

Postgraduate Certificate

Introduction to the Study of Flavors



Postgraduate Certificate Introduction to the Study of Flavors

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Global University
- » Accreditation: 6 ECTS
- » Schedule: at your own pace
- » Exams: online

Website: www.techtute.com/us/school-of-business/postgraduate-certificate/introduction-study-flavors

Index

01

Welcome

p. 4

02

Why Study at TECH?

p. 6

03

Why Our Program?

p. 10

04

Objectives

p. 14

05

Structure and Content

p. 18

06

Methodology

p. 24

07

Our Students' Profiles

p. 32

08

Course Management

p. 36

09

Impact on Your Career

p. 40

10

Benefits for Your Company

p. 44

11

Certificate

p. 48

01 Welcome

Flavor is a very important sensation produced by food when tasting a dish. This impression is determined 80% by the sense of smell and 20% by the palate and tongue. The study that has been carried out on flavors is one of the most developed fields when it comes to gastronomy and the food industry. For this reason, in recent years, the demand for professionals who specialize in this area has increased, in order to cover all the necessary levels that guarantee the quality of a product or dish. Therefore, the program designed in Introduction to the Study of Flavors is perfect to identify the emotional behavior that a food has on the people who consume it, as well as the neuronal response that it triggers in the brain.



Postgraduate Certificate in Introduction to the Study of Flavors
TECH Global University

“

An excellent opportunity to learn about all the neuronal aspects that are triggered in response to a food. In short, the best way to prepare a dish with a seal of quality”

02

Why Study at TECH?

TECH is the world's largest 100% online school of business. It is an elite school of business, 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 Global University



Innovation

We offer you an online learning model that combines the latest educational technology with the most rigorous teaching methods. A unique, internationally recognised method that will provide you with the keys to develop in a constantly evolving world, where every entrepreneur must be committed to innovation.

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



The Highest Standards

Our admissions criteria are not economic. You don't need to make a large investment to study with us. However, to become a TECH graduate, we will push your intelligence and problem-solving skills to the limit. Our academic standards are very high...

95%

of TECH students successfully complete their studies



Networking

Professionals from countries all over the world attend TECH, so you will be able to create a large network of contacts that will aid you in the future.

38000

executives prepared each year

23

different nationalities



Empowerment

Grow hand in hand with the best, most prestigious and influential companies and professionals. We have developed strategic partnerships and a valuable network of contacts with major economic players both in Europe and America.

+500

collaborative agreements with leading companies



Talent

Our program is a unique initiative to showcase your talent in the business world. An opportunity that will allow you to voice your concerns and share your business vision.

Show the world your talents after completing this program



Multicultural Context

Share a unique experience with us. You will be studying in a multicultural context. In a program with a global vision, which will allow you to learn about the working methods in different parts of the world, gathering the most innovative information that best suits your business idea.

Our students represent more than 35 different nationalities.



At TECH we strive for excellence and, to this end, we boast a series of characteristics that make us unique:



Analysis

It explores the critical side, the ability to question things, problem-solving competence, interpersonal skills.



Academic Excellence

TECH offers its students the best online learning methodology. It combines the Relearning method (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

We are the biggest. TECH currently boasts a portfolio of more than 7,000 university postgraduate programs. And in today's new economy, **volume + technology = a ground-breaking price**. This way, we ensure that studying is not as expensive for you as it would be at another university.



Learn with the best

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 the academic setting"

03

Why Our Program?

Studying this TECH program means increasing your 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. You 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

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

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

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

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 Global University community.

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

04 Objectives

The first step towards excellence is to have a program that guarantees the professional development of students. Therefore, TECH is committed to ensuring that these requirements are met. In the Postgraduate Certificate in Introduction to the Study of Flavors, a basic but detailed exploration of the evolutionary implication of food will be carried out. This will allow the future graduate to better understand the neural processes that act to generate an “imprint” in people's memory. This is complemented by the objective of helping professionals access a much higher level of competence and control. A goal that at the end of the program, you can consider acquired, with a Postgraduate Certificate of high intensity and precision.



