

Traineeships & Professional Assignments

Food Innovation



Working with HAS University of Applied Sciences

HAS University of Applied Sciences is one of the Netherlands' leading higher education training and expertise centres for the agricultural, food and green development sectors, with campuses in Den Bosch and Venlo. We pride ourselves on how we train and educate our students in the fundamental principles of creating value, sustainability, entrepreneurship, internationalisation and talent-based learning.

Apply our experience and expertise to resolve your business problem

At the HAS, we have a strong marketing ethic and close business ties. For years, our experience and expertise have helped resolve dilemmas in organisations across the sectors we serve. Does your company have a burning question that needs solving within a pre-set timeframe? HAS undergraduates can help!

1½ years' practical training

For many students, gaining practical experience during traineeships and final year projects forms the most valuable part of their degree. All of the study programmes at HAS University of Applied Sciences offer 3 practical traineeships or projects. In their first year module Innovation@Work students carry out an innovation project in their chosen field. In their third year, students go on 2 longer work placements. One of which must be outside of the Netherlands. In their fourth year, HAS students graduate after completing a Professional Assignment, which they work on for 20 weeks. This involves a team of students, supervised by teaching staff and/or consultants working on a specific issue or problem for an organisation. On graduation, students will have spent around 1½ years in the field.

Offering a traineeship or Professional Assignment is interesting for multiple reasons. One practical reason is that your company has an urgent issue that needs addressing. If the problem is or is lower than higher professional education and can be completed within a set amount of time, then a trainee or graduator could offer the solution.

HAS University of Applied Sciences: entrepreneurial and involved HAS University of Applied Sciences is the education and expertise centre for the sectors agro, food and environment. The HAS is a higher professional education and very market oriented. We are entrepreneurs and involved in developments in society.

Practical passion for their chosen field

At the HAS University of Applied Sciences, 3,000 full-time students follow 15 study programmes. Our small-scale university is characterised by the practical passion of our students and staff for their profession. It is this passion, combined with the valuable practical skills and talents acquired and developed at HAS, that enables our students to tackle real-life problems. If you're interested in working with HAS students, this brochure outlines the possibilities.

Food Innovation

The food sector is looking for innovation: new concepts, products, revenue models and consumer groups. Demand for innovation that focusses on the needs of the consumer, is considerable. The main focus of the Food Innovation study programme is on developing new food concepts. Students learn to apply a structured approach to the process of concept development.

A food concept is an idea brought to life, that offers added value to the consumer. The product with a story, the packaging and the way it will marketed have been developed as a single concept. A Food Innovator is a generalist with broad knowledge of the food domain. Students look beyond the borders of their subject. In addition to a general view and approach, they also have expertise in the field of their chosen specialisation of Food & Design, Marketing & Business or Packaging & Design. The most important core values of the study programme are: a passion for everything to do with food, entrepreneurial, game changing, creative and connecting.

Cooperation with companies

Food Innovation at HAS University of Applied Sciences is at the forefront of concept development in the food sector. To realise the concepts, the study programme has various facilities to its disposal to develop products and packaging. The talent-based study programme creates possibilities for further development of a student's entrepreneurial spirit and collaborates intensively with various food companies.

This cooperation is clearly evident during the HAS Food Experience, an annual event, with over 1,000 visitors from the food sector, where students present their innovative graduation projects. Various companies also play a role in the study programme, by offering national and international traineeships or Professional Assignments. And finally, a number of companies are connected as knowledge partners through a lectureship or the Centres of Expertise (CoE). A team of specialist lecturers with broad field

Study programmes at HAS Den Bosch campus

- Animal Husbandry & Animal Care (NL)
- Applied Biology (NL)
- Business Administration & Agribusiness (NL)
- Environmental Studies (NL)
- Food Innovation (NL)
- Food Technology (NL)
- Geo Media & Design (NL)
- Horticulture & Arable Farming (NL)
- Horticulture & Business Management (EN)
- International Food & Agribusiness (EN)
- Spatial and Environmental Planning (NL)

Study programmes at HAS Venlo campus

- Business Administration & Agribusiness (NL)
- FreshFood Innovation (NL)
- International Farm Management (EN)
- Applied Biology (NL)

experience work for the study programme. In addition, guest lecturers from companies active in the field are invited to share their up-to-date knowledge and experience.

