

# Postgraduate Certificate

## Affective Flavors





## Postgraduate Certificate Affective Flavors

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online

Website: [www.techtute.com/us/school-of-business/postgraduate-certificate/affective-flavors](http://www.techtute.com/us/school-of-business/postgraduate-certificate/affective-flavors)

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# 01 Welcome

Flavors are closely linked to our feelings and experiences. The relationship with food often has a strong psychological component, it has even been suggested that the taste of food can be influenced by our mood. This has been part of the alchemical basis of modern cuisine when experimenting with different elements. For this reason, in the program designed on Affective Flavors we will learn about the relationships between the different flavors and the emotional response they lead us to. An indispensable program for the culinary expert.



Postgraduate Certificate in Affective Flavors.  
TECH Technological University



“

*Discover what are the expectations about food in a social context and how feelings play a key role in making a taste decision”*

02

# Why Study at TECH?

TECH is the world's largest 100% online business school. It is an elite business school, with a model based on the highest academic standards. A world-class centre for intensive managerial skills training.





“

*TECH is a university at the forefront of technology, and puts all its resources at the student's disposal to help them achieve entrepreneurial success"*

## At TECH Technological University



### Innovation

The university offers an online learning model that combines the latest educational technology with the most rigorous teaching methods. A unique method with the highest international recognition that will provide students with the keys to develop in a rapidly-evolving world, where innovation must be every entrepreneur's focus.

"Microsoft Europe Success Story", for integrating the innovative, interactive multi-video system.



### The Highest Standards

Admissions criteria at TECH are not economic. Students don't need to make a large investment to study at this university. However, in order to obtain a qualification from TECH, the student's intelligence and ability will be tested to their limits. The institution's academic standards are exceptionally high...

**95%** | of TECH students successfully complete their studies



### Networking

Professionals from countries all over the world attend TECH, allowing students to establish a large network of contacts that may prove useful to them in the future.

**100,000+**  
executives trained each year

**200+**  
different nationalities



### Empowerment

Students will grow hand in hand with the best companies and highly regarded and influential professionals. TECH has developed strategic partnerships and a valuable network of contacts with major economic players in 7 continents.

**500+** | collaborative agreements with leading companies



### Talent

This program is a unique initiative to allow students to showcase their talent in the business world. An opportunity that will allow them to voice their concerns and share their business vision.

After completing this program, TECH helps students show the world their talent.



### Multicultural Context

While studying at TECH, students will enjoy a unique experience. Study in a multicultural context. In a program with a global vision, through which students can learn about the operating methods in different parts of the world, and gather the latest information that best adapts to their business idea.

TECH students represent more than 200 different nationalities.





TECH strives for excellence and, to this end, boasts a series of characteristics that make this university unique:



### Analysis

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TECH explores the student's critical side, their ability to question things, their problem-solving skills, as well as their interpersonal skills.



### Academic Excellence

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TECH offers students the best online learning methodology. The university combines the Relearning method (a postgraduate learning methodology with the highest international rating) with the Case Study. A complex balance between tradition and state-of-the-art, within the context of the most demanding academic itinerary.



### Economy of Scale

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TECH is the world's largest online university. It currently boasts a portfolio of more than 10,000 university postgraduate programs. And in today's new economy, **volume + technology = a groundbreaking price**. This way, TECH ensures that studying is not as expensive for students as it would be at another university.



### Learn with the best

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In the classroom, TECH's teaching staff discuss how they have achieved success in their companies, working in a real, lively, and dynamic context. Teachers who are fully committed to offering a quality specialization that will allow students to advance in their career and stand out in the business world.

Teachers representing 20 different nationalities.



*At TECH, you will have access to the most rigorous and up-to-date case studies in the academic community"*

03

# Why Our Program?

Studying this TECH program means increasing the chances of achieving professional success in senior business management.

It is a challenge that demands effort and dedication, but it opens the door to a promising future. Students will learn from the best teaching staff and with the most flexible and innovative educational methodology.