“

Food has an incredible power to leave an imprint in people's memory. Understanding this will help you to manage any culinary project you propose”

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

The **Postgraduate Certificate in Introduction to the Study of Flavors** will enable students to:

01

Identify how emotional behavior and its temporary nature occur in the mind, linked biochemically to the neuronal mechanism generating "memories" and "experiences"

02

Understand the basic principles of flavors

03

Delve into the classification of the different flavorings





04

Understand the role that the senses play in the design of flavors

05

Understand how the neural processes that generate the formation of memories are associated with flavor stimuli

06

Know the regulations and legislation applied to food

05

Structure and Content

The Postgraduate Certificate in Introduction to the Study of Flavors has a program backed 100% by the professional experience of the teaching staff that composes it, with the intention of guaranteeing that the student can learn everything they need to raise their capabilities to the maximum. Throughout each class, the student will have a complete and well-structured program that, with practical examples, will show dynamically the important points of the study of flavors. In this way, you will get 6 months of learning in a unique and stimulating way.



“

*Manage your time at your convenience.
The Postgraduate Certificate in Introduction
to the Study of Flavors is 100% online”*

Syllabus

Consumers take taste into consideration when choosing a food as a favorite. At the moment of eating or drinking, a multitude of sensations are experienced that go beyond taste alone. This perception is the result of the integration of information provided by the rest of the senses. Although some contribute more than others, the truth is that they all have a great impact on us.

Based on the above, it is undeniable to think that flavors can be modified to generate a neuronal response in the person. For this reason, the Postgraduate Certificate in Introduction to the Study of Flavors focuses on showing students all the basic concepts to achieve this in an optimal way.

Throughout each class we will go deeper into those topics that will help the professional to explain the mixture of aromatic chemicals with certain flavors and the behavior they have within the food matrix. Without forgetting, of course, the basic concepts for the creation of emotional flavors and aromas. In this way, the student will be able to learn new tools that will enhance their creativity and innovation.

The program's teaching staff includes leading professionals who bring their work experience to this program. In addition, renowned and prestigious people participate in its design and elaboration, completing the program in an interdisciplinary way. Passionate teachers that will give you the boost you need to grow.

This Postgraduate Certificate is developed over 6 weeks with 1 study module:

Module 1

Introduction to the study of flavors



Where, When and How is it Taught?

TECH offers the possibility of developing this Postgraduate Certificate in Introduction to the Study of Flavors completely online. During the 6 weeks that the specialization program lasts, the student will be able to access all the contents of this program at any time, which will allow them to manage their own study time.

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

Module 1. Introduction to the Study of Flavors

1.1. Basic Principle of Flavor Creativity	1.2. The Role of the Senses in the Creation of Flavors	1.3. Classification of Flavorings: Artificial Flavorings, Natural Flavorings, Natural Identical Flavorings, and WONF	1.4. Flavoring Regulations and Legislation
1.5. Food Regulations and Legislation	1.6. Qualities of Flavorists Specialized in Sweet and Savory Areas		



A complete syllabus that will guide you through the most stimulating and creative learning proposals"



06

Study Methodology

TECH is the world's first university to combine the **case study** methodology with **Relearning**, a 100% online learning system based on guided repetition.

This disruptive pedagogical strategy has been conceived to offer professionals the opportunity to update their knowledge and develop their skills in an intensive and rigorous way. A learning model that places students at the center of the educational process giving them the leading role, adapting to their needs and leaving aside more conventional methodologies.



“

TECH will prepare you to face new challenges in uncertain environments and achieve success in your career”

The student: the priority of all TECH programs

In TECH's study methodology, the student is the main protagonist.

The teaching tools of each program have been selected taking into account the demands of time, availability and academic rigor that, today, not only students demand but also the most competitive positions in the market.

