

**Anlage: Modulmaske für kompetenzorientierte Modulbeschreibungen (Englisch)**

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| Module title                                | Food Technology Acceptance: A Psychological Perspective  |
| Module number                               | [will be assigned by the Examinations Office; numbers already assigned must be left in the module description or indicated correspondingly].   |
| Level of qualification                      | Master   |
| Degree program hosting the module           | Business & Psychology M.Sc.  |
| Institutional anchoring                     | Wirtschaftswissenschaftliche Fakultät Ingolstadt   |
| Subjects involved                           | ABWL und Marktpsychologie  |
| Module coordinator                          | Prof. Dr. Victoria-Sophie Osburg   |
| Module examiner                             | Prof. Dr. Victoria-Sophie Osburg   |
| Credit points (ECTS)                        | 5  |
| Learning outcomes                           | <p>Upon completing this course, students will be able to understand and apply key concepts related to the acceptance of (novel) food technologies and the psychological factors that influence consumer adoption of these.</p> <p>Students will be able to compare the strengths and weaknesses of various novel food technologies, as well as their ethical implications from a consumer perspective, ultimately assessing the potential of these technologies.</p> <p>Finally, students will be able to design, execute, and reflect on their own project to explore the acceptance of a selected food technology. They will also be able to develop a comprehensive strategy to enhance consumer acceptance of that food technology.</p>  |
| Contents/topics                             | <p>This course examines the psychological factors that influence the acceptance of (novel) food technologies. It combines theoretical knowledge with practical applications, case studies, and project work.</p> <p>We will analyze various psychological factors influencing the acceptance of food technologies (e.g., cognitive processes, emotions, socio-cultural influences). Furthermore, we will discuss how these factors differ across various food technologies.</p> <p>Students will work in small groups to focus on a specific food technology of their choice. After thoroughly understanding the technology, they will carry out, and report, a small project to investigate the psychological factors that impact its acceptance. The course will conclude with a "Food Technology challenge", in which students will be able to apply their knowledge in a scenario-based / practical setting.</p> |
| Formal requirements for participation       | not applicable   |
| Recommended requirements for participation: | not applicable   |

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| Teaching and examination language                        | English  |
| Teaching and learning methods/course types               | Theoretical input sessions<br>Group discussions<br>Interactive workshops<br>Group challenge  |
| ECTS awarding criteria                                   | Performance record assessed with at least "sufficient": Portfolio or written exam or oral exam<br><br>The mode of examination will be announced at the beginning of the course.  |
| Workload / distribution of ECTS credits                  | 56 h = Attendance of seminar sessions<br>45 h = Assignments in the topic and project phase<br>30 h = Self-study pre and post seminar sessions<br>19 h = Assignment preparations<br>150 h = Total workload  |
| Module grade   | Portfolio (Presentation of the project and acceptance strategy paper) – 100%<br><br>Or written exam (multiple choice and open questions) – 100%<br><br>Or oral exam (15 min) – 100%  |
| Applicability to other degree programs/course admittance | not applicable   |
| Course rotation  | Summer semester  |
| Remarks  | Course materials, including essential readings, will be available online.<br><br>An important component of this course is a collaborative group project, which requires active participation and equal contribution from all group members. Your commitment to the group work is crucial for successful completion of tasks and assessments. Regular attendance and engagement in class activities are therefore highly recommended. |