

Food Packaging Economics and Management (1690007)

Course size *(nominal values; actual values may depend on programme)*

Credits 4.0 **Study time 120 h**

Course offerings and teaching methods in academic year 2024-2025

A (semester 1)	English	Kortrijk	independent work
			group work
			lecture

Lecturers in academic year 2024-2025

Linclau, Cynthia	LA23	lecturer-in-charge
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Offered in the following programmes in 2024-2025

Master of Science in Sustainable Food Packaging	crdts	offering
	4	A

Teaching languages

English

Keywords

Socio-economic context: perception of consumers, vision of stakeholders.

Project management

Packaging strategy

Position of the course

This course builds on the acquired knowledge from the course 'Food Packaging Systems' from a socio-economic perspective and gives students insight into how best put this into practice when developing a packaging strategy.

The student learns to make choices towards a more sustainable packaging, and which tools to use to translate these choices into concrete actions and projects.

Contents

Socio-economic context:

- consumers and communication to consumers
- brand owners
- retailers
- packaging suppliers
- initiatives (like Ellen Mac Arthur foundation, ceflex, ubuntu ...)
- Exercises: evaluation of current packaging in different food categories, from different brand owners/ retailers.
 - o Analysis of the packaging used for the product
 - o Analysis of the packaging strategy of the company (How is this strategy communicated: website, packaging design, others, ...?)
 - o Analysis of competitors

Project management

- How to start up a packaging project within a company?
- Who needs to be part of the project group, who are stakeholders?
- What are the different stages, milestones within a packaging project?
- How are decisions made?

Group assignment:

- 1) Sustainable packaging strategy
 - choose a company/ product
 - analyse the packaging used on sustainability

- determine the packaging strategy (and how to communicate the strategy)
- present it to the group
- 2) Apply the project management skills on a concrete packaging project
 - Choose one example, a packaging
 - start up a project with different stakeholders, where the project management tools are used. The students are part of the project group and act as stakeholders within the supply chain from quality, procurement, marketing, supply chain.

Initial competences

Competences obtained in the previous course units 'Food packaging systems: materials, machines and packaging conditions' and 'Sustainability in food systems'

Final competences

- 1 *To have insights in the socio-economic context of food packaging systems.*
- 2 *To position a certain packaging within its socio-economic context*
- 3 *To develop the packaging strategy of a company considering the broad socio-economic context and requirements from sales, purchase, production, quality, marketing, sustainability and supply chain*
- 4 *To communicate on the packaging strategy professionally to involved stakeholders*
- 5 *To develop project management skills when performing packaging projects*

Conditions for credit contract

Access to this course unit via a credit contract is determined after successful competences assessment

Conditions for exam contract

This course unit cannot be taken via an exam contract

Teaching methods

Group work, Lecture, Independent work

Extra information on the teaching methods

Lectures include guest lectures from procurement, marketing, ... to cover the supply chain. The lectures: plenary exercises cover the evaluation of current packaging in different food categories

The group work covers 2 aspects:

1. Packaging strategy: developing and presenting it.
2. Project management: students within the group act as stakeholder (from a specific discipline

within a company like marketing, quality, engineering, ...)

Guided self-study: Q&A meetings with lecturer to discuss the progression of the group work.

Study material

Type: Slides

Name: Socio-economic context and project management

Indicative price: Free or paid by faculty

Optional: no

Number of Slides : 418

Oldest Usable Edition : powerpoint slides uploaded in Ufora

Available on Ufora : Yes

Additional information: Slides will be uploaded on Ufora.

References

Course project management

Seminars

<https://sustainablepackaging.org/>

Course content-related study coaching

Before and after the lectures and exercises, the student can ask additional information or explanation to the teacher. The teacher can also be contacted by mail.

Assessment moments

end-of-term and continuous assessment

Examination methods in case of periodic assessment during the first examination period

Oral assessment

Examination methods in case of periodic assessment during the second examination period

Oral assessment

Examination methods in case of permanent assessment

Oral assessment, Participation, Peer and/or self assessment, Assignment

Possibilities of retake in case of permanent assessment

examination during the second examination period is possible in modified form

Extra information on the examination methods

The tasks are evaluated via non period related evaluation:

- Peer assessment will be done by pre-determined evaluation criteria given to the students.
- Participation includes active participation, contribution to the plenary discussion of the packaging strategy presentation.
- Reports: packaging strategy presentation, analysis of case studies, project charter, milestone planning.
- Theory: Oral examination (20 minutes) with written preparation (40 minutes).

Calculation of the examination mark

Practice:

- 25% presentation packaging strategy (report and discussion)
- 25% project managements documents: charter, milestones (report)
- 25% active participation during group work activities and peer assessment

Theory: oral exam

- 25%

The student needs to participate in all assignments and exams that are part of the evaluation (period aligned and non-period aligned). Students who eschew period aligned and/or non-period aligned evaluations for this course unit, or when one obtains a score lower than 8/20 (not rounded up) on one of both parts (period aligned or nonperiod aligned evaluation), they will fail for this course unit. In that case the end score is set to 9/20 even when the calculation indicates a point of 10/20 or more.