

Food Packaging Economics and Management (I690007)

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

Credits 4.0	Study time 120 h	Contact hrs 40.0h
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Course offerings and teaching methods in academic year 2022-2023

A (semester 1)	English	Kortrijk	lecture	10.0h
			excursion	5.0h
			lecture: plenary exercises	5.0h
			guided self-study	5.0h
			group work	15.0h

Lecturers in academic year 2022-2023

Linclau, Cynthia	LA23	lecturer-in-charge
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Offered in the following programmes in 2022-2023

Master of Science in Sustainable Food Packaging	crdts 4	offering A
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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 is stakeholder?
- 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 system 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

Lecture: plenary exercises, Group work, Guided self-study, Excursion, Lecture

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 visit

Learning materials and price

Slides (and products)

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 or assistant. The teacher and assistant 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 examination

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

Oral examination

Examination methods in case of permanent assessment

Report, Participation, Oral examination, Peer assessment

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 group work is 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 and to the project management meetings.
- Reports: analysis of case studies, project charter, milestone planning and reports of progress meetings.
- Oral examination concerns the presentation of the packaging strategy, Theory: Oral examination (20 minutes) with written preparation (40 minutes).

Calculation of the examination mark

Practice:

- 25% presentation packaging strategy (report and discussion during oral exam)
- 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.