

# Advanced Master's Degree Senior Management of Food Companies

A M D S M F C



## Advanced Master's Degree Senior Management of Food Companies

- » Modality: online
- » Duration: 24 months
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online

Website: [www.techtitute.com/us/school-of-business/advanced-master-degree/advanced-master-degree-senior-management-food-companies](http://www.techtitute.com/us/school-of-business/advanced-master-degree/advanced-master-degree-senior-management-food-companies)

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# 01 Welcome

Globalization and digital transformation have led to the creation of new business opportunities and driven innovation in products and processes. Food industry leaders now have to address the integration of sustainability strategies, product traceability, food safety and climate change, which requires a deep understanding of the industry's challenges and opportunities. To facilitate such challenge, TECH has designed this 100% online degree that will lead the professional to elevate their competencies in business management efficiency in this industry, improved financial decision making and profitable and business profitability. All of this, in addition to advanced pedagogical material, accessible 24 hours a day.



Senior Management of Food Companies.  
TECH Technological University



“

*A 24-month Advanced Master's Degree  
with the knowledge you need to drive  
innovative projects in the Food Sector"*

02

# Why Study at TECH?

TECH is the world's largest 100% online business school. It is an elite business school, with a model based on the highest academic standards. A world-class center for intensive managerial skills education.



“

*TECH is a university at the forefront of technology, and puts all its resources at the student's disposal to help them achieve entrepreneurial success"*

## At TECH Technological University



### Innovation

The university offers an online learning model that balances the latest educational technology with the most rigorous teaching methods. A unique method with the highest international recognition that will provide students with the keys to develop in a rapidly-evolving world, where innovation must be every entrepreneur's focus.

"*Microsoft Europe Success Story*", for integrating the innovative, interactive multi-video system.



### The Highest Standards

Admissions criteria at TECH are not economic. Students don't need to make a large investment to study at this university. However, in order to obtain a qualification from TECH, the student's intelligence and ability will be tested to their limits. The institution's academic standards are exceptionally high...

**95%** | of TECH students successfully complete their studies



### Networking

Professionals from countries all over the world attend TECH, allowing students to establish a large network of contacts that may prove useful to them in the future.

**+100000**

executives prepared each year

**+200**

different nationalities



### Empowerment

Students will grow hand in hand with the best companies and highly regarded and influential professionals. TECH has developed strategic partnerships and a valuable network of contacts with major economic players in 7 continents.

**+500**

collaborative agreements with leading companies



### Talent

This program is a unique initiative to allow students to showcase their talent in the business world. An opportunity that will allow them to voice their concerns and share their business vision.

After completing this program, TECH helps students show the world their talent.



### Multicultural Context

While studying at TECH, students will enjoy a unique experience. Study in a multicultural context. In a program with a global vision, through which students can learn about the operating methods in different parts of the world, and gather the latest information that best adapts to their business idea.

TECH students represent more than 200 different nationalities.



TECH strives for excellence and, to this end, boasts a series of characteristics that make this university unique:



### Learn with the best

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In the classroom, TECH's teaching staff discuss how they have achieved success in their companies, working in a real, lively, and dynamic context. Teachers who are fully committed to offering a quality specialization that will allow students to advance in their career and stand out in the business world.

Teachers representing 20 different nationalities.



*At TECH, you will have access to the most rigorous and up-to-date case analyses in academia"*



### Analysis

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TECH explores the student's critical side, their ability to question things, their problem-solving skills, as well as their interpersonal skills.



### Academic Excellence

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TECH offers students the best online learning methodology. The university combines the *Relearning* methodology (the most internationally recognized postgraduate learning methodology) with Harvard Business School case studies. A complex balance of traditional and state-of-the-art methods, within the most demanding academic framework.



### Economy of Scale

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TECH is the world's largest online university. It currently boasts a portfolio of more than 10,000 university postgraduate programs. And in today's new economy, **volume + technology = a groundbreaking price**. This way, TECH ensures that studying is not as expensive for students as it would be at another university.

03

# Why Our Program?

Studying this TECH program means increasing the chances of achieving professional success in senior business management.

It is a challenge that demands effort and dedication, but it opens the door to a promising future. Students will learn from the best teaching staff and with the most flexible and innovative educational methodology.



“

*We have highly qualified teachers and the most complete syllabus on the market, which allows us to offer you education of the highest academic level”*

This program will provide you with a multitude of professional and personal advantages, among which we highlight the following:

**01**

### A Strong Boost to Your Career

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By studying at TECH, students will be able to take control of their future and develop their full potential. By completing this program, students will acquire the skills required to make a positive change in their career in a short period of time.

*70% of students achieve positive career development in less than 2 years.*

**02**

### Develop a strategic and global vision of the company

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TECH offers an in-depth overview of general management to understand how each decision affects each of the company's different functional fields.

*Our global vision of companies will improve your strategic vision.*

**03**

### Consolidate the student's senior management skills

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Studying at TECH means opening the doors to a wide range of professional opportunities for students to position themselves as senior executives, with a broad vision of the international environment.

*You will work on more than 100 real senior management cases.*

**04**

### You will take on new responsibilities

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The program will cover the latest trends, advances and strategies, so that students can carry out their professional work in a changing environment.

*45% of graduates are promoted internally.*

05

### Access to a powerful network of contacts

TECH connects its students to maximize opportunities. Students with the same concerns and desire to grow. Therefore, partnerships, customers or suppliers can be shared.

*You will find a network of contacts that will be instrumental for professional development.*

06

### Thoroughly develop business projects

Students will acquire a deep strategic vision that will help them develop their own project, taking into account the different fields in companies.

*20% of our students develop their own business idea.*

07

### Improve *soft skills* and management skills

TECH helps students apply and develop the knowledge they have acquired, while improving their interpersonal skills in order to become leaders who make a difference.

*Improve your communication and leadership skills and enhance your career.*

08

### You will be part of an exclusive community

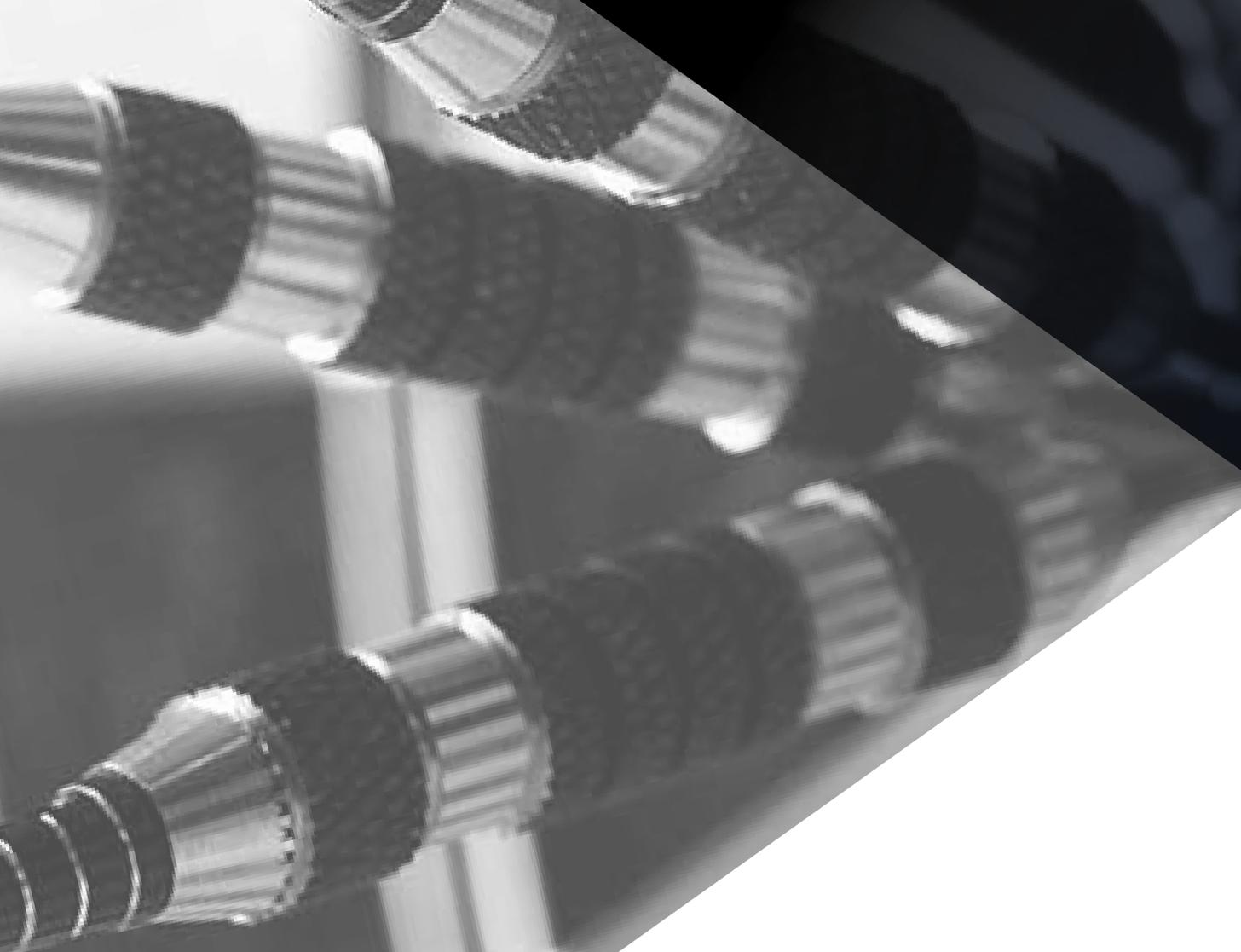
Students will be part of a community of elite executives, large companies, renowned institutions, and qualified teachers from the most prestigious universities in the world: the TECH Technological University community.

*We give you the opportunity to study with a team of world-renowned teachers.*

# 04 Objectives

The professional who attends this program will be able to increase their abilities to generate new business strategies, adapt to a changing environment and improve the profitability of companies in a globalized context throughout the 3,000 teaching hours. In order to achieve this goal, TECH has used the latest technology applied to university education.





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*Guarantees project management for  
the creation of new food products with  
the highest levels of quality and safety”*

TECH makes the goals of their students their own goals too.  
Working together to achieve them.

