處理學期(Current Semester)：1092

請尊重智慧財產權，請勿非法影印

1092學期所開設課程『食品新產品開發』的課程內容

課程代碼(Course Number)	B39043KB
授課老師(Instructor)	劉修銘()
中文課名(Chinese Course Title)	食品新產品開發
英文課名(English Course Title)	Food New Product Development
開課年班(Grade and Class)	4A
選課人數(Quantity)	5
選課類別(Course Type)	選修(Elective Course)
上課時間(Course Meeting Days/Times)	408,409
上課地點(Classroom)	MFE207,MFE207
開課系所(Department/Institute Office of Course)	食品科學系食品科學組(Food Science, Division of F
學分(Credit(s)) 2	時數(Course Hour(s)) 2
人數上限(Maximum Number of Students) 50	人數下限(Minimum Number of Students) 10
開課期別(Course Type)	單學期(semester course)
是否實習	否
備註(Note)	

課程綱要

教學目標	中 文	本課程的目標是向學生介紹食品新產品之開發流程。使學生具備能力評估開發新食品的可能性、成本效益及市場潛力。並藉由實例分享獲得食品開發新產品之技能。
Objective	English	The objective of this course is to introduce the development process of new food products. Provide students with the ability to evaluate the possibility, cost-effectiveness and market potential of developing new foods. Through sharing examples, students will lean the skill to developing new food products.
先修科目 Pre Course	中 文 English	無
教材內容	中 文	本課程的內容包括食品新產品開發概論、新產品開發方法、新產品開發管理、新產品發想、目標市場分析、法規檢索、成本估算、競爭品分析、市場評估調查。
Outline	English	The content of this course includes Introduction to food new product development, new product development methods, new product development management, workshop , target market analysis, regulatory search, cost estimation, competitive product analysis, market evaluation survey.
教學方式 Teaching Method	中 文 English	投影片講授、專題報告 By using PowerPoint presentation and report
參考書目 Reference	中 文 English	無

教學進度	中 文	1. 食品新產開發概論 2. 食品新產品的定義與特性 3. 食品新產品的開發流程 4. 食品新產品的策略規劃 5. 食品新產品的包裝策略 6. 食品新產品發想 7. 食品新產品目標市場分析 8. 食品新產品法規確認 9. 食品新產品的上市規劃 10. 食品新產品的產品定位 11. 食品新產品成果檢視
Syllabus	English	1. Introduction to Food New Product Development 2. Definition and characteristics of new food products 3. Development process of new food products 4. Strategic planning of new food products 5. Packaging strategy for new food products 6. Workshop of new food products 7. Analysis of target market for new food products 8. Confirmation of new food product regulations 9. Marketing planning of new food products 10. Product positioning of new food products 11. Review of new food product achievements
評量方式	中 文	隨堂測驗、報告
Evaluation	English	Quizzes, report
參考網址		