2. Learning is solidly translated into practical skills that allow the nutritionist to better integrate knowledge into clinical practice.
3. Ideas and concepts are understood more efficiently, given that the example situations are based on real-life.
4. Students like to feel that the effort they put into their studies is worthwhile. This then translates into a greater interest in learning and more time dedicated to working on the course.



## Relearning Methodology

At TECH we enhance the case method with the best 100% online teaching methodology available: Relearning.

This university is the first in the world to combine the study of clinical cases with a 100% online learning system based on repetition, combining a minimum of 8 different elements in each lesson, a real revolution with respect to the mere study and analysis of cases.

*The nutritionist will learn through real cases and by solving complex situations in simulated learning environments. These simulations are developed using state-of-the-art software to facilitate immersive learning.*



At the forefront of world teaching, the Relearning method has managed to improve the overall satisfaction levels of professionals who complete their studies, with respect to the quality indicators of the best online university (Columbia University).

With this methodology, more than 45,000 nutritionists have been trained with unprecedented success in all clinical specialties regardless of the surgical load. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

*Relearning will allow you to learn with less effort and better performance, involving you more in your training, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation for success.*

In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically.

The overall score obtained by TECH's learning system is 8.01, according to the highest international standards.



This program offers the best educational material, prepared with professionals in mind:



#### Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

These contents are then applied to the audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high quality pieces in each and every one of the materials that are made available to the student.



#### Nutrition Techniques and Procedures on Video

TECH brings students closer to the latest techniques, the latest educational advances and to the forefront of current nutritional counselling techniques and procedures. All of this in direct contact with students and explained in detail so as to aid their assimilation and understanding. And best of all, you can watch the videos as many times as you like.



#### Interactive Summaries

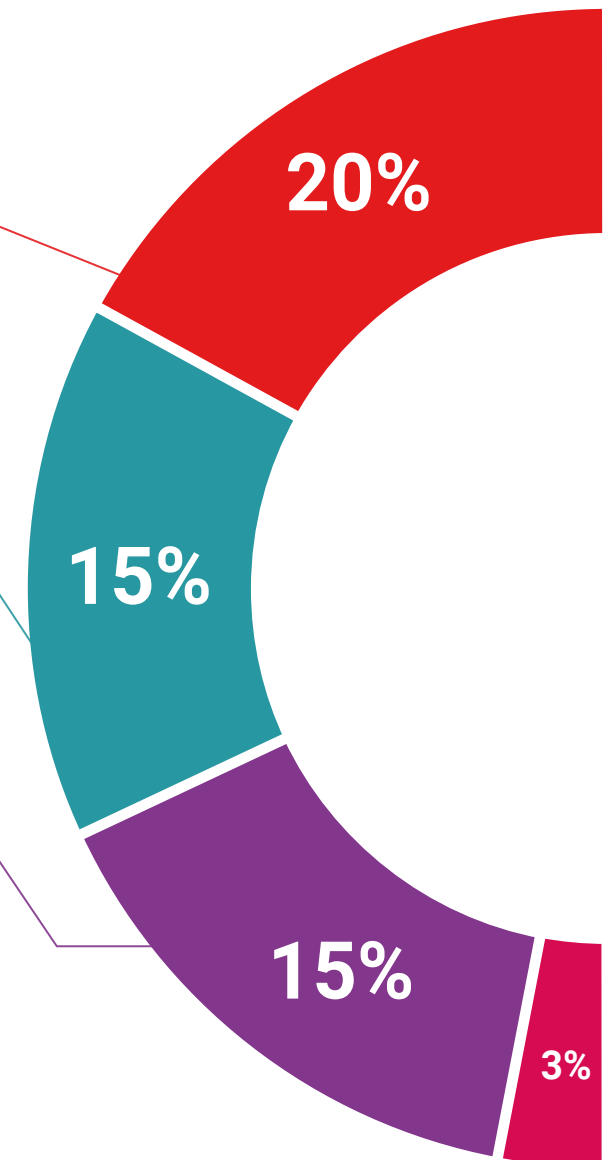
The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".