With TECH's asynchronous educational model, it is students who choose the time they dedicate to study, how they decide to establish their routines, and all this from the comfort of the electronic device of their choice. The student will not have to participate in live classes, which in many cases they will not be able to attend. The learning activities will be done when it is convenient for them. They can always decide when and from where they want to study.

“

*At TECH you will NOT have live classes
(which you might not be able to attend)”*



The most comprehensive study plans at the international level

TECH is distinguished by offering the most complete academic itineraries on the university scene. This comprehensiveness is achieved through the creation of syllabi that not only cover the essential knowledge, but also the most recent innovations in each area.

By being constantly up to date, these programs allow students to keep up with market changes and acquire the skills most valued by employers. In this way, those who complete their studies at TECH receive a comprehensive education that provides them with a notable competitive advantage to further their careers.

And what's more, they will be able to do so from any device, pc, tablet or smartphone.

“*TECH's model is asynchronous, so it allows you to study with your pc, tablet or your smartphone wherever you want, whenever you want and for as long as you want*”

Case Studies and Case Method

The case method has been the learning system most used by the world's best business schools. Developed in 1912 so that law students would not only learn the law based on theoretical content, its function was also to present them with real complex situations. In this way, they could make informed decisions and value judgments about how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

With this teaching model, it is students themselves who build their professional competence through strategies such as Learning by Doing or Design Thinking, used by other renowned institutions such as Yale or Stanford.

This action-oriented method will be applied throughout the entire academic itinerary that the student undertakes with TECH. Students will be confronted with multiple real-life situations and will have to integrate knowledge, research, discuss and defend their ideas and decisions. All this with the premise of answering the question of how they would act when facing specific events of complexity in their daily work.



Relearning Methodology

At TECH, case studies are enhanced with the best 100% online teaching method: Relearning.

This method breaks with traditional teaching techniques to put the student at the center of the equation, providing the best content in different formats. In this way, it manages to review and reiterate the key concepts of each subject and learn to apply them in a real context.

In the same line, and according to multiple scientific researches, reiteration is the best way to learn. For this reason, TECH offers between 8 and 16 repetitions of each key concept within the same lesson, presented in a different way, with the objective of ensuring that the knowledge is completely consolidated during the study process.

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.



A 100% online Virtual Campus with the best teaching resources

In order to apply its methodology effectively, TECH focuses on providing graduates with teaching materials in different formats: texts, interactive videos, illustrations and knowledge maps, among others. All of them are designed by qualified teachers who focus their work on combining real cases with the resolution of complex situations through simulation, the study of contexts applied to each professional career and learning based on repetition, through audios, presentations, animations, images, etc.

The latest scientific evidence in the field of Neuroscience points to the importance of taking into account the place and context where the content is accessed before starting a new learning process. Being able to adjust these variables in a personalized way helps people to remember and store knowledge in the hippocampus to retain it in the long term. This is a model called Neurocognitive context-dependent e-learning that is consciously applied in this university qualification.

In order to facilitate tutor-student contact as much as possible, you will have a wide range of communication possibilities, both in real time and delayed (internal messaging, telephone answering service, email contact with the technical secretary, chat and videoconferences).

Likewise, this very complete Virtual Campus will allow TECH students to organize their study schedules according to their personal availability or work obligations. In this way, they will have global control of the academic content and teaching tools, based on their fast-paced professional update.



The online study mode of this program will allow you to organize your time and learning pace, adapting it to your schedule”

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

1. Students who follow this method not only achieve the assimilation of concepts, but also a development of their mental capacity, through exercises that assess real situations and the application of knowledge.
2. Learning is solidly translated into practical skills that allow the student to better integrate into the real world.
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.

The university methodology top-rated by its students

The results of this innovative teaching model can be seen in the overall satisfaction levels of TECH graduates.

The students' assessment of the teaching quality, the quality of the materials, the structure of the program and its objectives is excellent. Not surprisingly, the institution became the top-rated university by its students according to the global score index, obtaining a 4.9 out of 5.

Access the study contents from any device with an Internet connection (computer, tablet, smartphone) thanks to the fact that TECH is at the forefront of technology and teaching.

