

Nutrition and Health

- Courses in English -

- Consumer Behaviour
- Eating Behaviour
- Food Marketing
- Food Safety & Public Health Policy in Europe
- German Food & Culture
- International Human Resource Management & Leadership
- Marketing Research
- Project Management
- Public Health Nutrition
- Public Health Project
- Quality of Nutrition and Hygiene in Catering Services
- Scientific Ergonomics with lab
- Sensory Analysis
- Working in multi-cultural groups
- German
- Academic English (for non-native speakers)

Course Name: Consumer Behaviour		
Degree programme: Nutrition & Home Economics (Bachelor)	Responsible Lecturer: Dr. Helmut Laberenz	
Work load: 150	Lecture hours per week: 4	ECTS Credits: 5
Course objectives: <ul style="list-style-type: none"> • Students develop a general insight into the complexity of human behavior and relate it to the consumption process (in particular regarding food purchases). Students should identify and describe relevant factors of consumption behavior. • Students learn to understand and explain consumer behaviour on the basis of actual consumer research findings. • Knowledge about factors of consumption behavior can be applied to the conceptualization of communication measures (e.g. in counseling) or of marketing measures (e.g. in product development). 		
Contents: <ul style="list-style-type: none"> • Households as business entities (status of private households in political economics, meaning of private consumption, economical explanatory approaches of consumer behaviour (utility theory, »homo economicus«, Lancaster) • Decision behaviour (individual decision behaviour, group decisions, e.g. of private households) • Psychological factors of consumer behaviour (system of psychological variables, activating determinants (emotion, motivation, attitude) and cognitive factors (perception, processing and memorization of information) • Environmental factors of consumer behaviour (system of environmental variables, social physical environment) 		
About didactics and work load distribution: 50% problem based learning and group work; 50% lectures - 72 hours classes, 78 hours personal study		
Requirements for participation: basic knowledge in marketing and psychology		Course language: English
Type of exam: Presentation (oral and essay) of group works plus written examination		
Requirements for credit point allocation: Active participation in class and group work		
Literature: Solomon M., et al. Consumer Behaviour; a European Perspective (1999) London, Prentice Hall Raffaele Zanolì, Eva Thelen, Helmut Laberenz: Consumer motives and barriers to buy organic products in: Otto Schmid et al: A Guide to Successful Organic Marketing Initiatives (2004) Frick, S. Pg. 18-27		

Course Name: Eating Behaviour

Degree programme:
Food Science (Bachelor)

Responsible Lecturers:
Prof. Dr. Joachim Westenhöfer, Sibylle Adam

Work load: 150 hours

Lecture hours per week: 4

ECTS Credits: 5

Course objectives:

- To describe and evaluate methods to assess eating behaviour.
- To describe physiological, psychological, social and cultural determinants and consequences of eating behaviour and to evaluate scientific literature in this field.
- To develop, implement and to evaluate measures of health promotion and dietary interventions with special focus on overweight and eating disorders
- To describe and use methods of life-long learning in the field of eating behaviour

Contents:

- Scientific theories and models of nutritional psychology and nutritional sociology and applied methods in health promotion, counselling and therapy.
- Nutritional Psychology and nutritional Sociology: Principles of eating behaviour, methods to assess eating behaviour and nutritional status.
- Dietary interventions: Behavioural modification techniques in dietary interventions, quality management and evaluation.
- Applied nutritional psychology: Restrained eating, eating disorders and obesity: basic principles, prevention and therapy

About didactics and work load distribution:

40% lectures, 60% applied learning (reading articles, student presentations, excursion) – 72 hours classes; 78 hours personal study

Requirements for participation:

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Course language:

English

Type of exam:

assignment (homework/thesis) or written examination

Requirements for credit point allocation:

participation in study project and satisfactory thesis

Literature:

Pudel V, Westenhöfer J (2003). Ernährungspsychologie. Eine Einführung (3. Aufl.). Göttingen: Hogrefe Heidelberg: Spektrum Akademischer Verlag.

Logue, B. (2004). The Psychology of Eating and Drinking. New York: Brunner-Routledge.

