

Internships and Professional Assignments

**Food
Innovation**



Working together with HAS University of Applied Sciences

In order to become good professionals in their field, our students need practical experience in organisations. At the same time, organisations can benefit from unique access to the innovative and creative insights from highly motivated students. This folder gives details about how your organisation can work together with HAS University of Applied Sciences.

Before going on their internships or embarking on their final-year project (Professional Assignment), every HAS student has at least 1½ years' practical experience. For many students, the hands-on experience they gain during internships and their Professional Assignment is the most valuable part of their study programme. All of the study programmes at HAS University of Applied Sciences include 3 periods out in the field.

During their first year, students work on an innovation project for a company as part of the Innovation@Work module. In the third year, they go on 1 or 2 project internships. And in the fourth year, students work on a Professional Assignment. This is a project carried out by a team of students, lecturers and/or consultants. The total time a HAS student spends gaining hands-on experience is around 1½ academic years.

What do you gain?

Offering an internship placement or Professional Assignment has several benefits for an organisation. Does your company have a pressing issue that needs a solution at undergraduate level? A HAS intern or final-year student may be just what you need. Not only are our students highly motivated, they also have access to an excellent team of teaching and research staff to support them.

HAS University of Applied Sciences students: highly motivated, budding entrepreneurs

HAS University of Applied Sciences is the academic and

entrepreneurial centre of expertise for the agrifood and living environment sectors with close ties to the market. Our approximately 3,200 full-time students are involved in the latest societal and technological developments in their chosen sector. They receive intensive professional support throughout their studies and are urged to develop their talents and to fulfil their personal ambitions.

Courses at Den Bosch campus

- Animal Husbandry & Animal Care
- Applied Biology
- Business Administration & Agri-foodbusiness
- Environmental Innovation
- Food Innovation
- Food Technology
- Geo Media & Design
- Horticulture & Arable Farming
- ✦ Horticulture & Business Management
- ✦ International Food & Agribusiness
- Spatial and Environmental Planning

Courses at Venlo campus

- Applied Biology
- Business Administration & Agri-foodbusiness
- ✦ Business Management in Agriculture & Food
- Food Innovation
- Healthy Living

Food Innovation

The food sector is constantly looking for innovation: new concepts, products, business models and consumer groups. There's great demand for innovations aimed at meeting consumer needs. At the heart of the Food Innovation study programme is the development of innovative food concepts.

Developing a food concept is about bringing an idea to life that offers added value to the consumer. The product's story, its packaging and the way it's marketed must form as a single coherent approach. A Food Innovator is a generalist with a broad knowledge of the food domain. Our students look beyond their professional borders and, in addition to their general overview and approach, also have in-depth expertise in one of the three specialisations: Food & Design, Marketing & Business or Packaging & Design. The main core values of the study programme are: passion for everything to do with food, an entrepreneurial spirit, a game-changing attitude, creativity and connectivity.

Working together with business

With Food Innovation, HAS University of Applied Sciences is the frontrunner when it comes to food concept development. In order to realise concepts, the study programme has access to a variety of facilities for consumer research and for product and packaging development. The talent-based study programme enables and encourages students to further develop their

entrepreneurial skills. This is why we work intensively with various food companies, as can be seen at our annual HAS Food Experience event. This unique event brings together over 1,500 visitors from across the agrifood sector to see presentations of the innovations from the final-year projects.

Various companies also take part in the study programme, either by offering internships or Professional Assignments in the Netherlands or abroad. Our students benefit from a team of expert lecturers with a vast range of practical experience. In addition, guest lecturers from business are regularly invited to share their latest knowledge and experience.

Our partners

Students from the study programme Food Innovation work as interns and final-year students for companies and institutions in the agrifood sector. Partners include companies in food and packaging, retail and the food service industry, as well as marketing and design agencies.

Innovation@Work (1st year)

During the 1st year of their Food Innovation study programme, students receive a broad introduction to their chosen field, laying the foundation for the rest of their degree. The following modules form this basis: • Food • Innovation • Consumer Behaviour • Food Domain • Visual Communication • Packaging Fundamentals • Marketing • Strategy. At the end of the academic year, students apply what they have learned by taking part in practical work experience in a company: Innovation@Work.

What can you expect from the students?