You will be able to learn with the advantages that come with having access to simulated learning environments and the learning by observation approach, that is, Learning from an expert.



As such, the best educational materials, thoroughly prepared, will be available in this program:



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.

This content is then adapted in an audiovisual format that will create our way of working online, with the latest techniques that allow us to offer you high quality in all of the material that we provide you with.



Practicing Skills and Abilities

You will carry out activities to develop specific competencies and skills in each thematic field. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop within the framework of the globalization we live in.



Interactive Summaries

We present the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

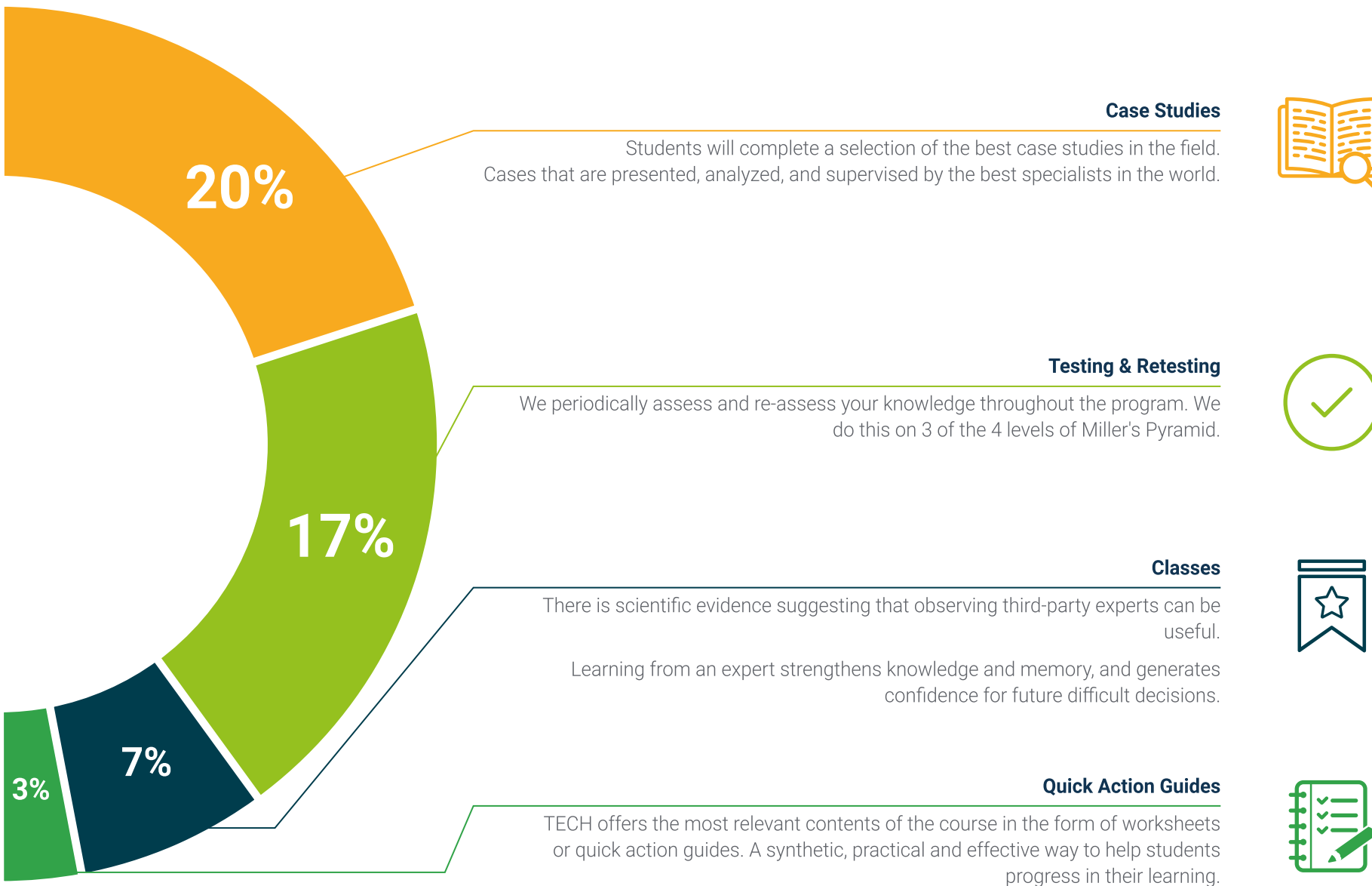
This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