“

*We have highly qualified teachers and the most complete syllabus on the market, which allows us to offer you training of the highest academic level"*

This program will provide students with a multitude of professional and personal advantages, particularly the following:

**01**

### A significant career boost

By studying at TECH, students will be able to take control of their future and develop their full potential. By completing this program, students will acquire the skills required to make a positive change in their career in a short period of time.

*70% of participants achieve positive career development in less than 2 years.*

**02**

### Develop a strategic and global vision of companies

TECH offers an in-depth overview of general management to understand how each decision affects each of the company's different functional areas.

*Our global vision of companies will improve your strategic vision.*

**03**

### Consolidate the student's senior management skills

Studying at TECH means opening the doors to a wide range of professional opportunities for students to position themselves as senior executives, with a broad vision of the international environment.

*You will work on more than 100 real senior management cases.*

**04**

### Take on new responsibilities

The program will cover the latest trends, advances and strategies, so that students can carry out their professional work in a changing environment.

*45% of graduates are promoted internally.*

05

### Access to a powerful network of contacts

TECH connects its students to maximize opportunities. Students with the same concerns and desire to grow. Therefore, partnerships, customers or suppliers can be shared.

*You will find a network of contacts that will be instrumental for professional development.*

06

### Thoroughly develop business projects

Students will acquire a deep strategic vision that will help them develop their own project, taking into account the different areas in companies.

*20% of our students develop their own business idea.*

07

### Improve soft skills and management skills

TECH helps students apply and develop the knowledge they have acquired, while improving their interpersonal skills in order to become leaders who make a difference.

*Improve your communication and leadership skills and enhance your career.*

08

### Be part of an exclusive community

Students will be part of a community of elite executives, large companies, renowned institutions, and qualified professors from the most prestigious universities in the world: the TECH Technological University community.

*We give you the opportunity to train with a team of world renowned teachers.*

# 04 Objectives

Guarantee your professional excellence with a Postgraduate Certificate designed by TECH, focused on the demands and innovation capacity that this sector requires from its professionals. In this way, the future graduate will be able to understand the neural processes that are affected by Flavors. In each class, you will have a series of case studies that will help you gain perspective on the use of Affective Flavors for new creations.





“

*A unique Postgraduate Certificate to show you the neuronal processes responsible for our likes or dislikes to certain Flavors”*

TECH makes the goals of their students their own goals too.  
Working together to achieve them.

The Postgraduate Certificate in Affective Flavors enables students to:

01

Know the importance of creating new flavors related to sensations

02

Identify the neural processes that are affected through flavors

03

Provoke memories and affective sensations through flavor design







04

Identify the typical flavors of Mexican cuisine in order to take them to other cuisines

05

Learn how to create impressions of joy and fun with tropical ingredients

06

Generate a menu that evokes new sensations in the tasters

05

# Structure and Content

Enhance the students' career path, TECH has developed a program that will help to learn about and identify the neural processes that are affected by Flavors. This will allow them to have a conscious look at the importance of educational updating in the development of their professional profile. In this sense, throughout each class, the student will have a complete and well-structured syllabus that, with practical examples, will show dynamically the important points of the study of Flavors.



“

*By achieving educational excellence with this Postgraduate Certificate, you will be able to manipulate memories and sensations through Flavor Design”*

## Syllabus

Mood can modify a taste and often a relationship with food is generated with a strong psychological component that makes us make decisions about whether to try a dish again. In this sense, acquired food preferences, affective responses and reward value can undergo variations depending on mood, weight concern or stress.

With this in mind, this Postgraduate Certificate in Affective Flavors program has been developed as an excellent opportunity to help professionals learn techniques that allow them to manipulate a person's memories through Flavor Design.

Throughout 150 hours of preparation, the student will analyze a series of case studies presented by experts in the field.

In this way, immersive learning focused on real situations is guaranteed.

The program's teaching staff includes leading professionals who bring their work experience to each class. In addition, renowned and prestigious people participate in its design and elaboration, completing the program in an interdisciplinary way. Passionate teachers that will give you the boost you need to grow.