Ogden, J. (2008). The Psychology of Eating: From Healthy to Disordered Behavior. Malden: Wiley-Blackwell

additional articles of Journals; materials on the eLearning-Platform Moodle

Course Name: Food Marketing

Degree programme:

Nutrition & Home Economics (Bachelor)

Responsible Lecturer: Dr. Christoph Wegmann

Work load: 150**Lecture hours per week:** 4**ECTS Credits:** 5**Course objectives:**

- Comprehension of the food market.
- Students will get an insight into the development of integrated marketing concepts for food products.
- Students will gain knowledge in planning and in the implementation of marketing instruments for food products.
- Students will gain confidence in the assessment of the advantages and disadvantages of options regarding the use of marketing methods.

Contents:

- Specifics of the food industry
- Direct sales of food products
- Cooperative marketing in the food sector
- Retail marketing in the food sector
- Advertising for food products
- Branding and package design
- Customer loyalty and customer satisfaction

About didactics and work load distribution:

50% case studies; 50% lectures

Requirements for participation:

basic knowledge in marketing would be helpful

Course language:

English

Type of exam:

Written paper and presentation or written examination

Requirements for credit point allocation:

Active participation in class and case studies; incl. written short papers

Literature:

Case studies

Course Name: Food Safety & Public Health Policy in Europe

Degree programme:

Health Sciences (Bachelor)

Responsible Lecturer: Prof. Dr. Ralf Reintjes

Work load: 150**Lecture hours per week:** 4**ECTS Credits:** 5**Course objectives:**

- To understand basic structures for food safety and Public Health policy in Europe
- To get to know key players and their role in Europe (e.g. EFSA, ECDC, EC, National institutions).
- To learn how processes in health policy work.
- To learn what takes place in case of a food safety/public health crisis.

Contents:

- The EU quiz
- DG Sanco / DG for Health Consumers
- General Food Law
- EFSA, The European Food Safety Authority
- ECDC, The European Centre for Disease Prevention and Control
- EU Member States
- The Melamine case
- Dioxine scandals
- Crisis Exercise with role play

About didactics and work load distribution:

This seminar combines knowledge transfer with active practical involvement of the students. A simulation exercise with role play will allow the participants to try out their knowledge in a realistic scenario.

Requirements for participation:

Basic understanding of the EU and its role in food safety and public health policy.

Course language:

English

Type of exam:

Active participation and a written exam.

Requirements for credit point allocation:

Active participation and passing of the exam.

Literature:

Up-to-date literature will be recommended in the course.

Course Name: German Food and Culture

Degree programme:

Nutrition & Home Economics (Bachelor)

Responsible Lecturer: Dipl. oec. troph. H. Koopmann

Work load: 150**Lecture hours per week:** 4**ECTS Credits:** 5**Course objectives:**

- The module contains a culinary journey throughout Germany.
- Students will find out about German favorite foods and beverages today and in the beginning of the last century.
- It will be reasoned in which way living and eating in Germany has changed and which international influence has taken place during the last 50 years.
- Students will prepare German traditional meals and will investigate the history of the recipes.

Contents:

- Development of consumer demand during the last century
- International Influences of eating behavior in Germany
- Development of Food production and processing
- Regional differences in German culture
- Preparing of typical German dishes
- History of the recipes German traditional meals
- Market overview, consumption, price comparisons

About didactics and work load distribution:

Scientific project

Requirements for participation:

active participation in group work

Course language:

English

Type of exam:

75% presentation of project works / 25 % survey report

Requirements for credit point allocation:

Active participation in group work and lessons

Literature:

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Course Name: International Human Resource Management & Leadership

Degree programme:

Nutrition & Home Economics (Bachelor)

Responsible Lecturer: Prof. Dr. Phil. M.A., A. Berger-Klein

Work load: 150**Lecture hours per week:** 4 (Blended Learning*)**ECTS Credits:** 5**Course objectives:**

Course participants are able to identify interactional and organizational basics of Human Resource Management and important topics of leadership practice: How is Human Resource Management defined? What are the goals of HRM? What are the HRM activities? What are the processes that contribute to HRM activities? How does HRM impact organizational performance? What is the context in which HRM processes take place?

Content:

- Strategic HRM / HRM strategies
- International Employee relations
- Organizational behavior
- HRM – characteristics, impact and context
- Role of the HR function and the role of the HR practitioner
- HR policies, resourcing and HR development
- Performance Management
- Basics of Leadership & Leadership Instruments

About organization, didactics and work load distribution:

There are no regular weekly lectures. The course is a *blended learning course. It is made up of a kick-off meeting to explain the course and put the class into groups; five workshops at regular intervals throughout the semester (total 64 contact hrs) and self-study with e-learning materials, case studies and work sheets between and as preparation for the workshops (86 self-study hrs).