Additional Reading

Recent articles, consensus documents, international guides... In our virtual library you will have access to everything you need to complete your education.





07

Our Students' Profiles

The program is aimed at university graduates who have previously completed any of the following degrees in the field of the Food Industry: Flavorist, Food Engineering, Food Chemistry and Industrial Biochemical Engineering.

This program uses a multidisciplinary approach as the students have a diverse set of academic profiles and represent multiple nationalities.

Professionals with a university degree in any area and two years of work experience in a related area may also participate in the program.



“

If you want to learn about the evolutionary implications of food and are looking for an interesting career enhancement while continuing to work, this is the program for you”

Average Age

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

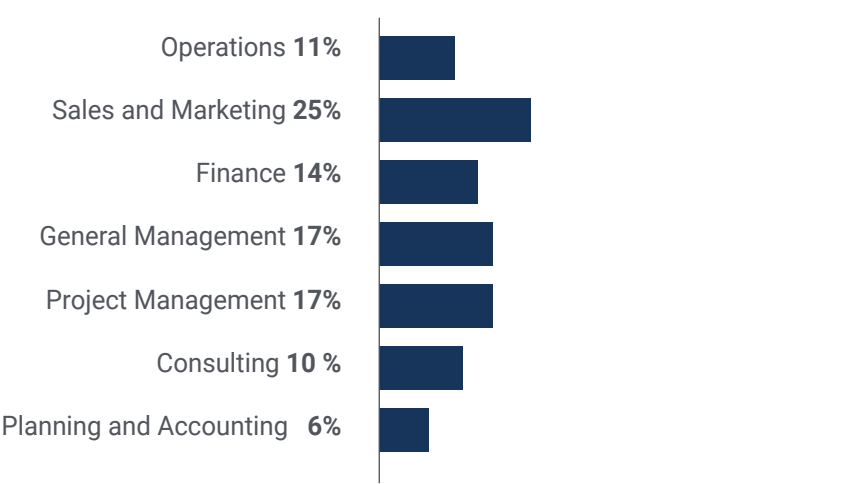
Years of Experience



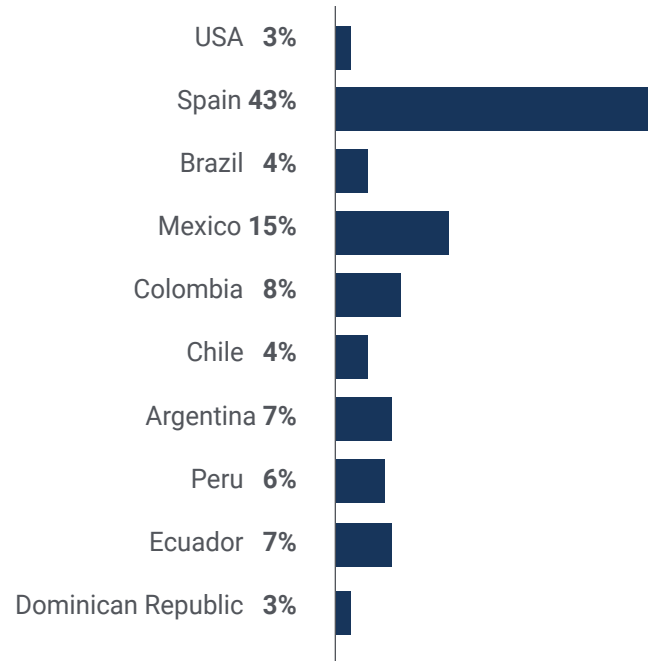
Training



Academic Profile



Geographical Distribution



Anabella Rojas

Executive Chef of a Fusion Restaurant

"Being able to have the opportunity to continue my education alongside my work has become the reason why I decided to specialize with TECH. Knowing in depth the flavors of food and the responses they generate, has allowed me to improve the preparations for the restaurant where I work. It has also become the opportunity to create my own recipes, which have been approved by my colleagues and diners."

