



The Business Of Food.

Course Description:

This course is designed to provide students with a holistic view of the food industry and the knowledge and skills required to successfully run a food-related business. It covers topics like food entrepreneurship, business planning, food production, marketing, and sustainability.

Course Duration: 4 weeks

Classes will hold Fridays and Saturdays in the mornings

Module 1 Introduction to the Food Industry

- Overview of the global food industry
- Historical perspective and evolution of the food industry
- Key players and stakeholders in the food industry
- Current trends and challenges

Food Entrepreneurship

- What is food entrepreneurship?
- Identifying opportunities in the food industry
- Developing a food business idea
- Legal and regulatory considerations

Module 2 Business Planning for Food Ventures

- Writing a business plan
- Market research and analysis
- Financial planning and budgeting



- Business models in the food industry

Food Production and Sourcing

- Food sourcing and supply chain
- Food safety and quality control
- Production methods and technologies
- Sustainable sourcing and production

Module 3 Menu Planning and Product Development

- Creating a menu or product line
- Recipe development and testing
- Pricing and cost analysis
- Adaptation to dietary trends and preferences

Module 4 Marketing and Branding

- Branding and positioning in the food industry
- Marketing strategies for food businesses
- Social media and online presence
- Building customer loyalty

Module 5 Food Service and Hospitality

- Types of food service businesses
- Restaurant and kitchen management
- Customer service and staff training
- Handling food service challenges

:Food Retail and Distribution

- Food retailing models
- Distribution channels



- Inventory management
- E-commerce in the food industry

Module 6: Food Regulations and Compliance

- Food safety regulations
- Licensing and permits
- Health and hygiene standards
- Labeling and packaging requirements

Module 7: Sustainability and Food Ethics

- Sustainable practices in the food industry
- Ethical considerations in food production
- Food waste reduction and recycling
- Environmental and social responsibility

Module 8: Scaling and Growth

- Strategies for scaling a food business
- Franchising and expansion
- International markets and export opportunities
- Case studies of successful food businesses

Assessment Methods:

- Quizzes and assignments on each module's content.
- Case studies and group projects
- Examination
- Certificate In Food Business

Resources:



- Textbooks and articles on Food Business
- Industry reports and case studies.
- Guest speakers from successful food businesses.