

551908717 Industrial Management and Branding of Chocolate

Module Name	Industrial Management and Branding of Chocolate
Module Level, if applicable	Intermediate
Code if Applicable	551908717
Subtitle, if applicable	-
Courses, if applicable	551908717 Industrial Management and Branding of Chocolate
Semester(s) in which the module is taught	6 th
Person responsible for the module	Rista Anggriani, STP., MP., M.Sc.
Lecturer	Prof. Dr. Ir. Noor Harini, MS. Rista Anggriani, STP., MP., M.Sc.
Language	Indonesian
Relation to curriculum	Elective Course for undergraduate program in the Food Technology Department, Faculty of Agriculture and Animal Science(CoE Chocolate Class)
Type of teaching	Lecture, project
Workload	<ul style="list-style-type: none"> ● Lecture: 2 SKS X 50 minutes X 16 weeks ● Project: 2 SKS X 60 minutes X 16 weeks ● Independent learning: 2 SKS X 60 minutes X 16 week
Credit points	2 SKS X 1.5 = 3 ECTS
Requirements according to the examination regulations	<ol style="list-style-type: none"> 1. Registered in this course 2. Minimum 80% attendance in this course
Recommended prerequisites	Food Chemistry and Biochemistry, Technology of Food Processing, Engineering Economic,
Module Objectives (Intended learning outcomes)	<p>On successful completion of this course, the student should be able to :</p> <ul style="list-style-type: none"> ● Knowing the entire chocolate production process from bean to bar, including harvesting, fermentation, drying, roasting, grinding, conching, tempering, and molding. ● Applying industrial management principles to optimize chocolate production processes, including lean manufacturing, quality control, supply chain management, and cost efficiency. ● Having ability to analyze and improve production workflows, minimize waste, and enhance productivity in chocolate manufacturing facilities. ● Having familiarity with quality assurance standards and food safety regulations applicable to the chocolate

	<p>industry, such as HACCP (Hazard Analysis and Critical Control Points) and ISO 22000.</p> <ul style="list-style-type: none"> ● Understanding the role of branding in the chocolate industry and its impact on consumer perception, loyalty, and market positioning. ● Knowing the marketing strategies tailored to the chocolate market, including product differentiation, packaging design, pricing strategies, and market segmentation. ● Understanding the importance of sustainability and ethical practices in the chocolate industry, including issues related to cocoa farming, labor practices, and environmental sustainability. ● Ability to identify business opportunities, innovate chocolate products, and develop competitive strategies for business growth and success.
<p>Module Content</p>	<ul style="list-style-type: none"> ● This course is intended to discuss about Chocolate Production Processes, Industrial Management Principles, Quality Assurance and Food Safety Standards, Branding and Marketing Strategies, Consumer Trends and Preferences, Sustainability and Ethical Practices, Entrepreneurial and Business Skills
<p>Study and examination requirements and forms of examination</p>	<p>Cognitive: Midterm exam, Final exam, Quizzes, Assignments Affective: Assessed from the element /variables achievement, namely (a) Contributions (attendance, active, role, initiative, and language), (b) Being on time, (c) Effort.</p>
<p>Media employed</p>	<p>Classical teaching tools with white board and power point presentation</p>

<p>Recommended Literature</p>	<p>For Class</p> <p>A. Compulsory</p> <ol style="list-style-type: none"> 1. " Myerson, Paul A. 2013. "Operations Management in the Chocolate Industry." CRC Press. 2. Ryan, Orla. 2012. "Chocolate Nations: Living and Dying for Cocoa in West Africa." Zed Books. 3. Squicciarini, Mara P., & Swinnen, Johan. 2016. "The Economics of Chocolate." Oxford University Press. 4. Klewes, Joachim, & Langen, Ralf. 2010. "Brand Management in the Chocolate Industry." Palgrave Macmillan. 5. Brenner, Joel Glenn. 2000. "The Emperors of Chocolate: Inside the Secret World of Hershey and Mars." Random House. 6. Lindstrom, Martin. 2012. "Brandwashed: Tricks Companies Use to Manipulate Our Minds and Persuade Us to Buy." Crown Business.
<p>Date of Last Amendment</p>	<p>8th May 2024</p>