

The Culinologist and Product Development Team

Culinology Learning Objective 2019

A.1.b Commercializing the Culinary Gold Standard

iv. Explain the value of working within a cross functional team when creating and commercializing the gold standard.

vi. Demonstrate how the role of each member of the product development team affects the commercialization of the product from a concept, to a manufacturable form, and finally a new product in the market.

A.1.g Product Development Process

i. Explain the role of a Culinologist® and significance of Culinology® as it relates to the Product Development process.

Reading

Culinology Ch. 1 The Business of New Product Development and the Role of the Culinology Professional; Creating and Managing Product Development Teams pages 16-18

Questions

As you do your reading answer the following questions and submit your answers by attaching your file to this assignment. Here is word file to help you get started. Save these study sheets as they will form the basis for your review before taking the exam. ***You can handwrite and take a picture to submit or type your answers.***

1. What is a Culinologist?
2. What is the role of the Culinologist?
3. What is the significance of a Culinologist in the product development process?
4. What is a cross functional team?
5. Who are the members of a cross functional team?
6. What role does each member of the team perform in the commercialization of the product?
7. What is the value of a cross functional team in creating the gold standard?
8. What is the value of a cross functional team in commercializing the gold standard?