This Postgraduate Certificate takes place over 6 weeks with 1 module of study:

### Module 1.

### Affective Flavors





### Where, When and How is it Taught?

TECH offers the possibility of developing this Postgraduate Certificate in Affective Flavors completely online. During the 6 weeks of the specialization, the student will be able to access all the contents of this program at any time, which will allow the students to self-manage their study time.

*A unique, key, and decisive educational experience to boost your professional development and make the definitive leap.*

Module 1. Affective Flavors

- |   |  |   |   |
|---|--|---|---|
| 1.1. One of Today's Greatest Challenges: To Remember Is to Live Again | 1.2. Fruit Flavors and their Affective Reactions | 1.3. Cherry and Chocolate as Generators of Feelings and Passions                  | 1.4. Exotic and Tropical Fruits that Evoke Fun and a Party Atmosphere |
| 1.5. Christmas Spirit   | 1.6. Mexican Gastronomy. National Pride          | 1.7. Importance of Evoking Occurrences, Events, or Information Stored in the Past |   |



*Become an expert in the Flavors that generate affective decisions favorable to your professional growth"*







# 06

# Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning**.

This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.





“

*Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"*



## TECH Business School uses the Case Study to contextualize all content

Our program offers a revolutionary approach to developing skills and knowledge. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.

“

*At TECH, you will experience a learning methodology that is shaking the foundations of traditional universities around the world”*



*This program prepares you to face business challenges in uncertain environments and achieve business success.*





*Our program prepares you to face new challenges in uncertain environments and achieve success in your career.*

### A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch to present executives with challenges and business decisions at the highest level, whether at the national or international level. This methodology promotes personal and professional growth, representing a significant step towards success. The case method, a technique that lays the foundation for this content, ensures that the most current economic, social and business reality is taken into account.

“

*You will learn, through collaborative activities and real cases, how to solve complex situations in real business environments”*

The case method has been the most widely used learning system among the world's leading business schools for as long as they have existed. The case method was developed in 1912 so that law students would not only learn the law based on theoretical content. It consisted of presenting students with real-life, complex situations for them to make informed decisions and value judgments on how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

What should a professional do in a given situation? This is the question we face in the case method, an action-oriented learning method. Throughout the program, the studies will be presented with multiple real cases. They must integrate all their knowledge, research, argue and defend their ideas and decisions.

## Relearning Methodology

TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines different teaching elements in each lesson.

We enhance the Case Study with the best 100% online teaching method: Relearning.

*Our online system will allow you to organize your time and learning pace, adapting it to your schedule. You will be able to access the contents from any device with an internet connection.*

At TECH you will learn using a cutting-edge methodology designed to train the executives of the future. This method, at the forefront of international teaching, is called Relearning.

Our online business school is the only one in the world licensed to incorporate this successful method. In 2019, we managed to improve our students' overall satisfaction levels (teaching quality, quality of materials, course structure, objectives...) based on the best online university indicators.



In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically.

With this methodology we have trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, markets, and financial instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

*Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.*

From the latest scientific evidence in the field of neuroscience, not only do we know how to organize information, ideas, images and memories, but we know that the place and context where we have learned something is fundamental for us to be able to remember it and store it in the hippocampus, to retain it in our long-term memory.

In this way, and in what is called neurocognitive context-dependent e-learning, the different elements in our program are connected to the context where the individual carries out their professional activity.



This program offers the best educational material, prepared with professionals in mind:



### Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

These contents are then applied to the audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high quality pieces in each and every one of the materials that are made available to the student.



### Classes

There is scientific evidence suggesting that observing third-party experts can be useful.

Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.



### Management Skills Exercises

They will carry out activities to develop specific executive competencies in each thematic area. Practices and dynamics to acquire and develop the skills and abilities that a high-level manager needs to develop in the context of the globalization we live in.



### Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.





### Case Studies

Students will complete a selection of the best case studies chosen specifically for this program. Cases that are presented, analyzed, and supervised by the best senior management specialists in the world.



### Interactive Summaries

The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



### Testing & Retesting

We periodically evaluate and re-evaluate students' knowledge throughout the program, through assessment and self-assessment activities and exercises, so that they can see how they are achieving their goals.





