

**The Food Entrepreneurship and Manufacturing Institute (FEMI) is housed within the Food Science Department at Purdue University. FEMI works with clients across the food and beverage industry, from entrepreneurial to global scales, and has created online courses that serve as a guide into essential food and beverage industry and business planning information. A comprehensive catalog of our asynchronous, online course offerings is listed below. Visit our website at [purdue.ag/femi](http://purdue.ag/femi) to register and learn more!**

## Basics of Microbiology and Food Safety

This course explores the importance of food safety through food microbiology, provides insight into food safety metrics, and discusses production, manufacturing, and sanitation practices for maintaining clean and safe food production facilities.

## Fundamentals of Formulation - Terminology and Logistics

This course examines the importance of analyzing the physical properties of food products through defining these properties, and providing methodologies for measurement. Additionally, product formulation and scaling, value-added product development, and thermal processing parameters are assessed as tools for product development and manufacturing.

## Value-Added Product Development Principles

This course explores the guidelines, principles, and methods of thermal and non-thermal food processing and creating Hazard Analysis Critical Control Point (HACCP) plans. Additionally, packaging design, shelf – life, and sensory analysis techniques for quality appraisal and safety of food products are examined. Additional content for alcoholic product development considerations is included.



## Competitive Analysis and Marketing Strategies

This course encompasses competitive analysis and marketing strategies essential to product ideation and marketplace positioning. Competitive analysis will be examined through SWOT analysis into product strengths and weaknesses. Marketing strategies will be developed through the utilization of the Marketing Mix and the 4 P's of marketing.

## Financing and Funding

This course outlines capital needs and potential capital sources that businesses can utilize. Additionally, projected cash flow analysis and capital management strategies will be examined to determine appropriate business decisions and practices. Lastly, lender roles and interactions will be compared to encourage the building of the best possible lender relationships.

## Fundamentals of a Business Plan and Product and Market Development

This course outlines the development and execution of business plans, business action plans, and business promotion plans. Additionally, methods for critiquing a product's value proposition will be explored. Finally, differentiation of market change drivers and development market research will be examined.



**Scan the QR code to register today!**

**To learn more about online courses,** please email Madison Mehringer at [mmehrin@purdue.edu](mailto:mmehrin@purdue.edu) or visit our website at [purdue.ag/femi](http://purdue.ag/femi)