08

Course Management

The quality of the contents can only be measured by the experts who designed and teach these subjects. Accordingly, TECH has a group of experts with great prestige within this sector, specially chosen to boost the student's professional career. Thanks to their extensive experience, the student will have the best of theory and practice, being able to be part of the educational transformation from anywhere in the world. In this way, they will have the certainty and confidence of receiving the most complete and effective knowledge in the market, being able to put it into practice in their professional environment.



“

Study with the best. An impressive teaching staff, made up of professionals from different areas of expertise”

Management



Mr. Thuemme Canales, Juan José

- ♦ ETADAR Technical Manager. Flavor Design Laboratory of the Multinational Company DEIMAN
- ♦ He has 40 years of experience as a senior international flavorist at IFF Mexico, as well as in the Netherlands and the United States
- ♦ During his career, he has created and developed flavors for the dairy, bakery, confectionery, beverage, and savory sectors
- ♦ Senior Flavorist and Senior Engineer and Master in Biochemistry from the Technological Institute of Monterrey. Mexico
- ♦ During his career he has given a plethora of conferences oriented to "Creation and application of flavors in the food industry" at the University of Durango, "Top notes creation in citrus flavors" at the Frutech Citrus Symposium, "Creation of flavors" in Mexico City or "Native Flavors" at the Food Technology Summit & Expo 2015, among others

Professors

Mr. Coranguez Reyes Gabriel

- ♦ Food Engineer
- ♦ Flavorist in Development ETADAR by DEIMAN, Mexico City

Mr. Teutle Chávez, Juan Carlos

- ♦ Monterrey TEC Laboratory Technician
- ♦ Assistant in Development ETADAR by DEIMAN, Mexico City

Mr. García Zepeda, Rafael

- ♦ Legislation and Standards Manager DEIMAN, Mexico City
- ♦ Specialization in Biotechnology
- ♦ Industrial Biochemical Engineer

Mr. Chávez Barrios, Meida

- ♦ Chemical Laboratory Technician
- ♦ Assistant in Development ETADAR by DEIMAN, Mexico City

Ms. Santiago, Miriam

- ♦ Flavorist in Development ETADAR by DEIMAN
- ♦ Technologist in Oils and Flavors Applications ETADAR by DEIMAN, Mexico City
- ♦ Technologist in Oils and Essences applications



09

Impact on Your Career

TECH is aware that studying a program like this entails great economic, professional and, of course, personal investment.

The ultimate goal of this great effort should be to achieve professional growth.



“

Generate a positive change in your career path and learn new ways to create flavors that generate emotions in diners”

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

TECH's Postgraduate Certificate in Introduction to the Study of Flavors is an intensive program that will prepare you to face challenges and business decisions in the field of gastronomy. The main objective is to promote personal and professional growth. Helping students achieve success.

If you want to better yourself, achieve positive change on a professional level and network with the best, this is the place for you.

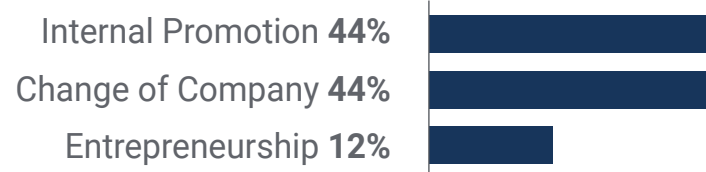
Don't miss the opportunity to train with us and you will find the career boost you were looking for.