The **Advanced Master's Degree in Senior Management of Food Companies** trains the student to:

01

Analyze the historical-cultural evolution of the transformation and consumption of food or specific food groups

04

Distinguish the essential characteristics of food and its branches in the context of today's food industry

02

Relate the progress in scientific and technical knowledge of food with the cultural and technological progress



03

Identify factors that influence the choice and acceptability of foods

05

Understand the concept of business, institutional and legal framework, as well as the economic balance of a company

06

Acquire knowledge to evaluate the hygienic-sanitary and toxicological risk of a process, food, ingredient and packaging, as well as to identify the possible causes of food spoilage and establish traceability mechanisms

08

Calculate and interpret the values obtained from the Gross Domestic Product and Agricultural Income for economic and business management applications

09

Develop, apply, evaluate and maintain appropriate hygiene practices, food safety and risk control systems practices applying current legislation

07

Know the sources of financing, financial statements and the different functional areas of a company

10

Contribute to consumer protection within the framework of food safety



11

Define the latest trends in business management, taking into account the globalized environment that governs senior management criteria

14

Develop strategies to carry out decision-making in a complex and unstable environment

12

Develop the key leadership skills that should define working professionals

13

Follow the sustainability criteria set by international standards when developing a business plan

15

Create corporate strategies that set the script for the company to follow in order to be more competitive and achieve its own objectives



16

Develop the skills required to manage business activities strategically

18

Understand the best way to manage the company's human resources, getting greater performance from employees that, in turn, increases the company's profits



19

Acquire the communication skills that a business leader needs in order to ensure that their message is heard and understood by the members of their community

17

Design innovative strategies and policies to improve management and business efficiency

20

Understand the economic environment in which the company operates and develop appropriate strategies to anticipate changes

# 05 Skills

This academic option is an excellent opportunity to develop key competencies in the management and direction of companies in this constantly evolving sector. Thanks to this degree the professional will enhance their skills in team management, finance and accounting, marketing and communication, supply chain management, quality management and food safety, and sustainability and corporate social responsibility. All of this will enable them to successfully face the challenges of the food industry and lead successful and sustainable businesses in this constantly evolving sector.





“

*Develop this degree in your preferred device, without having to meet schedules or move to an on-site center”*

01

Resolve business conflicts and problems between workers

02

Correctly manage teams to improve productivity and, therefore, the company's profits

03

Exercise economic and financial control of a company

04

Control the company's logistics processes, as well as purchasing and procurement

05

Delve into the new business models associated with information systems



06

Apply the most appropriate strategies to support e-commerce of the company's products

08

Focus on innovation in all processes and areas of the company



09

Lead the different projects in a company

07

Develop and lead marketing plans

10

Commit to sustainably developing the company, avoiding environmental impacts

11

Know and apply the appropriate market techniques in the food industry field

12

Provide preventive and corrective measures to solve hazards that arise periodically at any stage of the food chain

13

Identify the different types of markets such as monopolistic, oligopolistic and monopolistic competition markets

14

Recognize the role of cultural norms in food customs and regulations, as well as in the role of food in society



15

Identify health problems associated with the use of food additives

16

Contribute towards consumer protection within the framework of food safety and quality

18

Identify the mechanisms and parameters for the control of processes and equipment in the food industry



19

Know widely the individual and social food behaviors

17

Participate in the design, organization and management of different food services

20

Master the transformation and preservation processes specific to the main types of food industries

06

# Structure and Content

Whether in the production, distribution or marketing of food products, the professional who is developing his career in this sector must be aware of the strategies and developments in it. For this reason, TECH has designed a degree that brings together the most relevant areas for the specialist to obtain a deep knowledge about the economy and food business, operations management and logistics or innovation in this industry.



“

*A very complete syllabus that covers everything from leadership, marketing to food safety evaluation with the best didactic material"*

### Syllabus

The Advanced Master's Degree in Senior Management of Food Companies is an intensive program that prepares graduates to face the challenges of this industry. To facilitate this process, the curriculum of this degree includes a complete syllabus that covers everything from strategic and commercial management and corporate communication to advances in food and public health.

All this, in addition, with a content that incorporates the most advanced and innovative teaching material based on video summaries of each topic, videos in detail, specialized readings and case studies, which will lead the professional to obtain a much more effective, dynamic and useful practical learning.

Therefore, they will be able to incorporate into their daily work actions oriented to Corporate Social Responsibility, food quality management, the search for financing or the most balanced economic management in a sector that must respond to the demands of consumers.

Likewise, thanks to the Relearning method, focused on the continuous reiteration of content throughout the academic itinerary, students will reduce the long hours of study and will focus their efforts only on the most important concepts.

A unique opportunity for professional growth offered by TECH, through a university degree, where you only need a digital device with internet connection to visualize the syllabus at any time of the day. Also, a flexibility that will allow you to reconcile your daily responsibilities with a quality education.

This program takes place over 24 months and is divided into 16 modules:

<b>Module 1.</b>	Leadership, Ethics, and CSR
<b>Module 2.</b>	Strategic Management and Executive Management
<b>Module 3.</b>	Commercial management, marketing and corporate communication
<b>Module 4.</b>	Marketing and consumer behavior
<b>Module 5.</b>	Food Business and Economics
<b>Module 6.</b>	Food and Public Health
<b>Module 7.</b>	People and Talent Management
<b>Module 8.</b>	Economic and Financial Management

**Module 9.** Operations and Logistics Management

**Module 10.** Information Systems Management

**Module 11.** Innovation and Project Management

**Module 12.** Food, technology and culture

**Module 13.** Food Industry

**Module 14..** Food Hygiene and Safety

**Module 15.** Food Quality and Management

**Module 16.** Food Safety Assessment

### Where, When and How is it Taught?

TECH offers the possibility of developing this Advanced Master's Degree in Senior Management of Food Companies completely online. Over the course of 24 months, you will be able to access all the contents of this program at any time, allowing you to self-manage your study time.

*A unique, key, and decisive educational experience to boost your professional development and make the definitive leap.*

**Module 1. Leadership, Ethics, and CSR.**

**1.1. Globalization and Governance**

- 1.1.1. Globalization and Trends: Market Internationalization
- 1.1.2. Economic Environment and Corporate Governance
- 1.1.3. Accountability

**1.2. Leadership**

- 1.2.1. Intercultural Environment
- 1.2.2. Leadership and Business Management
- 1.2.3. Management Roles and Responsibilities

**1.3. Business ethics**

- 1.3.1. Ethics and Integrity
- 1.3.2. Ethical Behavior in Companies
- 1.3.3. Deontology, Codes of Ethics and Codes of Conduct
- 1.3.4. Fraud and Corruption Prevention

**1.4. Sustainability**

- 1.4.1. Business and Sustainable Development
- 1.4.2. Social, Environmental, and Economic Impact
- 1.4.3. The 2030 Agenda and the SDGs

**1.5. Corporate Social Responsibility**

- 1.5.1. Corporate Social Responsibility
- 1.5.2. Roles and Responsibilities
- 1.5.3. Implementing Corporate Social Responsibility

**Module 2. Strategic Direction and Executive Management**

**2.1. Organizational Analysis and Design**

- 2.1.1. Organizational Culture
- 2.1.2. Organisational analysis
- 2.1.3. Designing the Organizational Structure

**2.2. Corporate Strategy**

- 2.2.1. Corporate-Level Strategy
- 2.2.2. Types of Corporate-Level Strategies
- 2.2.3. Determining the Corporate Strategy
- 2.2.4. Corporate Strategy and Reputational Image

**2.3. Strategic Planning and Strategy Formulation**

- 2.3.1. Strategic Thinking
- 2.3.2. Strategic Planning and Formulation
- 2.3.3. Sustainability and Corporate Strategy

**2.4. Strategy Models and Patterns**

- 2.4.1. Wealth, Value, and Return on Investments
- 2.4.2. Corporate Strategy: Methods
- 2.4.3. Growing and Consolidating Corporate Strategies

**2.5. Strategic Management**

- 2.5.1. Strategic Mission, Vision, and Values
- 2.5.2. The Balanced Scorecard
- 2.5.3. Analyzing, Monitoring, and Evaluating the Corporate Strategy
- 2.5.4. Strategic Management and Reporting

**2.6. Implementing and Executing Strategy**

- 2.6.1. Implementing the Strategy: Objectives, Actions, and Impacts
- 2.6.2. Supervision and Strategic Alignment
- 2.6.3. Continuous Improvement Approach

**2.7. Executive Management**

- 2.7.1. Integrating Functional Strategies into the Global Business Strategies
- 2.7.2. Executive Management and Process Development
- 2.7.3. Knowledge Management

**2.8. Analysis and Resolution of Cases/Problems**

- 2.8.1. Problem Solving Methodology
- 2.8.2. Case Method
- 2.8.3. Positioning and Decision-Making

**Module 3. Commercial Management, Marketing, and Corporate Communication**
**3.1. Commercial Management**

- 3.1.1. Sales Management
- 3.1.2. Commercial Strategy
- 3.1.3. Sales and Negotiation Techniques
- 3.1.4. Management of Sales Teams

**3.2. Marketing**

- 3.2.1. Marketing and the Impact on the Company
- 3.2.2. Basic Marketing Variables
- 3.2.3. Marketing Plan

**3.3. Strategic Marketing Management**

- 3.3.1. Sources of Innovation
- 3.3.2. Current Trends in Marketing
- 3.3.3. Marketing Tools
- 3.3.4. Marketing Strategy and Communication with Customers

**3.4. Digital Marketing Strategy**

- 3.4.1. Approach to Digital Marketing
- 3.4.2. Digital Marketing Tools
- 3.4.3. Inbound Marketing and the Evolution of Digital Marketing

**3.5. Sales and Communication Strategy**

- 3.5.1. Positioning and Promotion
- 3.5.2. Public Relations
- 3.5.3. Sales and Communication Strategy

**3.6. Corporate Communication**

- 3.6.1. Internal and External Communication
- 3.6.2. Communication Departments
- 3.6.3. Communication Managers: Managerial Skills and Responsibilities

**3.7. Corporate Communication Strategy**

- 3.7.1. Corporate Communication Strategy
- 3.7.2. Communication Plan
- 3.7.3. Press Release/Clipping/Publicity Writing

**Module 4. Marketing and Consumer Behavior**
**4.1. Concept and function of marketing in the company**

- 4.1.1. Concept and Nature of Marketing
- 4.1.2. The Marketing Process
- 4.1.3. Energy Markets
- 4.1.4. Evolution of business approaches to the market
- 4.1.5. Evolution and current trends of Marketing

**4.2. Consumer behavior in relation to food products**

- 4.2.1. Nature and range of the study of consumer behavior
- 4.2.2. Factors Influencing Consumer Behaviour
- 4.2.3. The Process in Purchasing Decisions
- 4.2.4. The organizational purchasing process

**4.3. Food market research**

- 4.3.1. Concept, objectives and types of marketing research
- 4.3.2. Sources of Marketing Information
- 4.3.3. The commercial research process
- 4.3.4. Commercial research tools
- 4.3.5. Markets and customers: segmentation

**4.4. Marketing decisions related to food as a commercial product**

- 4.4.1. Food as products, characteristics, and classification
- 4.4.2. Decisions on food products
- 4.4.3. Brand decisions