Course structure:

Kick-off meeting – Self-study Phase 1 – Workshop 1 – Self-study Phase 2 – Workshop 2 – Self-study Phase 3 – Workshop 3 – Self-study Phase 4 – Workshop 4 – Self-study Phase 5 – Workshop 5

For each workshop two or more teams will be asked to prepare an additional case study which they present to the total group. All work must be completed as a team in the individual groups.

Requirements for participation:

Students should have some prior knowledge of the field of human resource management.

Course language:

English

Type of exam:

Grading of each component of the course as described below.

Requirements for credit point allocation:

- attendance of the kick-off meeting and four of the five workshops is mandatory
- successful completion of the e-learning module and worksheets
- work on a case study as a team with presentation in a workshop
- successful completion of a team project: case study home country

Main Literature:

- Ansoff, H. I.: Strategic Management, New York 1979
- Armstrong, M.: A Handbook of Human Resource Management Practice, 11th edition, London 2009
- Baron, J. N., Kreps, D. M.: Strategic Human Resources, Danvers 1999
- Becker, M.: Personalentwicklung - Blg, Förderung u. Organisat. in Theorie u. Praxis, Stuttgart 2009
- Berger, P., Berger-Klein, A., Krüger, D., Linhart, H.: Human Resource Management u. Arbeitsgestaltung - Erfolgsfaktoren und betriebliche Erfahrungen, Düsseldorf 2004.
- De Cenzo, / Robbins, S.P: Fundamentals of Human Resource Management, Hoboken, N.J. 2007

(more:www.elearning.hawhamburg.de/pluginfile.php/20368/mod_resource/content/3/ScriptHRM_L SS2012 new literature.pdf)

Course Name: Marketing Research Project

Degree programme:
Nutrition & Home Economics (Bachelor)

Responsible Lecturer: Dipl. Soz. S. Otto ; Dr. Helmut Laberenz

Work load: 150

Lecture hours per week: 4

ECTS Credits: 5

Course objectives:

- Students develop the skills necessary to undertake marketing research and/or investigate activities within a business/management context, including project management.
- The project work gives students the opportunity to devise a research question, conduct a small literature review, evaluate alternative approaches and methodologies in marketing research and develop a research plan.
- The field research enables students to gain insights in the practice of empirical research, data analysis and report writing.
- The final presentation will help the students to develop their oral and presentation skills.

Contents:

- Structure of and criteria for good marketing research processes.
- Concept development, appropriateness of different research methods (survey, observation, experimental research)
- Measurement and scaling concepts, questionnaire design, sample designs and sample procedures.
- Transforming raw data into information, communicating research results, oral presentation and research report.

About didactics and work load distribution:

75% projects and group work; 25% lectures

Requirements for participation:

basic knowledge in marketing and statistics

Course language:

English

Type of exam:

75% presentation (oral and essay) of project results; 25% assignment (individual learning diary)

Requirements for credit point allocation:

Active participation in group work (concept development, field research, data analysis and report writing) and classes

Literature:

Zikmund, W.M., Business Research Methods, South Western College Publishing, 2002

Course Name: Project Management

Degree programme:

Nutrition & Home Economics (Bachelor)

Responsible Lecturer: Prof. Dr. C. Wegmann

Work load: 150**Lecture hours per week:** 4**ECTS Credits:** 5**Course objectives:**

- To plan separate projects and to apply the instruments of the project management
- To work as a project manager in a small up to middle-sized projects
- To work client orientated in projects
- To recognise critical situations in the project management

Contents:

- Definition of project aims and scope
- Context analysis
- Project workflow planning with critical path method
- Resource and cost planning
- Project organisation
- Project controlling
- Roles and responsibilities
- Leadership and conflicts
- Use of project management software (MS Project)

About didactics and work load distribution:

- Teaching and discussions (50%),
- Group work (case studies), student presentations (50%)

Requirements for participation:

none

Course language:

English

Type of exam:

- written examination *or*
- presentation, written summary, three learning diaries

Requirements for credit point allocation:

successful completion of written exam at the end of the semester *or*
presentation and written paper and three learning diaries

Literature:

- Portney, S.E. (2007): Project Management for Dummies, 2nd ed., ISBN-10: 0470049235.
- Robert, P. (2007): A guide to project management, The Economist (ed.), Profile Books Ltd., ISBN: 978 1 86197 822 6.