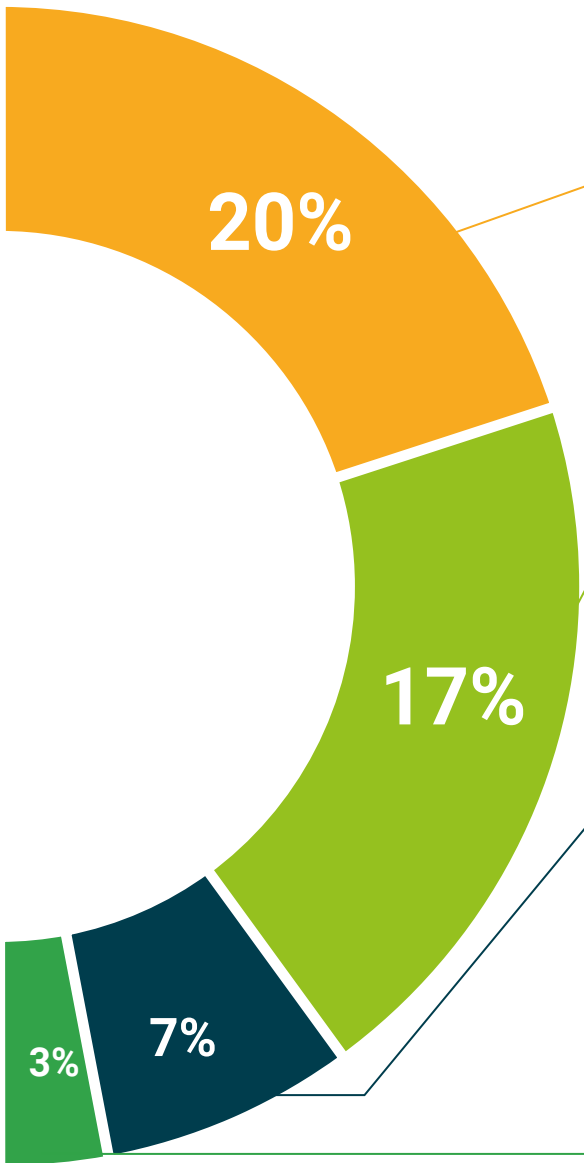


#### Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.







#### Expert-Led Case Studies and Case Analysis

Effective learning ought to be contextual. Therefore, TECH presents real cases in which the expert will guide students, focusing on and solving the different situations: a clear and direct way to achieve the highest degree of understanding.



#### Testing & Retesting

We periodically evaluate and re-evaluate students' knowledge throughout the program, through assessment and self-assessment activities and exercises, so that they can see how they are achieving their goals.



#### Classes

There is scientific evidence suggesting that observing third-party experts can be useful.

Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.



#### Quick Action Guides

TECH offers the most relevant contents of the course in the form of worksheets or quick action guides. A synthetic, practical, and effective way to help students progress in their learning.



05

# Certificate

The Postgraduate Diploma in Senior Management and Leadership in the Food Business guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Diploma issued by TECH Technological University.





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*Successfully complete this program  
and receive your university qualification  
without having to travel or fill out  
laborious paperwork”*

This **Postgraduate Diploma in Senior Management and Leadership in the Food Business** contains the most complete and up-to-date program on the market.

After the student has passed the assessments, they will receive their corresponding **Postgraduate Diploma** issued by **TECH Technological University** via tracked delivery\*.

The certificate issued by **TECH Technological University** will reflect the qualification obtained in the Postgraduate Diploma, and meets the requirements commonly demanded by labor exchanges, competitive examinations, and professional career evaluation committees.

Title: **Postgraduate Diploma in Senior Management and Leadership in the Food Business**

Official N° of hours: **450 h.**



\*Apostille Convention. In the event that the student wishes to have their paper certificate issued with an apostille, TECH EDUCATION will make the necessary arrangements to obtain it, at an additional cost.



## Postgraduate Diploma

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and Leadership in the  
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- » Modality: **online**
- » Duration: **6 months**
- » Certificate: **TECH Technological University**
- » Dedication: **16h/week**
- » Schedule: **at your own pace**
- » Exams: **online**

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and Leadership in the  
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