**4.5. Development and commercialization of novel foods**

- 4.5.1. New Product Strategy Development
- 4.5.2. New product development stages
- 4.5.3. Management of a new product
- 4.5.4. Marketing policies in the product life cycle

**4.6. Administration and pricing policies**

- 4.6.1. Pricing, approach to the concept
- 4.6.2. Pricing Policies
- 4.6.3. Pricing strategies to new products
- 4.6.4. Pricing to a product mix/portfolio of products
- 4.6.5. Price adjustment strategies

**4.7. Communication with the market**

- 4.7.1. The role of marketing communications
- 4.7.2. Communication Tools
- 4.7.3. Development of effective communication
- 4.7.4. Establishing factors of the communication mix

**4.8. Food distribution**

- 4.8.1. Introduction
- 4.8.2. Channel design decisions
- 4.8.3. Channel management decisions
- 4.8.4. Integration and Channel Systems
- 4.8.5. Changes in channel organization

**4.9. Consumer Decision Process**

- 4.9.1. Stimulus and market characteristics and their relationship to the consumer decision
  - 4.9.1.1 Extensive, limited and routine purchase decision
  - 4.9.1.2. High-involvement and low-involvement purchase decisions
  - 4.9.1.3. Buyers's Typology
- 4.9.2. Recognition of the Problem: concept and influencing factors

- 4.9.3. Information search: concept, types, dimensions and determinants of the search process
- 4.9.4. The evaluation of information: Evaluation criteria and evaluation strategies or decision rules
- 4.9.5. General Aspects of Branding. Choice
  - 4.9.5.1. The choice of establishment
  - 4.9.5.2. Post-Purchase Processes

**4.10. The Social Dimension in the Consumer Buying Process**

- 4.10.1. Culture and its influence on consumers: dimensions, concept, and characteristic aspects of culture
- 4.10.2. The value of consumption in Western cultures
  - 4.10.2.1. Social groups and consumer behavior: concept, characteristics and measurement procedures.
  - 4.10.2.2. Lifestyles

- 4.10.3. Groups: concept, characteristics and types of groups
  - 4.10.3.1. The Influence of Families on Shopping Decision
  - 4.10.3.2. Types of family purchasing decisions and factors influencing the family decision process
  - 4.10.3.3. Family Life Cycle

**Module 5. Food Business and Economics**

**5.1. Basic Concepts of economy**

- 5.1.1. Economics and the need for choice
- 5.1.2. The production possibility frontier and its applications in production
- 5.1.3. The functioning of a market economy
- 5.1.4. The limitations of the market economy system and mixed economies

**5.2. Demand and supply curves**

- 5.2.1. Participant agents in the market. Demand and supply
- 5.2.2. Market Balance
- 5.2.3. Shifts in the supply and demand curves

**5.3. Applications of supply and demand analysis**

- 5.3.1. The decline in agricultural prices
- 5.3.2. Price Ceilings and Floors
- 5.3.3. Establishment of subsidized or support prices
- 5.3.4. Main systems used to support farmers

**5.4. Demand for goods**

- 5.4.1. Consumer demand and utility
- 5.4.2. Market Demand
- 5.4.3. Demand and the concept of elasticity
- 5.4.4. The elasticity of demand and total income
- 5.4.5. Other elasticities

**5.5. Production in the company and production costs**

- 5.5.1. Short-term production
- 5.5.2. Long and term production
- 5.5.3. The company's short-term costs
- 5.5.4. Long-term costs and returns to scale
- 5.5.5. The company's production decisions and profit maximization

**5.6. Market Typologies**

- 5.6.1. Competition forms
- 5.6.2. Perfect competition markets
- 5.6.3. The competitive company and the decision to produce
- 5.6.4. Basic characteristics of imperfect competition
- 5.6.5. Monopoly, oligopoly and monopolistic competition

**5.7. Economic macromagnitudes**

- 5.7.1. Gross Domestic Product and General Price Index
- 5.7.2. Public income and investment
- 5.7.3. Agricultural macro-magnitudes

**5.8. Company's organizational structure. Types of Businesses**

- 5.8.1. Individual Entrepreneur
- 5.8.2. Unincorporated company
- 5.8.3. Legal entity
- 5.8.4. Corporate Social Responsibility
- 5.8.5. Legal and tax environment

**5.9. Company's functional areas**

- 5.9.1. Company financing: borrowed and equity funds
- 5.9.2. Production in the company
- 5.9.3. Procurement area and inventory management methods
- 5.9.4. Human resources

**5.10. Analysis of company's financial statements**

- 5.10.1. Equity Analysis
- 5.10.2. Financial Analysis
- 5.10.3. Economic Analysis

**Module 6. Food and Public Health**
**6.1. Human Nutrition and Historical Evolution**

- 6.1.1. The Natural Element and the Cultural Element Biological Evolution, Tool Handling and Making
- 6.1.2. The Use of Fire, Hunter-Gatherer Profiles Butcher or vegetarian
- 6.1.3. Biological, Genetic, Chemical and Mechanical Technologies Involved in Food Processing and Preservation
- 6.1.4. Food in Roman Times
- 6.1.5. Influence of the Discovery of America
- 6.1.6. Food in Developed Countries
  - 6.1.6.1. Food Distribution Chains and Networks
  - 6.1.6.2. The Global Trade "Network" and Small Businesses

**6.2. Socio-cultural significance of food**

- 6.2.1. Food and Social Communication Social and individual relationships
- 6.2.2. Emotional Influence of Foods Parties and celebrations
- 6.2.3. Relationships Between Diets and Religious Precepts Food & Christianity, Hinduism, Buddhism, Judaism, Islam
- 6.2.4. Natural Foods, Ecological Foods, and Organic Foods
- 6.2.5. Typology of Diets: The Standard Diet, Slimming Diets, Curative Diets, Magical Diets and Absurd Diets
- 6.2.6. Food Reality and Food Perception Protocol for Family and Institutional Meals

**6.3. Communication and Eating Behavior**

- 6.3.1. Written Media: Specialist Magazines Disseminating magazines and professional journals
- 6.3.2. Audiovisual Media: Radio, Television, Internet; Packaging; Advertising
- 6.3.3. Eating behavior Motivation and intake
- 6.3.4. Food Labeling and Consumption: Development of Likes and Dislikes
- 6.3.5. Sources of Variation in Food Preferences and Attitudes

**6.4. Concept of Health and Diseases and Epidemiology**

- 6.4.1. Health Promotion and Disease Prevention
- 6.4.2. Food Characteristics Food as a Vehicle for Disease
- 6.4.3. Epidemiological Methods: Descriptive, Analytical, Experimental, Predictive

**6.5. Health, social and economic importance of zoonoses**

- 6.5.1. Zoonosis classification
- 6.5.2. Factors
- 6.5.3. Assessment Criteria
- 6.5.4. Action Plans

**6.6. Epidemiology and Prevention of Diseases Transmitted by Meat and Meat By-Products and Fish and Fish By-Products**

- 6.6.1. Introduction. Epidemiological Factors of Meat-Borne Diseases
- 6.6.2. Consumption-based diseases
- 6.6.3. Preventive Measures for Diseases Transmitted by Meat Products
- 6.6.4. Introduction. Epidemiological Factors of Fish Borne Diseases
- 6.6.5. Consumption-based diseases
- 6.6.6. Prevention

**6.7. Epidemiology and Prevention of Diseases Transmitted by Milk and Milk By-Products**

- 6.7.1. Introduction. Epidemiological Factors of Meat-Borne Diseases
- 6.7.2. Consumption-based diseases
- 6.7.3. Preventive Measures for Diseases Transmitted by Dairy Products

**6.8. Epidemiology and Prevention of Diseases Transmitted by Bread, Pastries, Confectionery and Cakes**

- 6.8.1. Introduction. Epidemiological factors
- 6.8.2. Consumption-based diseases
- 6.8.3. Prevention

**6.9. Epidemiology and Prevention of Diseases Transmitted by Preserved and Semi-Preserved Foods, and by Edible Vegetables and Mushrooms**

- 6.9.1. Introduction. Epidemiological Aspects of Preserved and Semi-Preserved Foods
- 6.9.2. Diseases caused by the consumption of canned and semi-preserved foods

- 6.9.3. Sanitary Prevention of Diseases Transmitted by Preserved and Semi-Preserved Foods
- 6.9.4. Introduction. Epidemiological factors in vegetables and mushrooms
- 6.9.5. Diseases caused by consumption of vegetables and mushrooms
- 6.9.6. Sanitary Prevention of Diseases Transmitted by Vegetables and Mushrooms

**6.10. Health problems arising from the use of additives, the source of food poisoning**

- 6.10.1. Toxins of natural origin in food
- 6.10.2. Toxics due to incorrect handling
- 6.10.3. Use of Food Additives

**Module 7. People and Talent Management**

<p><b>7.1. Organizational Behavior</b></p> <p>7.1.1. Organizational Theory 7.1.2. Key Factors for Change in Organizations 7.1.3. Corporate Strategies, Types, and Knowledge Management</p>	<p><b>7.2. Strategic People Management</b></p> <p>7.2.1. Job Design, Recruitment, and Selection 7.2.2. Human Resources Strategic Plan: Design and Implementation 7.2.3. Job Analysis: Design and Selection of People 7.2.4. Training and Professional Development</p>	<p><b>7.3. Management and Leadership Development</b></p> <p>7.3.1. Management Skills: 21st Century Skills and Abilities 7.3.2. Non-Managerial Skills 7.3.3. Map of Skills and Abilities 7.3.4. Leadership and People Management</p>	<p><b>7.4. Change Management</b></p> <p>7.4.1. Performance Analysis 7.4.2. Strategic Approach 7.4.3. Change Management: Key Factors, Process Design and Management 7.4.4. Continuous Improvement Approach</p>
<p><b>7.5. Negotiation and Conflict Management</b></p> <p>7.5.1. Negotiation objectives: Differentiating elements 7.5.2. Effective Negotiation Techniques 7.5.3. Conflicts: Factors and Types 7.5.4. Efficient Conflict Management: Negotiation and Communication</p>	<p><b>7.6. Executive Communication</b></p> <p>7.6.1. Performance Analysis 7.6.2. Leading Change. Resistance to Change 7.6.3. Managing Change Processes 7.6.4. Managing Multicultural Teams</p>	<p><b>7.7. Team Management and People Performance</b></p> <p>7.7.1. Multicultural and Multidisciplinary Environment 7.7.2. Team and People Management 7.7.3. Coaching and People Performance 7.7.4. Executive Meetings: Planning and Time Management</p>	<p><b>7.8. Knowledge and Talent Management</b></p> <p>7.8.1. Identifying Knowledge and Talent in Organizations 7.8.2. Corporate Knowledge and Talent Management Models 7.8.3. Creativity and Innovation</p>