Course Name: Public Health Nutrition

Degree programme:

Nutrition Sciences (Bachelor)

Responsible Lecturers: Prof. Dr. J. Westenhöfer; G. Paetzelt

Work load: 150**Lecture hours per week:** 4**ECTS Credits:** 5**Course objectives:**

- To describe and assess the significance of nutrition for Public Health
- To use the Public Nutrition Action Cycle
- To read and understand nutritional epidemiological literature
- To understand the linkages between worldwide hunger and food

Contents:

- Nutritional epidemiology: survey of the nutritional status, bio-statistical methods, sources error and bias, methods of adjustment and correction
- Important nutritional epidemiology studies: Framingham, Nurses Health Study, EPIC, Monica
- Public Health Nutrition Action Cycle
- Major Public Health nutrition problems: over-nutrition, malnutrition, cardiovascular diseases, diabetes, cancer
- Social status and food
- Global issues in relation to food

About didactics and work load distribution:

- Lecture
- Group work
- Participation in a survey study

Requirements for participation:

Basic knowledge of nutrition

Course language:

English

Type of exam:

Written homework paper (Essay)

Requirements for credit point allocation:

Participation in and contribution to survey study; Submission of assignment paper

Literature:

- Gibney, M.J. et al. (2004). Public Health Nutrition. Oxford UK: Blackwell
- World Health Organisation (2003). Diet, nutrition and the prevention of chronic diseases. WHO Technical Report Series, No. 916

Course Name: Public Health Project

Degree programme:

Health Science (Bachelor)

Responsible Lecturers:

Profs. Annette C. Seibt, Christiane Deneke

Work load: 150

Lecture hours per week: 4

ECTS Credits: 5

Course objectives:

The goal of the project is to improve intercultural intelligence preparing students to become part of a globally competent public health work force, from a human rights perspective. Objectives are

- to increase students' intercultural awareness and competencies,
- to enhance students' knowledge on human rights in their relation to health,
- to conduct a survey on the issue, analyse the data and present them in a scientific public health context.

Contents:

Part 1: A theoretical and competence-evaluating introduction to Intercultural Intelligence. Students will be reflecting concepts and learning definitions of »culture« and models of explanations and development of intercultural literacy ("Iceberg" and "Onion" Model, and Bennetts' "Development Model of Intercultural Sensitivity" (DMIS). Students will conduct an internationally acknowledged and validated self-test (IEC by the Kozai Group, Portland, Oregon, USA) and receive feedback on specific areas of improvement for their own competencies. The relevance of intercultural intelligence and competence will be discussed on the background of human rights and with the perspective of working and studying internationally in a global public health work force and context.

Part 2: Based on the self-test taken and the reflections in light of own newly-gained competencies, students will conduct a survey with other students, both local and international. Focus of this part is the management of a self-conducted survey including the pilot test, the interviewing, data cleaning, data entry, data analysis (in Excel). The result of this project is planned to be either a poster, to be presented at a conference, or a paper (if the process and results point to academic relevance).

About didactics and work load distribution:

Problem based learning and student presentations; 72 contact hours, 78 hours home and field work

Requirements for participation:

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Course language:

English

Type of exam:

Student presentations; undertaking and presenting results of a self-conducted survey

Requirements for credit point allocation:

Active participation in the self-reflection process and collaboration with students from other regions and cultures; acknowledgement and respect of differences in the participants in respect to gender, culture and region; working and researching autonomously and in teams and use different media for result presentations.

Literature:

- AUS-EUphe Content Area 3: Intercultural Intelligence, Lecture 1 and 2 / AUS-EUphe Content Area 1: Human Rights, Lecture 1 and 2
- Savicki V, ed. Developing Intercultural Competence and Transformation - Theory, Research and Application in International Education. Stylus Publishing, Virginia, 2008
- Deardorff DK, ed. The Sage Handbook of Intercultural Competence. Sage, California, 2009
- Straub J, Weidemann A, Weidemann D, Hrsg. Handbuch interkulturelle Kommunikation und Kompetenz. Grundbegriffe – Theorien – Anwendungsfelder. Verlag JB Metzler, Stuttgart + Weimar, 2007
- Roth J, Köck C, Hrsg. Culture communication skills. Bayrischer Volkshochschulverband. München 2004.