What kind of organisation are we looking for?

Food Innovation students join companies and organisations in the food sector. These include companies in the food industry, packaging industry, retail, foodservice market, marketing agencies and design studios.

Innovation@Work (1st year)

During their first year of the study programme, Food Innovation students acquire a broad foundation. Modules covered are Food, Innovation, Consumer Behaviour, Food Domain, Visual Communication, Packaging Fundamentals, Marketing and Strategy. Students apply the knowledge they have learned in a company at the end of the first year, in the module Innovation@Work.

What can you expect from the students?

Innovation@Work introduces students to the professional field in practice. A few days a week, a small group of students, under the supervision of a HAS lecturer, will carry out an innovation-based assignment for your company. The innovation assignment will be drawn up in cooperation with your company. During the 10-week project, the group will carry out the project, write a report and finally present the results. By working partly in your company, the students gain insight into the processes, including social processes, in an organisation.

What will your company gain?

Your organisation can count on a group of motivated students with up-to-date knowledge and a positive attitude. They adopt a fresh approach to tackling an assignment relevant to your company.

Characteristics of Innovation@Work

- A maximum of 4 students work in a project group.
- Students work on the project 2-3 days a week.
- Students work at the client's company 2 days a week. The company will provide suitable work stations.
- Students have an internal supervisor who will meet the group on a weekly basis.
- Students are expected to be at the HAS University of Applied Sciences every week for a project meeting with the supervising lecturer.
- The assignment is completed with a group report, a presentation and evaluation.



Project Traineeships in the Netherlands and abroad (3rd jaar)

During 2 Project Traineeships in their third year, students actively apply the knowledge they have acquired of Food Innovation in practice. Project Traineeships last a total of 30 weeks and one of them must take place outside of the Netherlands. Traineeships in the Netherlands last a minimum of 15 and a maximum of 18 weeks. During the Project Traineeships, the emphasis is gaining greater in-depth knowledge of their chosen field and specialisation in Food & Design, Marketing & Business, Packaging & Design.

What can you expect from the student?

With a Food Innovation Project Traineeship, a future food innovator comes to your company to gain valuable experience. The student completes an assignment related to the topics of concept development, marketing/market research or packaging.

Examples of traineeship projects include:

Food & Design

- Develop a food concept that fits the company's strategy and latest trends and consumer insights
- Based on consumer research, develop new food products within an existing concept line, which respond to a specific moment-of-use

Marketing & Business

- Carry out research into the growth opportunities for a company in the local or European market
- Carry out research and translate the results into product modifications

Packaging & Design

- Develop a constructional and graphic design for a convenience packaging solution for a product innovation
- Carry out research into the characteristics of a type of packaging material and its consequences with respect to the shelf life of a food product

The assignment takes up at least 80% of the traineeship. It includes the student preparing a plan, developing a concrete product or service and, if required, presenting their findings within your organisation. The in-depth assignment should lead to a satisfactory result for your organisation. In addition to working on the assignment, the student is available for a limited amount of time to perform general tasks within the department for which the assignment is being carried out, provided that these are at the appropriate academic level for the study programme.

What will your organisation gain?

A Project Traineeship offers your organisation the opportunity to meet a young professional, who can work on your project applying the latest knowledge and insights in the field of food design, marketing and packaging. Their passion for food, combined with this insight into consumer and market trends form the ideal opportunity for your organisation to acquire innovative new ideas. The student will also contribute a fresh perspective, solicited and unsolicited, about projects and processes within your organisation.

Characteristics of Project Traineeships

- The Project Traineeship agreement only comes into effect once the student has met the requirements set by the HAS
- In consultation with your organisation and the study programme, students formulate a project assignment which combines your company's problem with the aims of the traineeship
- Students are responsible for finding their own traineeship
- The company assigns the student a supervisor, who is a graduate in the subject being covered. Their tasks include:
 - Providing feedback on the substantive quality of assignments carried out by the student
 - Assessing the student's performance
- Students are also allocated a supervisor from the HAS who is available to answer questions from both the student and the organisation. In addition, during the traineeship period the student:
 - Should be allocated their own workspace and all the necessary facilities
 - May attend one traineeship review day or an exam
 - Should be given sufficient time to work on their assignment and report
 - May be visited by their HAS supervising lecturer to discuss progress with the company supervisor



Professional Assignment (4th jaar)

Students at the HAS University of Applied Sciences graduate after completing a Professional Assignment. This has a different structure to a work placement or traineeship and is related to the specialist domain chosen by students, who carry out the assignment as a team under the supervision of a project leader from the university.

