



## UNIVERSITI TEKNOLOGI MARA

### FST318: SENSORY EVALUATION AND FOOD PRODUCT DEVELOPMENT

<b>Course Name (English)</b>	SENSORY EVALUATION AND FOOD PRODUCT DEVELOPMENT <b>APPROVED</b>
<b>Course Code</b>	FST318
<b>MQF Credit</b>	1
<b>Course Description</b>	This module covers the sensory science and techniques used in evaluating the flavour, colour and texture of food. The topics covered include sensory attributes and perception, controls for test room, product and panelists, methods for sensory testing and quality assessment using sensory evaluation and the importance of sensory evaluation in new food product development.
<b>Transferable Skills</b>	Expert in field.
<b>Teaching Methodologies</b>	Lectures, Lab Work, Problem Based Learning (PBL), Discussion, Presentation
<b>CLO</b>	CLO1 Define the concept of sensory evaluation and nature of sensory response. CLO2 Explain the importance of sensory evaluation (testing area, sample preparation, testing methods, data analysis). CLO3 Describe the different steps involved in new food product development used in the industry. CLO4 Combine different steps and techniques involved in new food product development used in the food industry.
<b>Pre-Requisite Courses</b>	No course recommendations
<b>Topics</b>	
<b>1. 1) Introduction</b> 1.1) Definition of new food product 1.2) Sources of new product 1.3) Reasons of product failure	
<b>2. 2) The Stages in Food Product Development</b> 2.1) Idea stage (a) Idea generation (b) Idea screening 2.2) Development Stage 2.3) Sensory Evaluation Stage/Taste Panelling Stage (a) Introduction to Sensory Evaluation (b)Taste and olfactory system (c)Preparing samples (d) Choosing and training panellists (e)Factor Influencing sensory measurement (f) Methods for sensory testing: difference/ discrimination test, preference/ acceptance test, descriptive test 2.4) Managing people involved in database development	
<b>3. 3) Consumer Sampling Stage</b> 3.1) Purpose and scope 3.2) Guidelines to conduct consumer sampling	
<b>4. 4) Shelf-life Stage</b> 4.1) Definition and classification 4.2) Changes – physical, chemical, biological 4.3) Strategies for improving shelf-life	
<b>5. 5) Packaging Stage</b> 5.1) Important attributes of good packaging 5.2) Product labeling and brand name 5.3) Patent and trademarks	
<b>6. 6) Market Testing Stage</b> 6.1) Distribution channel	

**7. 7) Commercialisation Stage**

7.1) Product pricing

7.2) Advertising and promotion

7.3) Product life cycle

Assessment Breakdown	%
Continuous Assessment	70.00%
Final Assessment	30.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Food Product Development Report and Pitching	15%	CLO3
	Assignment	Food Product Development Competition	25%	CLO4
	Lab Exercise	Lab report and calculation presentation	10%	CLO1
	Test	Test 1	10%	CLO2
	Test	Test 2	10%	CLO4

Reading List	Recommended Text	Larmond, E. 1991, <i>Laboratory methods for sensory evaluation of</i> , Canada Department of Agriculture, Ottawa, Can
	Reference Book Resources	<ul style="list-style-type: none"> <li>• Resurreccion, A.V.A. 1998, <i>Consumer sensory testing for product developm</i>, Aspen publishers Inc., Gaithersburg, Maryland</li> <li>• Murano, P.S. 2003, <i>Understanding Food Science and Technology.</i>, Thomson Wadsworth, Australia</li> <li>• Lawless, H.T. and Heymann, H. 1999, <i>Sensory evaluation of food. Principles and pr</i>, Aspen publishers Inc., Gaithersburg, Maryland</li> <li>• Moskowitz, H.R., Beckley, J.H. and Resurrecci 2006, <i>Sensory and Consumer Research in Food Product</i>, Blackwell Publishing Professional, USA</li> <li>• Stone, H. and Sidel, J.L. 2004, <i>Sensory Evaluation Practices.</i>, Elsevier Academic Press. Boston, USA</li> <li>• Moskowitz, H.R., Poretta, S. and Slicher, M. 2005, <i>Concept Research in Food Product Design and D</i></li> </ul>
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	