Course Name: Quality of Nutrition & Hygiene in Catering Services

Degree programme:

Nutrition & Home Economics (Bachelor)

Responsible Lecturer: Prof. Arens-Azevedo

Work load: 150**Lecture hours per week:** 4**ECTS Credits:** 5**Course objectives:**

Students will be able to....

- Describe the mission statement of catering
- Evaluate the different specialised systems like cook and serve, cook and chill etc.
- Describe current and future equipment and decide the adequate technology based on the different demands of guests
- Develop and evaluate nutritional standards for consumers in different institutions
- Implement and control HACCP procedures
- Know the European regulations and how it works
- Implement quality assurance and improve continuously

Contents:

- The catering market in Europe and Germany
- Specialized Systems like cook and chill, cook and serve, cook and freeze, sous vide etc.
- Transport, storage and distribution of meals
- Menu planning and Convenience foods
- Basic conditions of food supply in different institutions like kindergarden, schools, nursing homes, canteens and hospitals.
- Development of specific nutritional standards
- Food and Nutrition Action Plan of Europe and Germany – consequences for catering
- Hygiene management and HACCP

About didactics and work load distribution:

Presentations, working in small groups, discussions, visits to different institutions

Requirements for participation:

Basic knowledge of nutrition science

Course language:

English

Type of exam:

Written test – multiple choice

Requirements for credit point allocation:

Successfully passed written examination, participation in group work and presentations

Literature:

- Davis, B.; Lockwood, A.; Pantelidis, J.: Food and Beverage Management, Taylor & Francis 2012
- Directorate –General for Health&Consumers (ed.): Strategy for Europe on nutrition, overweight and obesity related health issues, Implementation Report, Brussels 2010
- Lassen;A.D. et.al.: Development and validation of a new simple health meal index for canteens, Public Health Nutrition 13 (10), p. 1559 – 1565
- National Food Service Management Institute, University of Mississippi (ed.): A guide to centralized food service systems 2002
- Sprenger, R.A.: Hygiene for Management, 15th edition, Highfield 2009
- Wartman,K.; Bauman, E.: Sustainable Nutrition, Berkeley 2010
- Monash University (ed.): Greening up our catering, Australia 2009
- School Food Trust (ed.) Secondary School meals. Eat better – Do better, London 2010

Course Name: Scientific Ergonomics with Lab

Degree programme:

Health Sciences (Bachelor)

Responsible Lecturer: Frank Simon

Work load: 150**Lecture hours per week:** 4**ECTS Credits:** 5**Course objectives:**

- Students gain scientific expertise through a combination of theoretical and practical knowledge
- Students acquire general competence by combining expertise on the systems Human – Health – Work

Contents:

- 9 experiments: workplace evaluation, work organization, electrocardiogram, electromyography, ergospirometry, lifting and carrying of loads, working surrounding (noise, climate, lighting), bioelectrical impedance analysis, occupational skin protection
- Ergonomic project
- Scientific work

About didactics and work load distribution:

- Students conduct 9 experiments in our laboratory
- Students choose a scientific project related to the ergonomics and work on it in a seminar

Requirements for participation:

Basic knowledge of scientific work

Course language:

English

Type of exam:

Presentation or report

Requirements for credit point allocation:

- Participation in group work
- Participation in lab work

Literature:

