



### Postgraduate Diploma

Procedures and Techniques in Flavor Design

» Modality: online

» Duration: 6 months

» Certificate: TECH Technological University

» Dedication: 16h/week

» Schedule: at your own pace

» Exams: online

Website: www.techtitute.com/us/school-of-business/postgraduate-diploma/postgraduate-diploma-procedures-techniques-flavor-design

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Certificate

# 01 **Welcome**

With the explosion of the market that the gastronomic world has experienced in recent years, the opportunities for business growth lie in offering consumers new sensory experiences through flavors. Thus, TECH has developed a complete qualification for culinary professionals who want to specialize in flavor design procedures and techniques, with which to excel in their personal projects and increase their work credit. Thanks to the theoretical material, designed by a team of talented experts, the student will stand out in the field of the most avant-garde cuisine, and will even be able to access more prestigious management positions within his or her field of work.









### tech 08 | Why Study at TECH?

### At TECH Technological University



#### **Innovation**

The university offers an online learning model that combines 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.

100,000+

200+

executives trained each year

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.

### 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 Harvard Business School case studies"

### Why Study at TECH? | 09 tech

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



### **Analysis**

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



#### **Academic Excellence**

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**

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 ground-breaking price**. This way, TECH ensures that studying is not as expensive for students as it would be at another university.





### tech 12 | Why Our Program?

This program will provide students with a multitude of professional and personal advantages, particularly the following:



### A significant career boost

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 participants achieve positive career development in less than 2 years.



## Develop a strategic and global vision of companies

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

Our global vision of companies will improve your strategic vision.



### 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.



### 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.



### 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.



### Thoroughly develop business projects

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

20% of our students develop their own business idea.



### 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.



### Be part of an exclusive community

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

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





### tech 16 | Objectives

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

The Postgraduate Diploma in Procedures and Techniques in Flavor Design enables the student to:









### tech 20 | Structure and Content

### **Syllabus**

Creativity and interest in the new techniques and procedures of modern gastronomy is a common characteristic among the great professionals of this sector. A commitment that pushes them to remain at the forefront. This Postgraduate Diploma will allow the student to acquire the necessary competences in this sense. A very complete approach, developed on the basis of the skills that real practice requires in daily work, so that each of the topics raised will lead to the acquisition of new knowledge and experiences of clear and real utility.

Throughout each class, students will develop their skills in identifying and classifying flavors, while learning how they react chemically with each other.

There will also be time to understand the differences between essential oils in fruits and vegetables. This will be followed by procedures and new tools to help create unique flavors that meet the demands of today's consumers.

The program's teaching staff includes leading professionals who bring their work experience to each class. 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 Diploma takes place over 6 months and is divided into 5 modules:

Module 1.	Introduction to the Study of Flavors
Module 2.	Aromatic Chemicals and Vehicles
Module 3.	Biochemistry
Module 4.	Creation and Methodology
Module 5.	Fundamentals and Techniques



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

TECH offers the possibility of developing this Postgraduate Diploma in Procedures and Techniques in Flavor Design completely online. Over the course of 6 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.

## tech 22 | Structure and Content

Mod	<b>lule 1.</b> Introduction to the Study of Flavo	rs					
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				
Mod	lule 2. Aromatic Chemicals and Vehicles						
2.1.	Classification of Aromatic Chemicals and Vehicles used in the Formulation of Flavors	2.2.	Esters: Synthesis and Importance in Flavor Development	2.3.	Top Notes, Sensation Generators	2.4.	Use of the Possible Aromatic Chemicals for the Formulation of Flavors
2.5.	Memorization of the Aromatic Chemicals Responsible for Flavors	2.6.	Study of Maillard Reactions in Flavors	2.7.	Aromatic Chemical Suppliers		
Mod	lule 3. Biochemistry						
3.1.	Chemistry of Flavors and Structures and their Sensory Relationship	3.2.	Biochemistry and Interactions with the Chemicals Responsible for Flavor	3.3.	Essential Oils (Fruits, Vegetables and Spices)	3.4.	Importance of Aromatic Plants
3.5.	Complexity of Animal Profiles						

Mod	ule 4. Creation and Methodology							
4.1.	Olfaction, Classification, and Distinguishing Smell and Taste	4.2.	Memorization of Smell and Flavor	4.3.	Creation and Basic Methodology in Flavor Development	4.4.	Experimental Design in Flavor Development	
4.5.	Chromatography Interpretation and Use in Flavor Creation							
Mod	ule 5. Fundamentals and Techniques							
Mod 5.1.	ule 5. Fundamentals and Techniques  Basic Techniques in Instrumental Flavor Analysis	5.2.	Basic Flavor Notes	5.3.	Sensory Evaluation of Flavor	5.4.	Methodology in the Description of Flavors	



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.





