Interdisciplinary Product Development

Bringing creativity and innovation to the classroom
overview

- Once upon a time...
- Shared appreciation and perspective
- Interdisciplinary teams (Science and Management)
- Industry sponsored (understand the issues)
- Common goal
Thanks to our Sponsors

- We are grateful for the continued support of our students
How it works

- The 8 month course is advertised through the Colleges, although mostly word-of-mouth
- The applicants are screened
- All the while communicating with industry about their needs
- Once class has been formed, students pick their top industry choice
The team

- Each year, 18-20 students enrolled
- Teams consist of at least one management and one science student
- Rely on our GRAs to help guide the students
- Working in the lab, market research, building business plans
New this year

- Further expanding our interdisciplinary reach
- Studio Art majors will be joining our students and helping them with their branding and marketing
- Students will receive course credit for their work: business cards, brochures, flyers, logo design, package design, etc.
Why this is needed

- This course reinforces, strengthens and supports the agriculture tradition of the University of Guelph through leading edge cross-campus interdisciplinary teaching and research.
Our impact

Looking at the value chain of the food industry, this course covers the spectrum from production to commercialization and requires students to be mindful of agri-management principles intertwined with food-safety and consumerism.

It is an application of new technology and the introduction of complimentary areas of teaching, research and applied transformational learning.
Opportunities

- KTT training for our GRAs
- Competitions
- Commodity Board AGM presentations
- Newsletter submissions
- College Royal exhibit
- Industry connections
- Gained perspectives and insight
Moving forward

- Expand the program - available to more students
- Synchronize this course with a capstone Food Science product development course
- Working to build capacity and opportunity
- Create further linkages with industry partners across broader sectors