Innovation@Work introduces students to the professional workplace. Under the supervision of a HAS lecturer, a small group of students spends a few days a week, for 10 weeks carrying out an assignment for your company aimed at innovation. The innovation assignment is drawn up in collaboration with your organisation. At the end of the 10-weeks the project group will submit a written report and present their findings with the results. By spending part of their time actively involved in your company, students gain insights into the practical and social processes of your organisation.

What are the benefits for your organisation?

Your organisation can count on having at its disposal a group of highly motivated students with up-to-date knowledge and a positive attitude. They will work on a project relevant to your company and bring a fresh mindset to tackling the challenge you present them with.

Characteristics of Innovation@Work

- 4 students max. per project group
- The group spends 2-3 days a week on the assignment
- The group will hold weekly project meetings with the supervising lecturer at HAS
- 2 days a week are spent working at your company (you will need to provide the students with a suitable place to work for these days)
- You should make an internal supervisor available to liaise with the group each week
- The project concludes with:
 - A report
 - Presentation
 - Evaluation



Project internship in the Netherlands and abroad (3rd year)

In their 3rd year, students actively apply their theoretical knowledge in practice during 1 or 2 project internships. They may also choose to take a minor programme. During their internship, students work on an issue facing the company, related to Food & Design, Marketing & Business or Packaging & Design. These internships are focused on gaining in-depth knowledge and increasing the student's specialist knowledge.

What can you expect from the student?

As prospective food innovator, an intern from the Food Innovation study programme is there to gain experience in your company. They will carry out an assignment associated with one of the specialisations: Food & Design, Marketing & Business or Packaging & Design.

Examples of internship assignments:

Food & Design:

- Develop a food concept in line with the company strategy, the latest trends and consumer insights
- Based on consumer research, develop new food products within existing concept lines that capitalise on specific user moments

Marketing & Business:

- Investigate the growth possibilities for a company in the Dutch market or carry out market research for another European country
- Carry out consumer research and translate the results into product changes

Packaging & Design

- Develop a structural and graphic design for convenience packaging for a product innovation
- Carry out research into the properties of a packaging material and the consequences it will have on the shelf life of a food product

The assignment must take up at least 80% of the internship time. During this time, the student will produce a plan of approach, develop a concrete product or service and, if required, provide a presentation of their findings within your organisation. The in-depth assignment should lead to a satisfactory result for your organisation. The intern can also be asked to spend a limited number amount of their time on general tasks.

What are the benefits for your organisation?

A Project Internship offers your organisation the opportunity to have an assignment carried out by highly motivated future professionals with up-to-date knowledge in the field of food design, marketing and packaging.

Their passion for food, combined with consumer insights and knowledge of the latest trends in the sector, provides the ideal combination to create innovating concepts for your organisation.

At your request, or on their own initiative, a student may take a fresh look at projects or processes. And, of course, today's intern may well be a potential future member of your team.

Characteristics of the Project Internship

- The student is responsible for finding an internship placement
- Your organisation, the student and their study programme will draw up an internship assignment outlining the issue you wish the student to address and the overall internship goals
- The internship agreement is only final once the student meets the requirements set by HAS University of Applied Sciences
- Your company will provide the student with a qualified supervisor with at least a bachelor's degree in a subject related to the internship
- During the internship, the supervisor will advise the student about the quality of the assignment and of the student's performance.
- The internship lecturer will be in touch with the student throughout the internship and is available to answer any questions you or the student may have
- During an internship in the Netherlands, the internship lecturer will visit your company once, to discuss the progress of the internship
- The student will have their own workstation in your organisation, with the necessary facilities
- The student will spend no less than 80% of their time working on the internship assignment and writing up their report

A Professional Assignment (4th year)

Students at HAS University of Applied Sciences graduate by means of a Professional Assignment (PA). This assignment has a different structure to an internship. The PA must be in line with the student's chosen specialisation. The PA is carried out by a team of 4th-year students under the supervision of a project leader from HAS University of Applied Sciences.

What can you expect from the students?

Final-year students will work as future professionals in a project team consisting of two or more students from the study programme Food Innovation or another HAS study programme that corresponds to your requirements. Your organisation can expect an independent and decisive attitude from the project team. Students will be assessed based on their expertise and professionalism, but also how they work together as a team. The students have both general and specialist knowledge of their chosen field of Food & Design, Marketing & Business or Packaging & Design. They can work independently or in a team to tackle a complex issue, and reach a visually appealing solution by means of functional and technical design. Students also use the Professional Assignment to specialise even further in their chosen field.