### tech 26 | Methodology

## 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.





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.

### tech 28 | Methodology

### 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.



### Methodology | 29 tech

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.





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**

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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.



30%



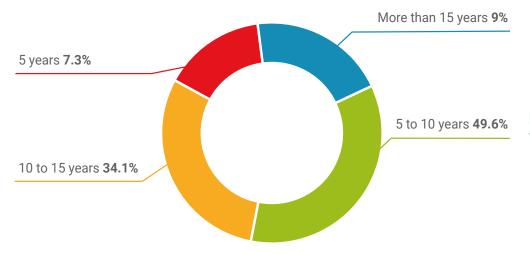


### tech 34 | Our Students' Profiles

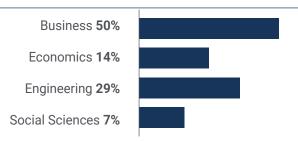


Between 35 and 45 years old

### **Years of Experience**



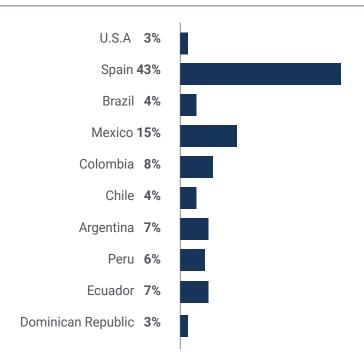
### **Training**



### **Educational Profile**



### **Geographical Distribution**





## **Antonio Garcia**

#### Chef expert in food vanguard

"Improving in my job was essential, so when I was presented with the opportunity to study this Postgraduate Diploma, I didn't hesitate. In short, it has opened my mind to new techniques to create new dishes and improve their presentation"





#### 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
- He holds a Bachelor's Degree in Senior Flavorist Engineering and a Master's degree in Biochemistry from the Monterrey Institute of Technology and Higher Education. 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**

#### Ms. Castañeda Olivera, Alondra Magdalena

- Food Engineer
- Raw Material Buyer DEIMAN, Mexico City
- Researcher for projects at the National Polytechnic Institute

#### Ms. Carrasco Reyes, Maria Luisa

- Industrial Engineer
- Project Coordinator DEIMAN, Mexico City

#### Mr. Chávez Barrios, Meida

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

#### Mr. Coranguez Reyes, Gabriel

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

#### Mr. Curiel Monteagudo, José Luis

- Food Chemistry Engineer
- Master's Degree in Food Science and Technology
- Professor at Claustro de Sor Clara University, Mexico City

#### Mr. García Zepeda, Rafael

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

#### Ms. Gómez Pérez, Karen

- Bachelor's Degree in Communication Sciences
- Specialist in Advertising Communication and Consumer Analysis
- Marketing Manager DEIMAN, Mexico City
- Postgraduate Certificate in Innovate MKT

#### Ms. Martínez Sánchez, Berenice

- Bachelor's Degree in Food Chemistry, Faculty of Chemistry UNAM
- Technologist in free ETADAR by DEIMAN Applications, Mexico City
- Postgraduate Certificate in Food Additives. Faculty of Chemistry, UNAM

#### Mr. Santiago, Miriam

- Flavorist in Development ETADAR by DEIMAN, Mexico City
- Technologist in Oils and Flavors ETADAR by DEIMAN Applications, Mexico City
- Oils and essence Applications Technologist

#### Ms. Morales Heredia, Ana Gabriela

- Bachelor's Degree in Food Chemistry
- Master's Degree in Quality and Applied Statistics
- Technologist in ETADAR by DEIMAN Applications, Mexico City

#### Ms. Monsivais Vilchis, María de Guadalupe

- Bachelor's Degree in Food Chemistry
- Sensory Evaluation Coordinator DEIMAN, Mexico City

#### Ms. Orozco López, Déborah María

- Bachelor's Degree in Graphic Communication Design
- Marketing Analyst Industrial Division DEIMAN, Mexico City

#### Mr. Orozco, Carlos

- Executive Chef at Meliá Cohiba
- Postgraduate Certificate in Gastronomy, Universidad Iberoamericana Leon Gto.
   Quintana Roo, Mexico

#### Mr. Oviedo García, Miguel

- Clinical Laboratory Technician
- Scales Coordinator DEIMAN, Mexico City
- Quality Control Inspector DEIMAN, Mexico City, Mexico
- Quality Control Head DEIMAN, Mexico City, Mexico

#### Ms. Peña García, Maribel

- Biochemical Engineer
- Master's Degree in Andrology
- Food Specialist
- Applications technologies DEIMAN, Mexico City

#### Mr. Teutle Chávez, Juan Carlos

- Laboratory Technician in the TEC of Monterrey
- aid in Development ETADAR by DEIMAN, Mexico City