**Module 8. Economic and Financial Management**

<p><b>8.1. Economic Environment</b></p> <p>8.1.1. Organizational Theory 8.1.2. Key Factors for Change in Organizations 8.1.3. Corporate Strategies, Typologies and Knowledge Management</p>	<p><b>8.2. Executive Accounting</b></p> <p>8.2.1. International Accounting Framework 8.2.2. Introduction to the Accounting Cycle 8.2.3. Company Financial Statements 8.2.4. Analysis of Financial Statements: decision making</p>	<p><b>8.3. Budget and Management Control</b></p> <p>8.3.1. Budgetary Planning 8.3.2. Management Control: Design and Objectives 8.3.3. Supervision and Reporting</p>	<p><b>8.4. Corporate Tax Responsibility</b></p> <p>8.4.1. Corporate Tax Responsibility 8.4.2. Tax Procedure: Approach to a case-country</p>
<p><b>8.5. Corporate Control Systems</b></p> <p>8.5.1. Types of Control 8.5.2. Regulatory / Compliance 8.5.3. Internal Auditing 8.5.4. External Auditing</p>	<p><b>8.6. Financial Management</b></p> <p>8.6.1. Introduction to Financial Management 8.6.2. Financial Management and Corporate Strategy 8.6.3. Financial Director or Chief Financial Officer (CFO): managerial competencies</p>	<p><b>8.7. Financial Planning</b></p> <p>8.7.1. Business Models and Financing Needs 8.7.2. Financial Analysis Tools 8.7.3. Short-Term Financial Planning 8.7.4. Long-Term Financial Planning</p>	<p><b>8.8. Corporate Financial Strategy</b></p> <p>8.8.1. Corporate Financial Investments 8.8.2. Strategic Growth: Types</p>
<p><b>8.9. Macroeconomic Context</b></p> <p>8.9.1. Macroeconomic Analysis 8.9.2. Economic Indicators 8.9.3. Economic Cycle</p>	<p><b>8.10. Strategic Financing</b></p> <p>8.10.1. Banking Business: Current Environment 8.10.2. Risk Analysis and Management</p>	<p><b>8.11. Money and Capital Markets</b></p> <p>8.11.1. Fixed Income Market 8.11.2. Variable Income Market 8.11.3. Valuation of Companies</p>	<p><b>8.12. Analysis and Resolution of Cases/ Problems</b></p> <p>8.12.1. Problem Solving Methodology 8.12.2. Case Method</p>

**Module 9. Operations and Logistics Management**
**9.1. Operations Management**

- 9.1.1. Define the Operations Strategy
- 9.1.2. Supply Chain Planning and Control
- 9.1.3. Indicator Systems

**9.2. Purchasing Management**

- 9.2.1. Stock Management
- 9.2.2. Warehouse Management
- 9.2.3. Purchasing and Procurement Management

**9.3. Supply Chain Management (1)**

- 9.3.1. Costs and efficiency of the chain of operations
- 9.3.2. Change in Demand Patterns
- 9.3.3. Change in Operations Strategy

**9.4. Supply Chain Management (2). Implementation**

- 9.4.1. Lean Manufacturing / Lean Thinking
- 9.4.2. Logistics Management
- 9.4.3. Purchasing

**9.5. Logistical Processes**

- 9.5.1. Organization and Management by Processes
- 9.5.2. Procurement, Production, Distribution
- 9.5.3. Quality, Quality Costs, and Tools
- 9.5.4. After-Sales Service

**9.6. Logistics and Customers**

- 9.6.1. Demand Analysis and Forecasting
- 9.6.2. Sales Forecasting and Planning
- 9.6.3. Collaborative Planning, Forecasting, and Replacement

**9.7. International Logistics**

- 9.7.1. Customs, Export and Import processes
- 9.7.2. Methods and Means of International Payment
- 9.7.3. International Logistics Platforms

**9.8. Competing through Operations**

- 9.8.1. Innovation in Operations as a Competitive Advantage in the Company
- 9.8.2. Emerging Technologies and Sciences
- 9.8.3. Information Systems in Operations

**Module 10. Information Systems Management**
**10.1. Information Systems Management**

- 10.1.1. Business Information Systems
- 10.1.2. Strategic Decisions
- 10.1.3. The Role of the CIO

**10.2. Information Technology and Business Strategy**

- 10.2.1. Company and Industry Sector Analysis
- 10.2.2. Online Business Models
- 10.2.3. The Value of IT in a Company

**10.3. IS Strategic Planning**

- 10.3.1. The Process of Strategic Planning
- 10.3.2. Formulating the IS Strategy
- 10.3.3. Strategy Implementation Plan

**10.4. Information Systems and Business Intelligence**

- 10.4.1. CRM and Business Intelligence
- 10.4.2. Business Intelligence Project Management
- 10.4.3. Business Intelligence Architecture

**10.5. New ICT-Based Business Models**

- 10.5.1. Technology-Based Business Models
- 10.5.2. Innovation Abilities
- 10.5.3. Redesigning the Value Chain Processes

**10.6. E-Commerce**

- 10.6.1. E-Commerce Strategic Plan
- 10.6.2. Logistics Management and Customer Service in E-Commerce
- 10.6.3. eCommerce as an Opportunity for Internationalization

**10.7. E-Business Strategies**

- 10.7.1. Social Media Strategies
- 10.7.2. Optimizing Service Channels and Customer Support
- 10.7.3. Digital Regulation

**10.8. Digital Business**

- 10.8.1. Mobile eCommerce
- 10.8.2. Design and Usability
- 10.8.3. E-Commerce Operations

**Module 11. Innovation and Project Management**
**11.1. Innovation**

- 11.1.1. Macro Concept of Innovation
- 11.1.2. Types of Innovation
- 11.1.3. Continuous and Discontinuous Innovation
- 11.1.4. Training and Innovation

**11.2. Innovation Strategy**

- 11.2.1. Innovation and Corporate Strategy
- 11.2.2. Global innovation project: Design and Management
- 11.2.3. Innovation Workshops

**11.3. Business Model Design and Validation**

- 11.3.1. The Lean Startup Methodology
- 11.3.2. Innovative Business Initiative: Stages
- 11.3.3. Financing Arrangements
- 11.3.4. Model Tools: Empathy Map, Canvas Model, and Metrics
- 11.3.5. Growth and Loyalty

**11.4. Project Management**

- 11.4.1. Innovation Opportunities
- 11.4.2. Feasibility Study and Proposal Specification
- 11.4.3. Project Definition and Design
- 11.4.4. Project Execution
- 11.4.5. Project Closure

**Module 12.** Food, technology and culture

**12.1. Introduction to food culture**

- 12.1.1. Food and nutrition: man as an omnivorous animal
- 12.1.2. Concept of culture and eating behavior
- 12.1.3. Human nutrition in different types of societies
- 12.1.4. Concept of dietary adaptation: Examples of dietary adaptation

**12.2. Factors that influence Feeding**

- 12.2.1. Ideological meaning of food
- 12.2.2. Diet and gender
- 12.2.3. Commensality patterns in different cultures: production, consumption and behavior

**12.3. Religion and food**

- 12.3.1. Permitted and prohibited foods
- 12.3.2. Relationship between food and religious rituals
- 12.3.3. Religion-related dietary practices and behaviors

**12.4. Historical basis of food**

- 12.4.1. Major changes in human nutrition at different stages of history
- 12.4.2. Prehistory
- 12.4.3. The Ancient Age
- 12.4.4. Middle Ages
- 12.4.5. Impact of the discovery of America on European food and the New World
- 12.4.6. The Modern Age

**12.5. Scientific advances and food**

- 12.5.1. The Industrial Revolution
- 12.5.2. Impact of scientific discoveries and technological development in the food industry

**12.6. Contemporary Feeding I**

- 12.6.1. Socio-economic and demographic factors that condition the current diet
- 12.6.2. Food and immigration
- 12.6.3. Man and abundance in the world, myths and facts

**12.7. Contemporary Food II**

- 12.7.1. New food trends
- 12.7.2. The rise of mass catering and fast food
- 12.7.3. Interest in diet and health

**12.8. Food acceptability**

- 12.8.1. Physiological and psychological conditionings
- 12.8.2. Food quality concept
- 12.8.3. Evaluation of food acceptability

**12.9. Communication Techniques**

- 12.9.1. Food marketing
- 12.9.2. Marketing Elements
- 12.9.3. Food advertising resources
- 12.9.4. Influence of advertising on eating behavior

**12.10. Socio-cultural factors of food**

- 12.10.1. Social relations
- 12.10.2. Expression of feelings, prestige and power
- 12.10.3. Neolithic and Paleolithic social groups

**Module 13. Food Industry****13.1. Cereals and by-products I**

- 13.1.1. Cereals: production and consumption
  - 13.1.1.1. Cereal classification
  - 13.1.1.2. Current state of research and industry situation
- 13.1.2. Basic concepts of cereal grains
  - 13.1.2.1. Methods and equipment for the characterization of flours and bakery doughs
  - 13.1.2.2. Rheological properties during kneading, proofing and baking
- 13.1.3. Cereal products: Ingredients, additives and adjuvants. Classification and effects

**13.2. Cereals and by-products II**

- 13.2.1. Baking process: stages, changes produced and equipment used
- 13.2.2. Instrumental, sensory and nutritional characterization of cereal-derived products
- 13.2.3. Application of cold in bakery. Frozen pre-baked breads. Process and product
- 13.2.4. Gluten-free products derived from cereals. Formulation, process and quality characteristics
- 13.2.5. Food pastas. Ingredients and process. Types of pasta
- 13.2.6. Innovation in bakery products. Trends in Product Design

**13.3. Milk and dairy products  
Eggs and egg products I**

- 13.3.1. Hygienic-sanitary milk quality
  - 13.3.1.1. Origin and levels of contamination. Initial and contaminating microbiota
  - 13.3.1.2. Presence of chemical contaminants: residues and pollutants
  - 13.3.1.3. Hygiene influence in the milk production and marketing chain
- 13.3.2. Milk production. Milk synthesis
  - 13.3.2.1. Factors influencing the Composition of the milk Extrinsic and Intrinsic
  - 13.3.2.2. Milking: best practices of the process
- 13.3.3. On-farm milk pretreatment: filtration, refrigeration and alternative preservation methods

- 13.3.4. Treatments in the dairy industry: clarification and bacto-fugation, skimming, standardization, homogenization, deaeration. Pasteurization. Definition. Procedures, treatment temperatures and limiting factors
  - 13.3.4.1. Types of pasteurizers. Packaging Quality Control Sterilization. Definition
  - 13.3.4.2. Methods: conventional, UHT, other systems. Packaging Quality control Manufacturing defects
  - 13.3.4.3. Types of pasteurized and sterilized milk. Selection of milk. Milkshakes and flavored milks. Blending process. Enriched milks. Enrichment process
  - 13.3.4.4. Evaporated milk. Condensed milk
- 13.3.5. Preservation and packaging systems
- 13.3.6. Quality control of powdered milk
- 13.3.7. Milk packaging systems and quality control