Examples of PA projects

- Strategy and marketing
- Market and consumer research
- Market introduction plan
- Communication plan
- Concept development (with product, packaging and communication)
- Product development
- Sensory research
- Practical research / development

Has Training and Consultancy

Each year, HAS University of Applied Sciences receives more than a thousand requests from companies and other organisations. These include large and small questions in the field of foodstuffs, agribusiness, the environment, the living environment, plant and animal domains. These requests for help vary in size and complexity, from an internship of a few weeks to extensive research, and from a market analysis to coming up with an innovative technological implementation plan. The majority of all the requests we receive are handled by HAS Training & Consultancy.

Whenever our students carry out projects via HAS Training & Consultancy, they are supported by professional experts. These consultants and lecturers are characterised by their detailed knowledge of the sector and their results-oriented approach.

What are the benefits for your organisation?

With a Professional Assignment, your organisation is investing in a project with specific results, as well as in the expertise and time required to achieve this. Your project is carried out by a project team of students, supervised by a project leader and/or expert. HAS Training and Consultancy is responsible for the project organisation and the realisation of the results agreed with your company.

Confidentiality

The confidentiality of the project information is safeguarded in your contract with HAS Training and Consultancy.



Characteristics of the Professional Assignment

- The Professional Assignment must be of sufficient quality that the student can gain and apply a sufficient level of theoretical and practical knowledge
- The Professional Assignment is, in principle, not carried out on site at the company (if this is necessary, then a work place should be provided with the necessary facilities)
- During their final year, the student will work around 36 hours per week on their Professional Assignment, with other time being spent on other obligations related to their study

Interested?

If you have a challenging project or an issue an intern or student team could address, please get in touch to discuss the options.

3rd year internship

Patricia van de Pol (internship coordinator)
T +31 (0)88 890 3876
E PvdPol@has.nl

Innovation@Work and other general enquiries

Food Innovation secretary
Marion Klerx
T +31 (0)88 890 3776
E M.Klerx@has.nl

Professional Assignment

HAS Training and Consultancy
T +31 (0)88 890 3637
E haskennistransfer@has.nl
I www.haskennistransfer.nl

Other forms of collaboration

HAS University of Applied Sciences strives to work intensively with businesses and other organisations through, for example, Internships and Professional Assignments, as well as excursions, company visits and guest lectures. Please contact our secretary to discuss your ideas for possible cooperation.

Food Technology and Food Design Centre

HAS University of Applied Sciences has a Food Design Centre, Design Creation Centre and a Food Technology hall with 5 testing factories, equipped with specialist modern equipment: The Dairy factory, the Bakery, the Butchery, the Brewery, and the Fruit & Vegetable Factory. Here it is possible to carry out process and product-related tests. We offer food companies attractive rates for carrying out tests either themselves, or we can carry out tests for you. We can also provide courses or organise symposia under expert supervision, or offer you the facilities for your own events.

Collaboration with Food Innovation

Ruud van Burgsteden
T +31 (0) 88 890 3729
E R.vanBurgsteden@has.nl

General contact details

HAS University of Applied Sciences
PO Box 90108
5200 MA 's-Hertogenbosch
The Netherlands
T +31 (0)88 890 3600
E has@has.nl
www.has.nl

Visit us at

The HAS Den Bosch campus
Onderwijsboulevard 221
5223 DE 's-Hertogenbosch
The Netherlands

The HAS Venlo campus

Spoorstraat 62
5911 KJ Venlo
The Netherlands



	Term 1	Term 2	Term 3	Term 4
Year 1	Food Basics	Food: Seeds & sweets	Food: Milk, Meat & More	Food: Fruit & Vegetables
	Innovation@Discover	Innovation@Ideate	Innovation@Develop	Innovation@Work
	Consumer Behaviour	Visual Communication 2	Visual Communication 2	
	Food Domain	Marketing	Packaging Fundamentals	Strategy
	Self-Management			
Year 2	International Food	Specialisation module	Specialisation module	Specialisation module
	Branding	Consumer Research	Specialisation module	Innovation@Deliver
	Self-Management			
Year 3	Minor	Internship (Netherlands and International)		
Year 4	Individual project*		Professional Assignment*	
	Self-Management			

*) provisional parts of the graduation programme

Regular module	Coaching process	Elective module	Practical experience
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**Password:
Passionate**

*Because I want
to design for
the future*

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of applied sciences