If you want to make a positive change in your career, the Postgraduate Certificate in Introduction to the Study of Flavors will help you achieve it.

When the change occurs



Type of change



Salary increase

This program represents a salary increase of more than **25.28%** for our students.



10

Benefits for Your Company

The Postgraduate Course in Introduction to the Study of Flavors helps raise the organization's talent to its maximum potential through the training of high-level leaders.

Participating in this program is a unique opportunity to access a powerful network of contacts in which to find future professional partners, customers or suppliers.



“

New tastes, demands and market evolution have brought gastronomy to a unique point in history. Specializing in the Study of Flavor is a requirement to increase your culinary skills”

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.

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.

11 Certificate

This Postgraduate Certificate in Introduction to the Study of Flavors guarantees students, in addition to the most rigorous and up-to-date education, access to a diploma for the Postgraduate Certificate issued by TECH Global University.



“

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

This private qualification will allow you to obtain a diploma for the **Postgraduate Certificate in Introduction to the Study of Flavors** endorsed by TECH Global University, the world's largest online university.

TECH Global University, is an official European University publicly recognized by the Government of Andorra ([official bulletin](#)). Andorra is part of the European Higher Education Area (EHEA) since 2003. The EHEA is an initiative promoted by the European Union that aims to organize the international training framework and harmonize the higher education systems of the member countries of this space. The project promotes common values, the implementation of collaborative tools and strengthening its quality assurance mechanisms to enhance collaboration and mobility among students, researchers and academics.

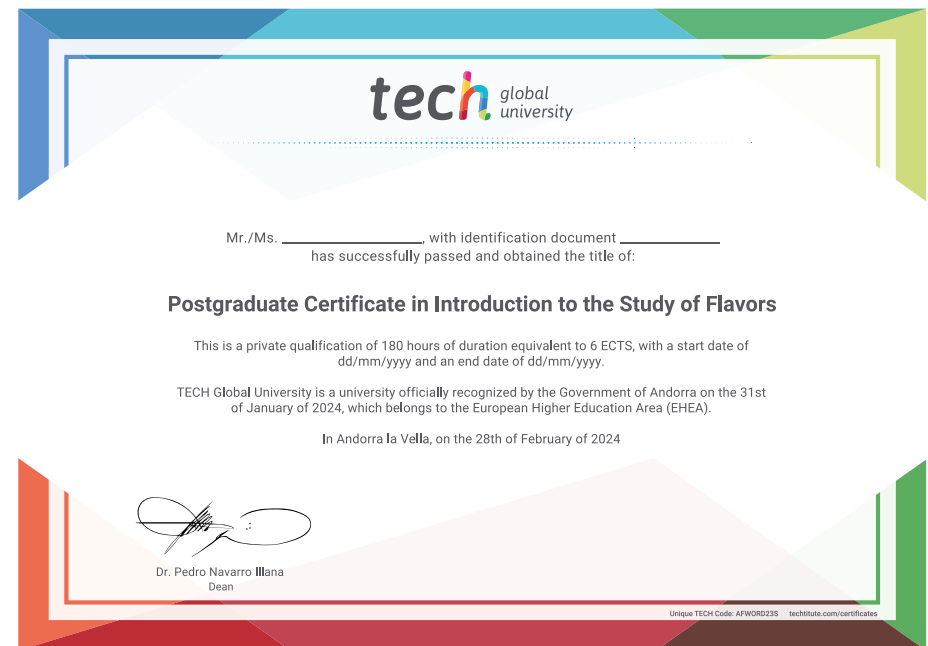
This **TECH Global University** private qualification, is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

Title: **Postgraduate Certificate in Introduction to the Study of Flavors**

Modality: **online**

Duration: **6 weeks**

Accreditation: **6 ECTS**





Postgraduate Certificate

Introduction to the Study of Flavors

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Global University
- » Accreditation: 6 ECTS
- » Schedule: at your own pace
- » Exams: online

Postgraduate Certificate

Introduction to the Study of Flavors