**13.4. Milk and Dairy Products. Eggs and egg products I**

- 13.4.1. Dairy Products. Creams and Butters
- 13.4.2. Manufacturing process. Continuous manufacturing methods. Packaging and preservation. Manufacturing defects and alterations
- 13.4.3. Fermented Milk. Yoghurt Milk preparatory treatments. Processes and elaboration systems
  - 13.4.3.1. Types of yogurt. Problems in the elaboration. Quality Control
  - 13.4.3.2. BIO products and other acidophilic milks
- 13.4.4. Cheese making technology: preparatory milk treatments
  - 13.4.4.1. Obtaining the curd: syneresis. Pressed. Salted

- 13.4.4.2. Water activity in cheese. Brine control and conservation
- 13.4.4.3. Cheese ripening: agents involved. Factors that determine ripening. Effects of contaminating biota
- 13.4.4.4. Toxicological problems of cheese
- 13.4.5. Additives and antifungal treatments
- 13.4.6. Ice cream. Features. Types of ice cream. Manufacturing process
- 13.4.7. Eggs and egg products
  - 13.4.7.1. Fresh egg: processing of fresh egg as a raw material for the production of egg products
  - 13.4.7.2. Egg products: liquid, frozen and dehydrated

**13.5. Vegetable products I**

- 13.5.1. Physiology and postharvest technology. Introduction
- 13.5.2. Fruit and vegetable production, the need for postharvest conservation
- 13.5.3. Respiration: respiratory metabolism and its influence on postharvest preservation and deterioration of vegetables
- 13.5.4. Ethylene: synthesis and metabolism. Implication of ethylene in the regulation of fruit ripening
- 13.5.5. Fruit ripening: The ripening process, generalities and its control.
  - 13.5.5.1. Climacteric and non-climacteric
  - 13.5.5.2. Compositional changes: physiological and biochemical changes during ripening and storage of fruits and vegetables

**13.6. Vegetable products III**

- 13.6.1. Principle of fruit and vegetable preservation by the control of environmental gases. Mode of action and its applications in the preservation of fruits and vegetables
- 13.6.2. refrigerated storage. Temperature control in the preservation of fruits and vegetables
  - 13.6.2.1. Technological methods and applications
  - 13.6.2.2. Cold damage and its control
- 13.6.3. Transpiration: control of water loss in fruit and vegetable preservation
  - 13.6.3.1. Physical Principles. Control systems.
- 13.6.4. Postharvest pathology: main deteriorations and rots during fruit and vegetable preservation. Control Systems and Methods
- 13.6.5. IV Gamma Products
  - 13.6.5.1. Physiology of plant products: handling and preservation technologies

### 13.7. Vegetable products III

- 13.7.1. Processing of canned vegetables: General description of a typical vegetable canning line
  - 13.7.1.1. Examples of the main types of canned vegetables and pulses
  - 13.7.1.2. New products of vegetable origin: cold soups
  - 13.7.1.3. General description of a fruit characteristic packing line
- 13.7.2. Juice and nectar processing: juice extraction and juice treatments
  - 13.7.2.1. Aseptic processing, storage and packaging systems

- 13.7.2.2. Production lines examples of the main types of juices

- 13.7.2.3. Production and preservation of semi-finished products: cremogenated products

- 13.7.3. Production of jams, jellies and jams: production and packaging process

- 13.7.3.1. Examples of characteristic processing lines

- 13.7.3.2. Additives used in the manufacture of jams and marmalades

### 13.8. Alcoholic beverages and oils

- 13.8.1. Alcoholic beverages: Wine. Process of elaboration

- 13.8.1.1. Beer: brewing process. Types

- 13.8.1.2. Spirits and liqueurs: Processes of elaboration and types

- 13.8.2. Fats and oils Introduction

- 13.8.2.1. Olive oil Olive oil extraction system

- 13.8.2.2. Oilseed oils. Extraction

- 13.8.3. Animal fats: Refining of fats and oils

### 13.9. Meat and meat by-products

- 13.9.1. Meat industry: Production and consumption

- 13.9.2. Classification and functional properties of muscle proteins: Myofibrillar, sarcoplasmic and stromal proteins

- 13.9.2.1. Muscle-to-meat conversion: porcine stress syndrome

- 13.9.3. Maturation of meat. factors affecting the quality of meat for direct consumption and industrialization

- 13.9.4. Curing chemistry: ingredients, additives and and curing adjuvants

- 13.9.4.1. Industrial curing processes: dry and wet curing

- 13.9.4.2. Nitrite alternatives

- 13.9.5. Raw and raw marinated meat products: fundamentals and problems of preservation. Characteristics of raw materials

- 13.9.5.1. Types of products Manufacturing operations

- 13.9.5.2. Alterations and defects

- 13.9.6. Cooked sausages and cooked hams: basic principles of the preparation of meat emulsions. Characteristics and selection of raw materials

- 13.9.6.1. Technological manufacturing operations. Industrial systems

- 13.9.6.2. Alterations and defects

### 13.10. Seafood

- 13.10.1. Fish and shellfish. Characteristics of technological interest

- 13.10.2. Main industrial fishing and shellfishing gear

- 13.10.2.1. Unit operations in fish technology

- 13.10.2.2. Fish cold preservation

- 13.10.3. Salting, pickling, drying and smoking: technological aspects of manufacturing

- 13.10.3.1. Characteristics of the final product Performance

- 13.10.4. Marketing

**Module 14. Food Hygiene and Safety****14.1. Introduction to food safety**

- 14.1.1. Food hygiene and safety concept
  - 14.1.1.1. Historical evolution
  - Current importance
  - 14.1.1.2. Global food security policy objectives and strategies
- 14.1.2. Specific food quality assurance programs of food quality
- 14.1.3. Food safety at the consumer level
- 14.1.4. Traceability Concept and application in the food industry

**14.2. Self-control systems in the food sector**

- 14.2.1. General Hygiene Plans (GHP)
  - 14.2.1.1. Objectives and current importance
  - 14.2.1.2. Basic principles and Basis for their implementation in food companies
- 14.2.2. Food handling
- 14.2.3. Preventive measures and process hygiene in the food industry and in catering

**14.3. Hazard Analysis and Critical Control Point System (H.A.C.C.C.P.P.A.)**

- 14.3.1. General principles of the A.P.P.C.C.C. system
- 14.3.2. Flowchart design and verification
- 14.3.3. Risk evaluation systems and hazard assessment systems
- 14.3.4. Implementation of control systems, critical limits, corrective measures and verification systems
- 14.3.5. Development of a management chart and its application in the food industry

**14.4. Specific plans in food industry**

- 14.4.1. Training plan for handlers
  - 14.4.1.1. Execution of the Training Plan. Types of training activities
  - 14.4.1.2. Training methodology
  - 14.4.1.3. Monitoring, surveillance and corrective actions
  - 14.4.1.4. Plan verification
- 14.4.2. Supplier approval plan
  - 14.4.2.1. Control procedures, verification and corrective actions of an Approval Plan
  - 14.4.2.2. Hygiene in the transport of goods

- 14.4.2.3. Hygiene Standards for the Reception of fresh, manufactured, non-perishable, packaged and other packaged foods, packaged and other
- 14.4.3. Cleaning and disinfection plan (L + D)
  - 14.4.3.1. Biofilms and their impact on food safety
  - 14.4.3.2. Cleaning and disinfection methods
  - 14.4.3.3. Types of detergents and disinfection
  - 14.4.3.4. Cleaning and disinfection plan control and verification systems

**14.5. Traceability in the food industry**

- 14.5.1. Introduction to Traceability
  - 14.5.1.1. Anteced to the traceability system
  - 14.5.1.2. Traceability Concept
  - 14.5.1.3. Types of Traceability
  - 14.5.1.4. Advantages of Traceability
- 14.5.2. Implementation of the Traceability Plan
  - 14.5.2.1. Introduction
  - 14.5.2.2. Previous Stages

- 14.5.2.3. Traceability Plan
- 14.5.2.4. Product Identification System
- 14.5.2.5. System Test Methods
- 14.5.3. Product Identification Tools
  - 14.5.3.1. Hand Tools
  - 14.5.3.2. Automated Tools
    - 14.5.3.2.1. EAN Bar Code
    - 14.5.3.2.1. RFID/// EPC
- 14.5.4. Records
  - 14.5.4.1. Registration Identification of Raw Materials and other Materials

- 14.5.4.2. Registration of Food Processing
- 14.5.4.3. Final Product Identification Record
- 14.5.4.4. Recording of the Results of Checks Performed
- 14.5.4.5. Record Keeping Period
- 14.5.5. Incident Management, Product Recall and Reclamation and Customer Complaints

**14.6. Storage of goods and control of packaged products**

- 14.6.1. Hygiene standards for dry storage of products
- 14.6.2. Hot Holding: cooking and reheating policies and hygiene standards
- 14.6.3. Validation records of storage and calibration of thermometers
- 14.6.4. Food packaging and its application to food safety
  - 14.6.4.1. Sanitary guarantees and durability of food under optimum conditions according to packaging technology
  - 14.6.4.2. Food packaging and environmental contamination

**14.7. Analytical and Instrumental Techniques in Process and Product Quality Control**

- 14.7.1. Food Laboratory
- 14.7.2. Official Control of the Agri-Food Chain
  - 14.7.2.1. PNCPA of the Agri-Food Chain
  - 14.7.2.2. Competent Authorities
- 14.7.3. Food analysis methods
  - 14.7.3.1. Methods of analysis in cereals
  - 14.7.3.2. Analysis methods for fertilizers, residues of phytosanitary and veterinary products
  - 14.7.3.3. Analysis methods for food products

- 14.7.3.4. Methods of Analysis of Meat Products
- 14.7.3.5. Fat Analysis Methods
- 14.7.3.6. Methods of Analysis of Dairy Products
- 14.7.3.7. Methods of Analysis of Wines, Juices and Musts
- 14.7.3.8. Methods of Analysis of Fishery Products
- 14.7.4. Nutritional Analysis Techniques
  - 14.7.4.1. Protein Determination
  - 14.7.4.2. Determination of Carbohydrates
  - 14.7.4.3. Determination of Fats
  - 14.7.4.4. Ash Determination

**14.8. Food Safety Management**

- 14.8.1. Food Safety Principles and Management
  - 14.8.1.1. The Concept of Danger
  - 14.8.1.2. The Concept of Risk
  - 14.8.1.3. Risk Evaluation
- 14.8.2. Physical Dangers
  - 14.8.2.1. Concepts and Considerations on Physical Hazards in Foods
  - 14.8.2.2. Physical Hazard Control Methods
- 14.8.3. Chemical Hazards
  - 14.8.3.1. Concepts and Considerations on Chemical Hazards in Foods
  - 14.8.3.2. Chemical Hazards Naturally Occurring in Food
  - 14.8.3.3. Hazards Associated with Chemicals Intentionally Added to Foods
  - 14.8.3.4. Incidentally or Unintentionally Added Chemical Hazards
  - 14.8.3.5. Chemical Hazard Control
  - 14.8.3.6. Allergens in Food