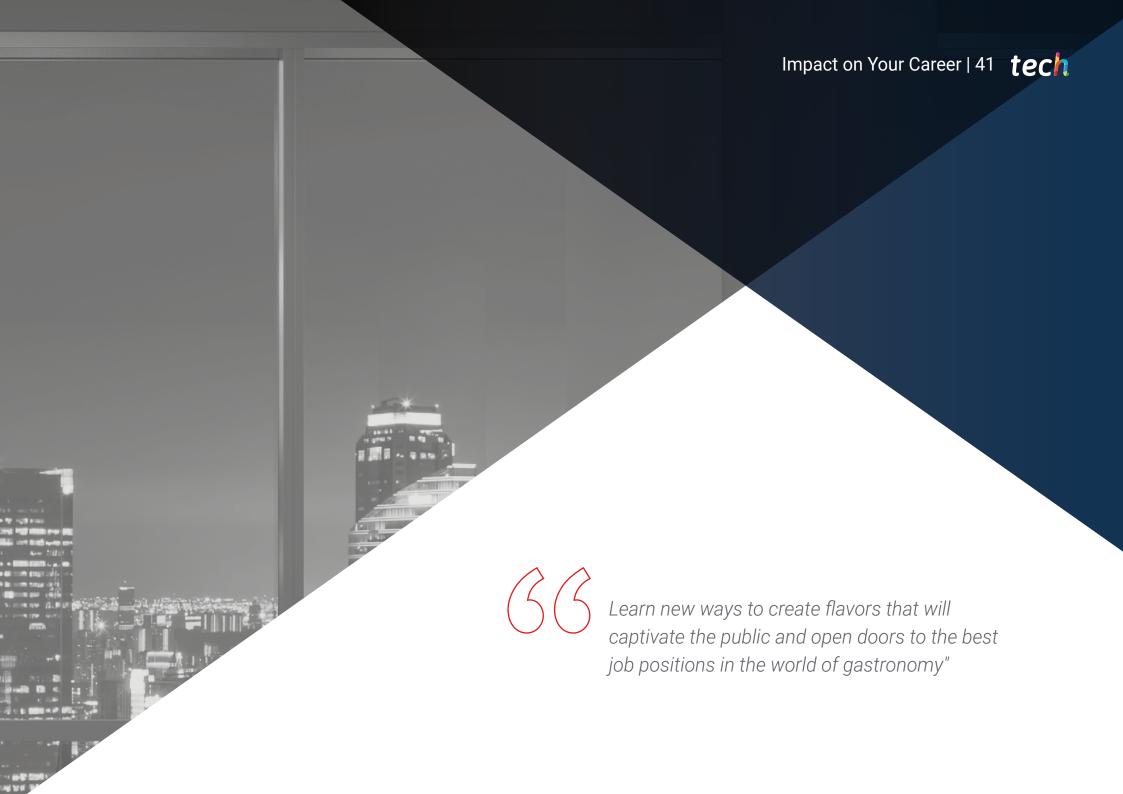
#### Mr. Vargas García, Jorge Luis

- Industrial Chemical Engineer
- Flavorist in Development ETADAR by DEIMAN, Mexico City
- Ester production assistant at DEIMAN

#### Ms. Solis Montiel, Yoalli Lizbeth

- Food Engineer
- Applications technologies DEIMAN, Mexico City





If you want to make a positive change in your profession, the Postgraduate Diploma in Procedures and Techniques in Flavor Design will help you to achieve it.

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

TECH's Postgraduate Diploma in Procedures and Techniques in Flavor Design is an intensive program that prepares students for the greatest challenges, at the head of a gastronomic team in charge of flavor design. With cutting-edge techniques in biochemistry and procedures of the highest level, the student will be able to face complicated situations, providing an enriching vision of how the dishes of the future should be prepared.

Do not miss the opportunity to train with us and you will find the improvement you were looking for.

### Time of change



### Type of change



## Salary increase

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

\$38,047

A salary increase of

25.28%

Salary after **\$47,668** 





## tech 46 | Benefits for Your Company

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



#### **Intellectual Capital and Talent Growth**

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



# Retaining high-potential executives to avoid talent drain

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



## **Building agents of change**

Be able to make decisions in times of uncertainty and crisis, helping the organization to overcome obstacle.



## Increased international expansion possibilities

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





## **Project Development**

Professionals can work on a real project or develop new projects in the field of R&D or Business Development of your company.



## Increased competitiveness

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







## tech 50 | Certificate

This **Postgraduate Diploma in Flavor Design Procedures and Techniques** contains the most complete and up-to-date scientific program on the market.

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

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

Title: Postgraduate Diploma in Procedures and Techniques in Flavor Design
Official N° of Hours: 650 h.



<sup>\*</sup>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.



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» Duration: 6 months

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