



New Product Development



Who should attend this course?

Designed for anyone who is new to working in a product development environment.

Benefits to the business

The course is specifically designed for those new to product development or those who require an understanding of the product development process.

What will be learned?

The qualification covers the following topics:

- **Why develop new products?**
- **New product trends and opportunities**
- **Product viability and consumer research**
- **Managing the development project**
- **HACCP Study**
- **Food safety and shelf life determination**
- **Food Labelling**
- **Nutritional Analysis by Calculation**
- **Sensory testing**
 - Facilities and assessors
 - Introduction to sensory evaluation
 - Sensory testing – facilities and assessors
 - Overview of sensory methodology

Course Tutor Colin Rodgers

Contact Details Maria Ball, Project administrator, call **0161 247 2491** or email **m.ball@mmu.ac.uk**

This programme can be delivered for your company group at Manchester Metropolitan University, or you can join an open course with other food and drink businesses.

This course forms part of the Manchester Metropolitan University Open Professional Programme and on successful completion of a unit the individuals will gain 5 credits towards a qualification of the University. We offer a pick and mix portfolio of units designed to benefit your personal and professional development and you are able to accrue credits over time.



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