- 14.8.4. Concepts and Considerations of Biological Hazards in Foods
  - 14.8.4.1. Microbial Hazards
  - 14.8.4.2. Non-Microbial Biological Hazards
  - 14.8.4.3. Biological hazard control methods
- 14.8.5. Good Manufacturing Practices (GMP)
  - 14.8.5.1. Background
  - 14.8.5.2. Scope
  - 14.8.5.3. GMPs in a food safety management system

**14.9. Validation of new methods and technology**

- 14.9.1. Process and method validation
  - 14.9.1.1. Documentary Support
  - 14.9.1.2. Validation of Analytical Techniques
  - 14.9.1.3. Validation Sampling Plan
  - 14.9.1.4. Method Bias and Accuracy
  - 14.9.1.5. Determining Uncertainty
- 14.9.2. Validation Methods
  - 14.9.2.1. Method Validation Stages
  - 14.9.2.2. Types of validation processes, approaches

- 14.9.2.3. Validation Reports, Summary of Data Obtained
- 14.9.3. Cause analysis
  - 14.9.3.1. Qualitative methods: cause-effect and tree root-cause
  - 14.9.3.2. Quantitative Methods Pareto diagram and scatter plots
- 14.9.4. Internal audits of the self-control system
  - 14.9.4.1. Competent Auditors
  - 14.9.4.2. Audit Program and Plan
  - 14.9.4.3. Scope of the Audit
  - 14.9.4.4. Reference Documents

**14.10. Maintaining the cold chain**

- 14.10.1. he cold line and its impact on food safety
- 14.10.2. Guidelines in a catering service for the design, implementation and maintenance of a HACCP system in the complete cold line
- 14.10.3. Identification of hazards associated with the cold line

**Module 15. Food Quality and Management**

**15.1. Food safety and consumer protection**

- 15.1.1. Definition and Basic Concepts
- 15.1.2. Evolution of food quality and safety
- 15.1.3. Situation in developing and developed countries
- 15.1.4. Key food safety agencies and authorities: structures and roles
- 15.1.5. Food fraud and food hoaxes: the role of the media

**15.2. Facilities, premises and equipment**

- 15.2.1. Site selection: design and construction and materials
- 15.2.2. Maintenance plan for premises, facilities and equipment
- 15.2.3. Applicable Regulations

**15.3. Cleaning and disinfection plan (C + D)**

- 15.3.1. Dirt components
- 15.3.2. Detergents and disinfectants: composition and functions
- 15.3.3. Stages of cleaning and disinfection
- 15.3.4. Cleaning and disinfection program
- 15.3.5. Current Regulations

**15.4. Plague Control**

- 15.4.1. Pest control and disinfestation (Plan P + D)
- 15.4.2. Plagues associated with the food chain
- 15.4.3. Preventive measures for plague control
  - 15.4.3.1. Traps and snares for mammals and ground insects
  - 15.4.3.2. Traps and snares for flying insects

**15.5. Traceability and good handling practices plan (GHP)**

- 15.5.1. Structure of a traceability plan
- 15.5.2. Current regulations associated with traceability
- 15.5.3. GHP associated with food processing
  - 15.5.3.1. Food handlers
  - 15.5.3.2. Requirements to be fulfilled
  - 15.5.3.3. Hygiene Training Plans

**15.6. Elements in food safety management**

- 15.6.1. Water as an essential element in the food chain
- 15.6.2. Biological and chemical agents associated with water
- 15.6.3. Quantifiable elements in water quality and safety and use

15.6.4. Approval of suppliers

- 15.6.4.1. Supplier control plan
- 15.6.4.2. Associated current regulations

15.6.5. Food labeling

- 15.6.5.1. Consumer information and allergen labeling
- 15.6.5.2. Labeling of Genetically Modified Organisms

**15.7. Food crises and associated policies**

- 15.7.1. Triggering factors of a food crisis
- 15.7.2. Food security crisis outreach, management and response
- 15.7.3. Alert communication systems
- 15.7.4. Policies and strategies for the improvement quality and food safety

**15.8. H.A.C.C.P. Plan design**

- 15.8.1. General Guidelines to be Followed for its Implementation: Principles on which it is based and Prerequisite Program
- 15.8.2. Management Commitment
- 15.8.3. H.A.C.C.P. equipment configuration
- 15.8.4. Description of the product and identification of its intended use
- 15.8.5. Flow Diagrams

**15.9. Development of the H.A.C.C.P. Plan**

- 15.9.1. Characterization of critical control points (CCP)
- 15.9.2. The seven basic principles of the H.A.C.C.P. Plan
  - 15.9.2.1. Hazard identification and analysis
  - 15.9.2.2. Establishment of control measures for identified hazards

- 15.9.2.3. Determination of critical control points (CCP)
- 15.9.2.4. Characterization of critical control points
- 15.9.2.5. Establishment of critical limits
- 15.9.2.6. Determination of corrective actions
- 15.9.2.7. A.P.P.P.C.C. system verification

**15.10. ISO 22000**

- 15.10.1. ISO 22000 Principles
- 15.10.2. Purpose and Field of Application
- 15.10.3. Market situation and position with respect to position with respect to other applicable standards in the food chain
- 15.10.4. Application Requirements
- 15.10.5. Food Safety Management Policy

**Module 16. Food Safety Assessment**

**16.1. Evaluation of food safety**

- 16.1.1. Definition of terms. Main related concepts
- 16.1.2. Historical background of food security
- 16.1.3. Agencies in charge of managing food safety

**16.2. H.A.C.C.P. Plan**

- 16.2.1. Requirements prior to implementation
- 16.2.2. HACCP system components
  - 16.2.2.1. Hazard analysis
  - 16.2.2.2. Identification of critical points
  - 16.2.2.3. Specification of control criteria. Monitoring
  - 16.2.2.4. Corrective Actions
  - 16.2.2.5. Plan verification
  - 16.2.2.6. Data Logging

**16.3. Hygiene of meat and meat products**

- 16.3.1. Fresh meat products
- 16.3.2. Raw cured meat products
- 16.3.3. Heat-treated meat products
- 16.3.4. Application of HACCP systems

**16.4. Hygiene of fish and fish products**

- 16.4.1. Fish, Mollusks and Crustaceans
- 16.4.2. Processed fish products
- 16.4.3. Application of HACCP systems

**16.5. Hygienic characteristics of milk and dairy derivatives**

- 16.5.1. Hygienic characteristics of raw and heat-treated milk
- 16.5.2. Hygienic characteristics of concentrated and dehydrated milk
- 16.5.3. Hygienic characteristics of dairy products
- 16.5.4. Application of HACCP systems

**16.6. Hygienic characteristics of other products of animal origin**

- 16.6.1. Eggs and egg products
- 16.6.2. Honey
- 16.6.3. Fats and oils
- 16.6.4. HACCP System Application

**16.7. Hygienic characteristics of Fruit and Vegetables**

- 16.7.1. Fresh fruits and vegetables, fruit and vegetable derivatives
- 16.7.2. Dried fruit
- 16.7.3. Vegetable Oils
- 16.7.4. Application of HACCP systems

**16.8. Hygienic characteristics of legumes and cereals**

- 16.8.1. Legumes and cereals
- 16.8.2. Products derived from pulses: flours, bread, pastas
- 16.8.3. Application of HACCP systems

**16.9. Hygienic characteristics of Water and Beverages**

- 16.9.1. Potable water and soft drinks
- 16.9.2. Stimulating drinks
- 16.9.3. Alcoholic beverages
- 16.9.4. Application of HACCP systems

**16.10. Hygienic characteristics of other food products**

- 16.10.1. Nougats
- 16.10.2. Prepared Dishes
- 16.10.3. Food intended for the child population
- 16.10.4. Application of HACCP systems

07

# 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.





“

*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"*

## TECH Business School uses the Case Study to contextualize all content

Our program offers a revolutionary approach to developing skills and knowledge. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.



*At TECH, you will experience a learning methodology that is shaking the foundations of traditional universities around the world"*



*This program prepares you to face business challenges in uncertain environments and achieve business success.*



*Our program prepares you to face new challenges in uncertain environments and achieve success in your career.*

## A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch to present executives with challenges and business decisions at the highest level, whether at the national or international level. This methodology promotes personal and professional growth, representing a significant step towards success. The case method, a technique that lays the foundation for this content, ensures that the most current economic, social and business reality is taken into account.

**“** *You will learn, through collaborative activities and real cases, how to solve complex situations in real business environments”*

The case method has been the most widely used learning system among the world's leading business schools for as long as they have existed. The case method was developed in 1912 so that law students would not only learn the law based on theoretical content. It consisted of presenting students with real-life, complex situations for them to make informed decisions and value judgments on how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

What should a professional do in a given situation? This is the question we face in the case method, an action-oriented learning method. Throughout the program, the studies will be presented with multiple real cases. They must integrate all their knowledge, research, argue and defend their ideas and decisions.

## Relearning Methodology

TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines different teaching elements in each lesson.

We enhance the Case Study with the best 100% online teaching method: Relearning.

*Our online system will allow you to organize your time and learning pace, adapting it to your schedule. You will be able to access the contents from any device with an internet connection.*

At TECH you will learn using a cutting-edge methodology designed to train the executives of the future. This method, at the forefront of international teaching, is called Relearning.

Our online business school is the only one in the world licensed to incorporate this successful method. In 2019, we managed to improve our students' overall satisfaction levels (teaching quality, quality of materials, course structure, objectives...) based on the best online university indicators.



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.

With this methodology we have trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, markets, and financial instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

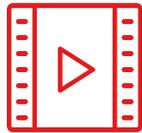
*Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.*

From the latest scientific evidence in the field of neuroscience, not only do we know how to organize information, ideas, images and memories, but we know that the place and context where we have learned something is fundamental for us to be able to remember it and store it in the hippocampus, to retain it in our long-term memory.

In this way, and in what is called neurocognitive context-dependent e-learning, the different elements in our program are connected to the context where the individual carries out their professional activity.



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.