- Experiment instructions
- Specific literature according to the project

Course Name: Sensory Analysis		
Degree programme: Nutrition & Home Economics (Bachelor)		Responsible Lecturer: Prof. Dr. Andrea Bauer
Work load: 150 hours	Lecture hours per week: 4	ECTS Credits: 5
Course objectives: <ul style="list-style-type: none"> • Students will be able to select and train panellists for sensory evaluation, and monitor panel performance. • Students will be familiar with the planning, and the execution of sensory tests, both with and without having hard- and software for sensory evaluation at hand. This includes the selection of appropriate sensory methods, the statistical analysis of the data, and the interpretation and communication of the results. 		
Contents: <ul style="list-style-type: none"> • Introduction to sensory perception (physiology) • Panellist selection and training, screening tests; threshold testing, testing colour and texture perception of panellists, perception of aroma qualities • Setting up a sensory laboratory • Descriptive methods • Discrimination tests • Hedonic / affective tests • Sensory methods for application in quality management • Statistical methods for data analysis, interpretation of the results • Introduction to software for sensory data collection and data analysis • Documentation of sensory tests 		
About didactics and work load distribution: The workload comprises 60 hours of lecturing and 90 hours of independent study. During the lectures the theoretical background is provided, and students conduct sensory tests with a wide array of food products. The data collected during these tests are statistically analysed and interpreted in an interactive, easy-to-follow way.		
Requirements for participation: Participants should ideally have some basic knowledge in statistics		Course language: English
Type of exam: <ul style="list-style-type: none"> • Written exam at the end of the course • Participants need to write 2 short reports (not marked) on sensory tests of their choice and design a short FIZZ-session (not marked) for sensory testing throughout the course 		
Requirements for credit point allocation: Compulsory attendance of lectures and classes and successful completion of the exam		
Literature: <ul style="list-style-type: none"> • Lawless, H. T. and H. Heymann (2010). <i>Sensory Evaluation of Food: Principles and Practices</i>. Heidelberg, Springer. • Stone, H., R. Bleibaum, et al. (2012). <i>Sensory Evaluation Practices</i>. London, Academic Press. • Meilgaard, M. C., G. V. Civille, et al., Eds. (2007). <i>Sensory Evaluation Techniques</i>. Boca Raton, CRC Press. • O'Mahony, M. (1986). <i>Sensory Evaluation of Food: Statistical Methods and Procedures</i>. New York, Marcel Dekker. 		

Course Name: Working in Multi-cultural Groups		
Degree programme: Nutrition & Home Economics (Bachelor)		Responsible Lecturer: Prof. H. Helker
Work load: 150	Lecture hours per week: 4	ECTS Credits: 5
Course objectives: <ul style="list-style-type: none"> • Repetition and immersion of classic methods of group work and their application in a multicultural context. • Course objective is to raise the students' level of awareness of the differences in communicative practices in different Cultures and the consequences these differences might have in intercultural communication. • The course will encourage the students to be critical about stereotypes in language and thinking. The course will help students to identify and understand the meaning of multiculturalism as a process in team building and work in a multicultural working environment. 		
Contents: <ul style="list-style-type: none"> • Applying classic techniques of group work, the course looks into the development of practical skills. • Theory and practice of team management – team building, leading, conflict management. • Theory of cultural differences in communicative practices taking into account both verbal and non-verbal communication. 		
About didactics and work load distribution: Seminar, Group Work, Project Work and Student Presentations, Electronic Platform for Blended Learning, Intercultural Training		
Requirements for participation: Basic knowledge in social psychology		Course language: English
Type of exam: presentation of group work and written report		
Requirements for credit point allocation: Regular attendance and active participation, presentation of group work and written report		
Literature: <ul style="list-style-type: none"> • Jandt, F. (2009) An Introduction to Intercultural Communication: Identities in a Global Community • West, M.A. Ed. (1996) Handbook of Work Group Psychology • Landis, D., Bhagat, R.S. (Ed.) (1996) Handbook of Intercultural Training 		

Course Name: German / Academic English

Degree programme:

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Responsible Lecturer: uni-sprachkurse

Work load: 150**Lecture hours per week:** 4**ECTS Credits:** 5**German**

From total beginners to students with a good working knowledge of German, classes can be offered at all levels from A1 to B2 as long as there are sufficient participants.

Academic English**Course objectives:**

To broaden the participants' knowledge of more challenging academic / scientific texts, and to enable students to present their work, both written and spoken, in a more sophisticated form.

Contents:

Students should be able to:

- Understand the use of English in an academic setting; be involved in professional communications
- Make use of scientific literature; use acquired skills to give presentations
- Realise the fun element in communicating in English

Requirements for participation:

German: Language skills according to the class level (students will take a test to gauge their level of German).

Academic English: good knowledge of English; not for native speakers.

Course language:

English or German

Type of exam:

Written exam

Requirements for credit point allocation:

Active participation in class and group work

Literature:

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