What can you expect from final year Food Innovation students?

Final year students operate as young professionals in a project team of 2 or more students from Food Innovation or another HAS study programme relevant to your research question or problem. Your company can expect students with an independent and decisive attitude, who will be assessed on their expertise and professionalism as well as their performance within the team. Students have in-depth knowledge of the Food & Design, Marketing & Business and Packaging & Design. They can tackle a complex problem independently and in a team, and come to a visually attractive solution by means of a functional and technical design. The Professional Assignment allows students to further specialise in their chosen field.

What will your organisation get from the assignment?

As a client, you can expect results of the assignment to be based on all the necessary professional input in terms of expertise and time. Your project is carried out by a project team, comprising of students under the supervision of a project leader and/or experts. HAS Training and Consultancy takes care of the organisational aspects of the project and the realisation of the results, as agreed with your company. This includes a contractual safeguard for the confidentiality of the project information.

Has Training and Consultancy

Each year businesses and other organisations approach the HAS University of Applied Sciences with more than a thousand queries of all sizes and topics, including nutrition, agribusiness, the environment, surroundings, crops and animal production. The scope and complexity of these queries vary from a work placement of a couple of weeks to extensive research, and from a market analysis, to the development of an innovative technological application. The majority of the assignments are carried out under the auspices of HAS Training and Consultancy.

During their assignments students are professionally supervised by an expert in the material. These consultants and lecturers are characterised by their knowledge of the industry and their focus on getting results.

Characteristics of the Professional Assignment

- The Professional Assignment needs to be of sufficient quality for students to gain and apply the right level of theoretical and practical knowledge
- The Professional Assignment does not necessarily have to be carried out on-site at the company. If this is required, the company should provide a suitable working environment
- Due to other study commitments, students are available to spend approximately 36 hours a week on their Professional Assignment



Discover how Food Innovation students can help your organisation

Offering a 3rd year Traineeship
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Offering a Professional Assignment
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Other forms of cooperation
 By maximising cooperation with our external contacts, HAS University of Applied Sciences is able to ensure that our students are fully prepared for the real world of business. In addition to traineeships and Professional Assignments we are therefore also keen to hear from organisations willing to host field trips, company visits or perhaps give a guest lecture.

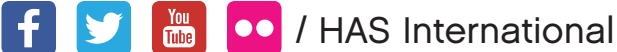
Food Technology Hall and Food Design Centre
 It is possible for food companies to carry out tests under professional supervision, or have them carried out by our own experts, or organise or attend training courses or symposia. HAS University of Applied Sciences has its own Food Design Centre and a Food Technology Hall with 5 test installations, fitted with specific, modern equipment: the Dairy factory; the Bakery, the Butchery, the Brewery and the Fruit & Vegetable Factory. Here it is possible to carry out a range of process and product related tests.

To discuss collaboration possibilities with Food Innovation contact:
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	Term 1	Term 2	Term 3	Term 4
Year 1	Food 1	Food 2	Food 3	Food 4
	Innovation@Develop	Innovation@Ideate	Innovation@Work	Innovation@Work
	Consumer Behaviour	Visual Communication 2	Visual Communication 2	
	Food Domain	Marketing	Packaging Fundamentals	Strategy
	Self-Management			
Year 2	Consumer Research	Specialisation module	Specialisation module	Specialisation module
	Branding	International Food	Specialisation module	Innovation@Deliver
	Self-Management			
Year 3	Minor	Traineeship (National and International)		
Year 4	Individual project*		Professional Assignment*	
	Individual specialisation			
	Self-Management			

*) provisional elements of the graduation programme





Password:
Passionate

*Because I want
to design for
the future*

has
university
of applied sciences