### 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.



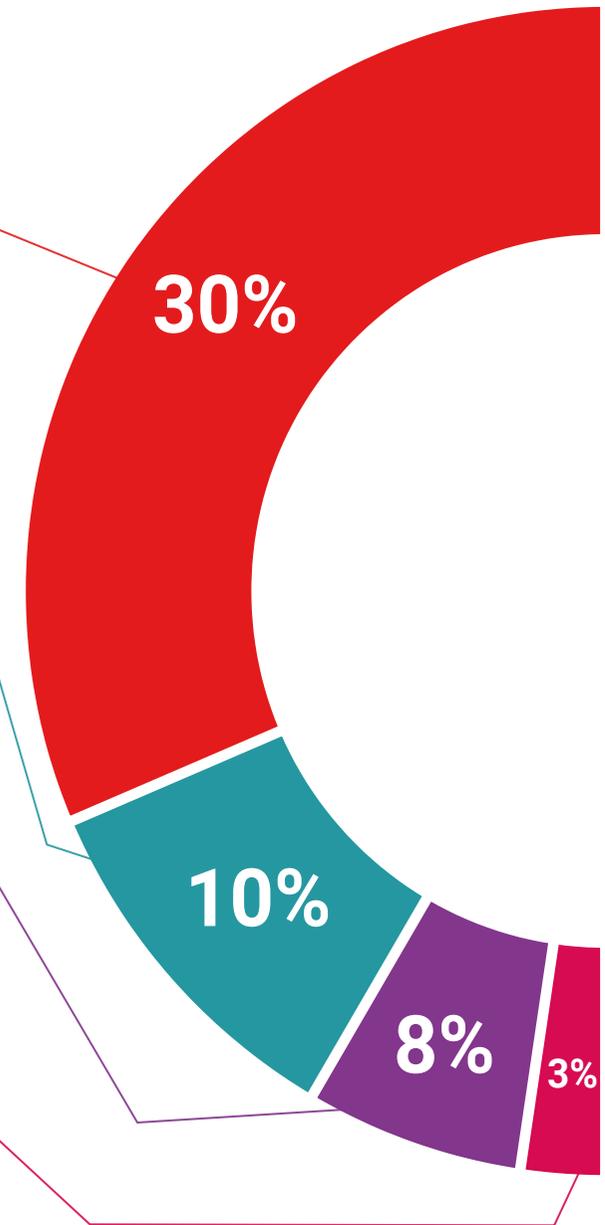
### Management Skills Exercises

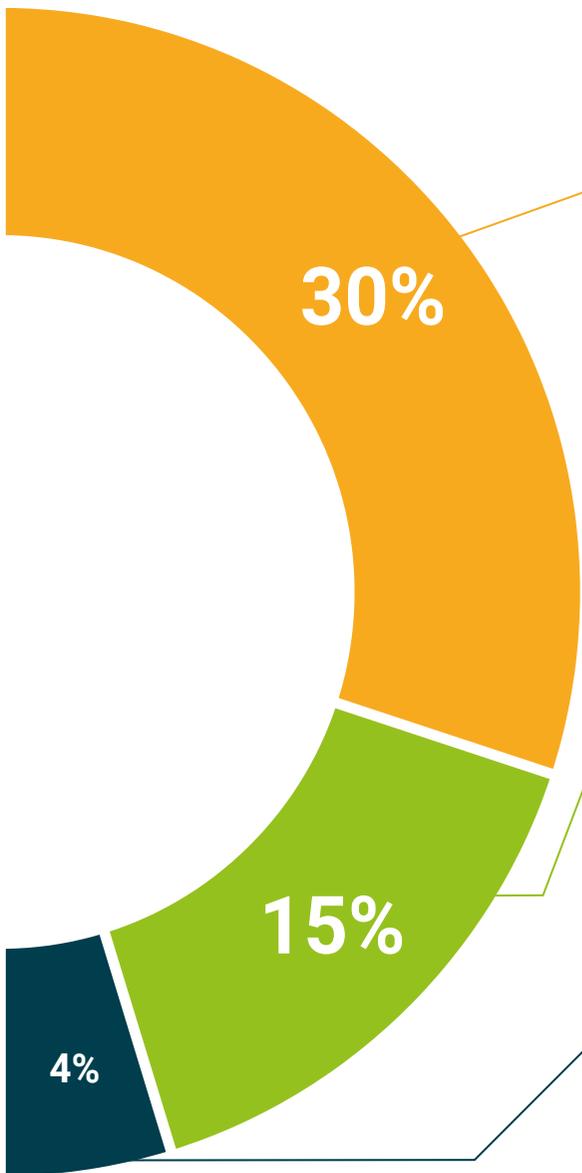
They will carry out activities to develop specific executive competencies in each thematic area. Practices and dynamics to acquire and develop the skills and abilities that a high-level manager needs to develop in the context of the globalization we live in.



### 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.





### Case Studies

Students will complete a selection of the best case studies chosen specifically for this program. Cases that are presented, analyzed, and supervised by the best senior management specialists in the world.



### 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".



### 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.



08

# Our Students' Profiles

This Advanced Master's Degree will take the professional to delve into the Food Sector, allowing him to acquire competencies and skills essential for the direction and management of companies in this field. In this way, you will be able to increase your professional level and obtain an improvement in your job as well as in your salary. In this way, this degree will provide you with everything you need to improve in a highly competitive industry.





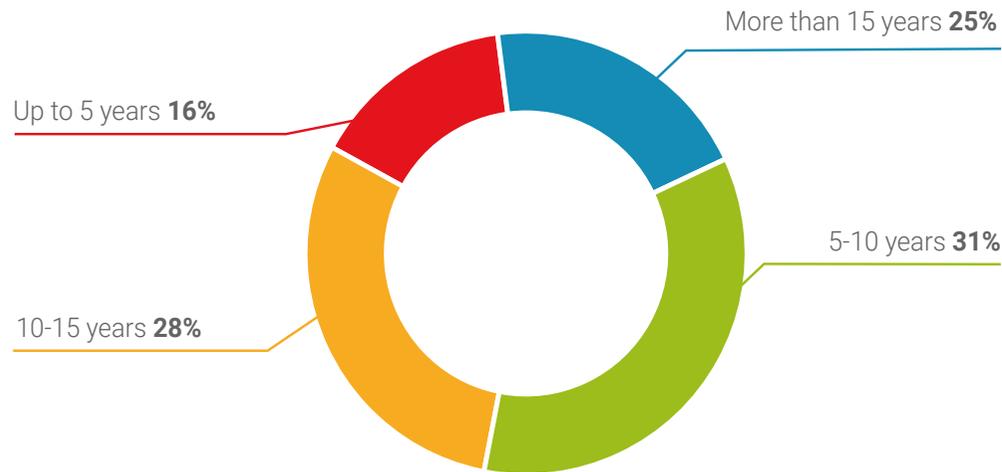
“

*This program offers you a highly professional approach and will allow you to grow in the Food Sector”*

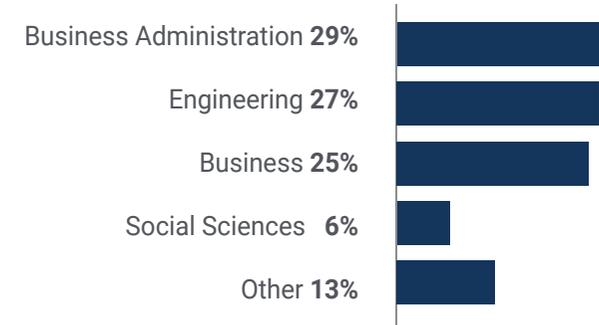
### Average Age

Between **35** and **45** years old

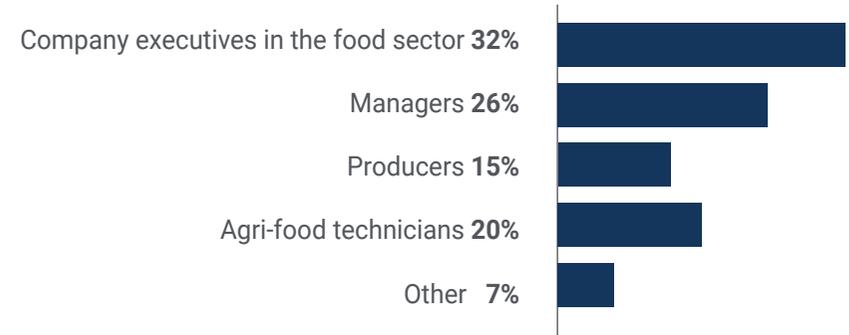
### Years of Experience



### Training

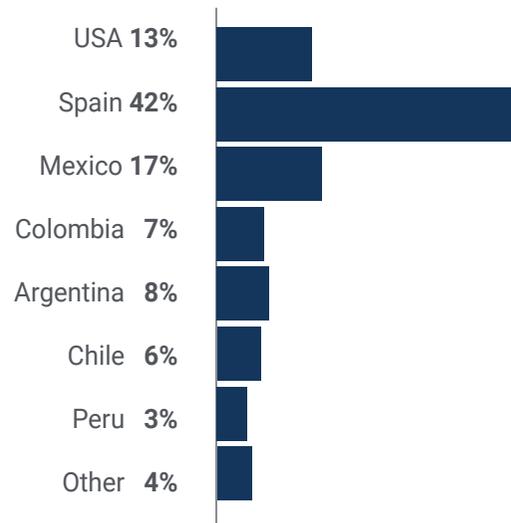


### Educational Profile



## Geographical Distribution

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## Carlos Jiménez Ruiz

General Manager of Compañía Alimentaria

*"The completion of this Advanced Master's Degree in Senior Management of Food Companies exceeded my expectations. Above all, the flexibility made it easy for me to complete it and also the content covered all the areas necessary to be able to carry out effective management and leadership in this industry"*

09

# Course Management

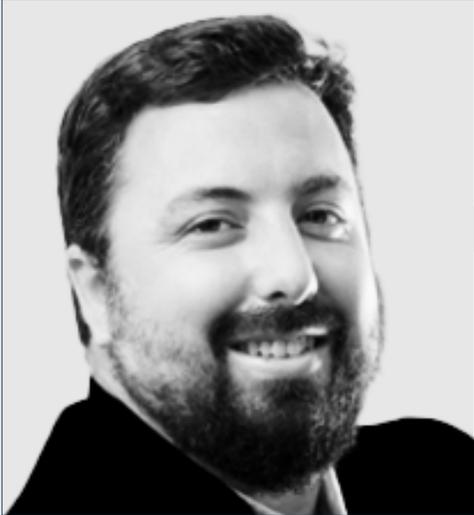
This Advanced Master's Degree in Senior Management of Food Companies of TECH Technological University has been created by a first class teaching staff, made up of active professionals with a wide range of leadership and management skills in various sectors. In addition, their extensive knowledge of the food industry will allow graduates to obtain the most exhaustive information about this sector and to advance professionally in only 24 months.



“

*An excellent first class team of professionals in business management and the food sector will guide you to achieve your goals of progression"*

## Management



### Dr. Ledesma Carrillo, Carlos Atxoña

- ♦ Expert in international business and legal advice for companies
- ♦ Responsible for the International Area at Transporte Interurbanos de Tenerife S.A.
- ♦ Legal Advisor in Interurban Transports of Tenerife S.A.
- ♦ Legal manager en Avalon Biz Consulting
- ♦ Course trainer oriented to Data Protection
- ♦ PhD in Regional Development from the University of La Laguna
- ♦ Law degree at La Laguna University
- ♦ Project Management Diploma, Universidad Rey Juan Carlos, Spain
- ♦ MBA Master in Business Administration and Management at the European University of the Canary Islands



## Professors

### Mr. González Peña , Alexis José

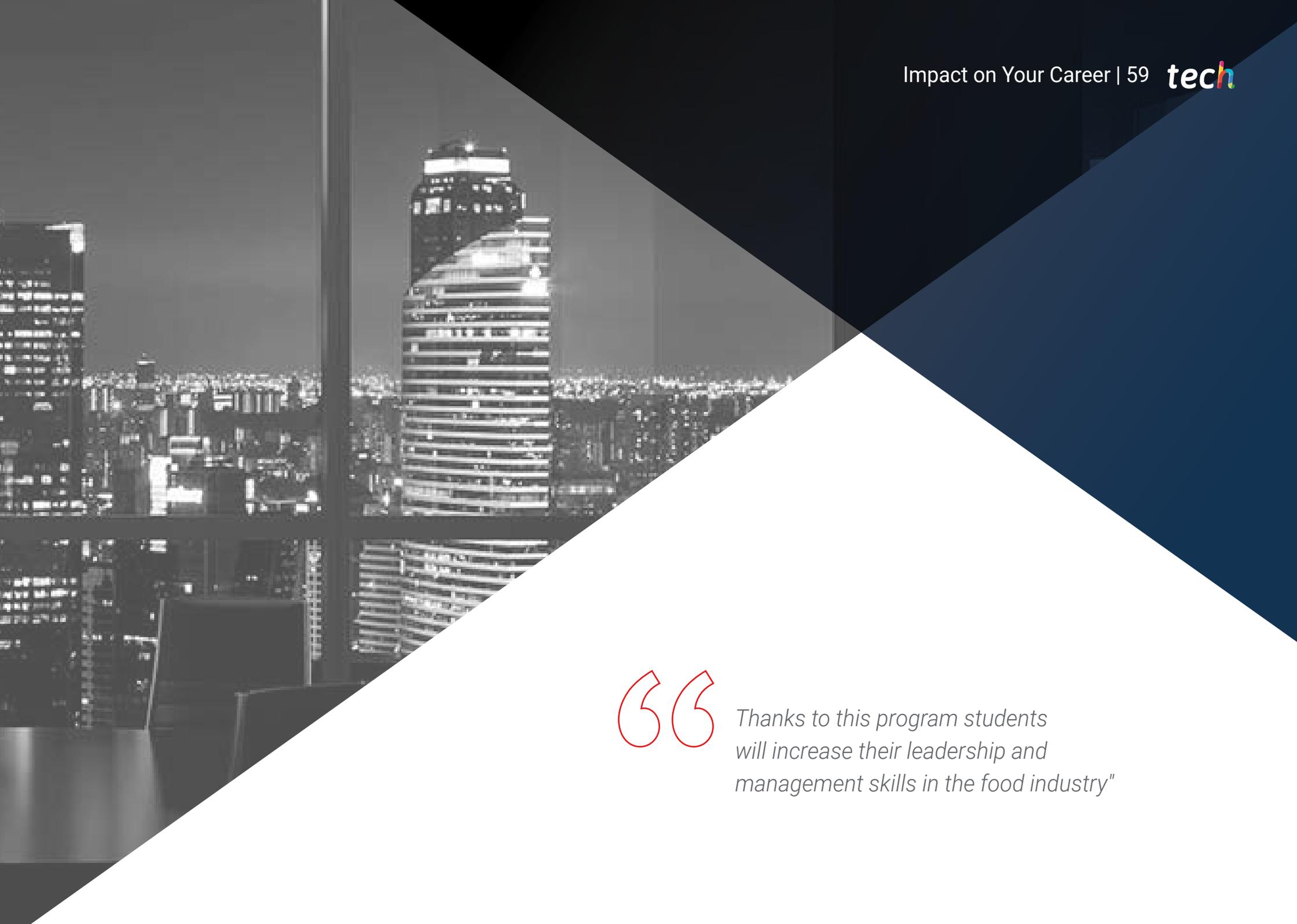
- ◆ Expert in finance and auditing
- ◆ Financial Department Director at Caja Siete Caja Rural
- ◆ Senior Internal Auditor at Bankia
- ◆ Senior Internal Auditor at Caja Insular de Ahorros de Canarias
- ◆ Senior auditor experience at Deloitte
- ◆ Degree in Business Administration by Las Palmas de Gran Canaria University
- ◆ Master's Degree in Taxation and Tax Consultancy by the Centro de Estudios Financieros
- ◆ Executive Master's Degree in Financial Management and Advanced Finance from the Higher School of Banking Techniques and Practices
- ◆ Expert in Financial Planning and Management Control in Banking by Financial International Analysts
- ◆ Management Development Expert in Portfolio Management by International Financial Analysts

# 10

# Impact on Your Career

The accomplishment of this high-level program will lead the students to obtain advanced learning on the most precise methodology and procedures for the improvement of the performance and production of a company in the food sector. In this way, they will be able to increase their capacity to act in the search for project financing, the transformation of production processes or the development of good hygiene practices. A compendium of actions that will allow professional growth in a highly demanding sector.





“

*Thanks to this program students will increase their leadership and management skills in the food industry"*

### Are you ready to take the leap? Excellent professional development awaits you.

This TECH Technological University's Advanced Master's Degree in Senior Management of Food Companies is an intense program that prepares students to face challenges and business decisions, both on a national and international level. Its main objective is to promote your personal and professional growth Helping students achieve success.

Therefore, those who wish to improve themselves, achieve a positive change at a professional level and interact with the best, will find their place at TECH.

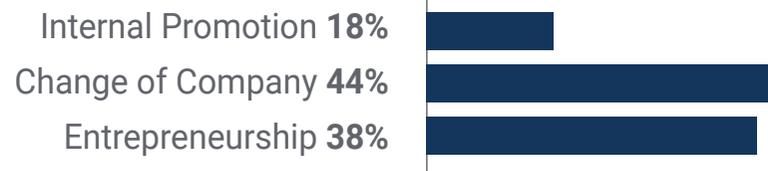
*Achieve maximum success rates in the Food Sector thanks to TECH.*

*Get to adapt the strategy of your food company to the consumers' needs and achieve success.*

#### Time of Change



#### Type of Change



### Salary Increase

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This program represents a salary increase of more than **27%** for our students.



11

# Benefits for Your Company

This program has been conceived with the main objective of making both the students and the companies they are part of grow. In this way, organizations will benefit from specialized professionals with an extensive mastery of the appropriate strategies to lead national and international projects, and incorporate the most effective methodologies for the improvement of the quality of food products.





“

*Provides companies with the most appropriate strategies for the optimization of product manufacturing processes in the food industry”*

Developing and retaining talent in companies is the best long-term investment.

01

### Growth of talent and intellectual capital

The professional will introduce the company to new concepts, strategies, and perspectives that can bring about significant changes in the organization.

---

02

### Retaining high-potential executives to avoid talent drain

This program strengthens the link between the company and the professional and opens new avenues for professional growth within the company.

03

### Building agents of change

You will be able to make decisions in times of uncertainty and crisis, helping the organization overcome obstacles.

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04

### Increased international expansion possibilities

Thanks to this program, the company will come into contact with the main markets in the world economy.



05

### Project Development

The professional can work on a real project or develop new projects in the field of R & D or business development of your company.

---

06

### Increased competitiveness

This program will equip students with the skills to take on new challenges and drive the organization forward.

# 12 Certificate

The Advanced Master's Degree in Senior Management of Food Companies guarantees students, in addition to the most rigorous and up-to-date education, access to an Advanced Master's Degree issued by TECH Technological University.



“

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

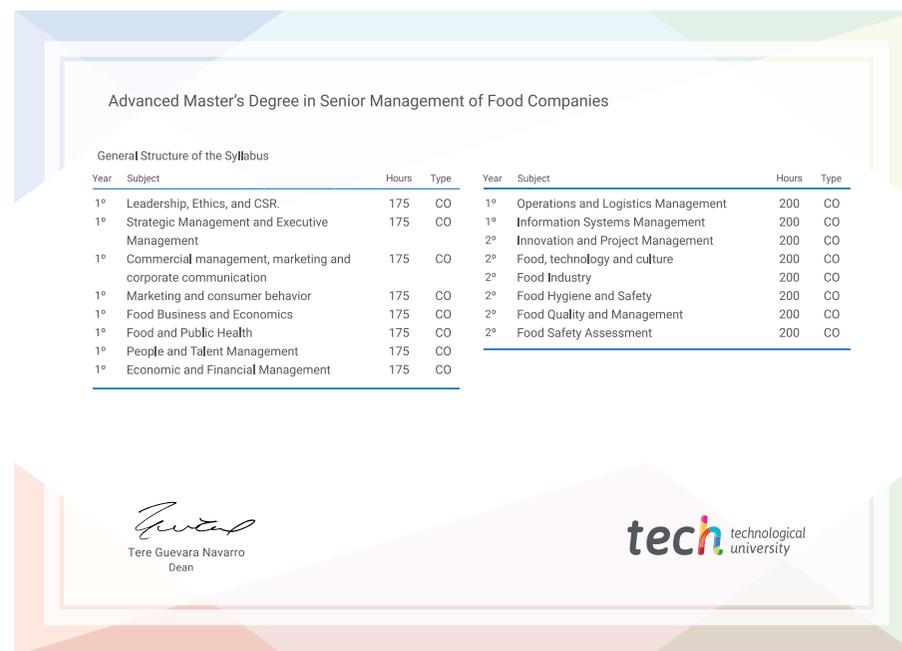
This **Advanced Master's Degree in Senior Management of Food Companies** contains the most complete and up-to-date program on the market.

After the student has passed the assessments, they will receive their corresponding **Advanced Master's Degree** issued by **TECH Technological University** via tracked delivery\*.

The diploma issued by **TECH Technological University** will reflect the qualification obtained in the Advanced Master's Degree, and meets the requirements commonly demanded by labor exchanges, competitive examinations, and professional career evaluation committees.

Title: **Advanced Master's Degree in Senior Management of Food Companies**

Official N° of Hours: **3,000 h.**



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



## Advanced Master's Degree Senior Management of Food Companies

- » Modality: **online**
- » Duration: **24 months**
- » Certificate: **TECH Technological University**
- » Dedication: **16h/week**
- » Schedule: **at your own pace**
- » Exams: **online**

# Advanced Master's Degree Senior Management of Food Companies