07

# Our Students' Profiles

The program is aimed at graduates who have previously completed any of the following qualifications in the Food Industry field: Flavorist, Food Engineering, Food Chemistry and Industrial Biochemical Engineering.

This program uses a multidisciplinary approach as the students have a diverse set of educational profiles and represent multiple nationalities.

Professionals with a university qualification in any field and two years of work experience in this professional field may also participate in the program.







“

*If you have experience in Flavor Design and are looking for an interesting career enhancement while continuing to work, this is the program for you”*

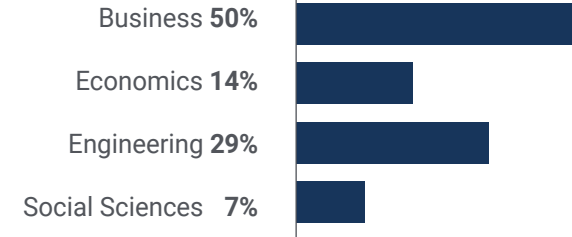
### Average Age

Between **35** and **45** years old

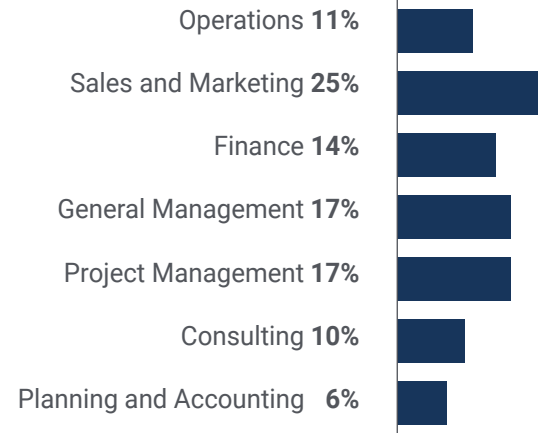
### Years of Experience



### Training

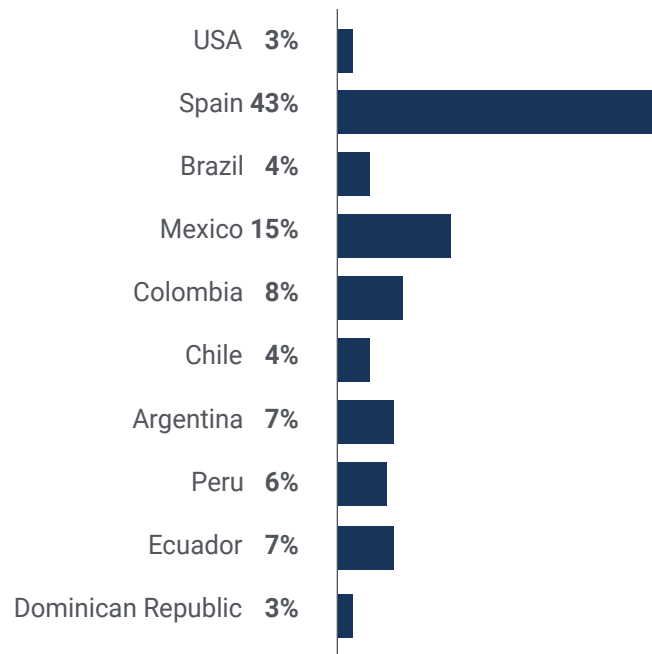


### Academic Profile



## Geographical Distribution

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## Romina Sinfuentes

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### General Chef

*"As a Chef, it is important to me that every person who tastes my preparations feels happy. Knowing the process by which I can get the most out of the Flavors and, thus, generate a favorable response, has changed my profession. Now I have a high level of scientific knowledge that has allowed me to advance in my professional path".*

08

# Course Management

In order to establish quality criteria with high-global standards, we have a group of professional experts who will provide the best education to future graduates. This program's faculty is made up of prestigious experts who will boost the student's professional career. The combination of experience and theory is part of the academic transformation anywhere in the world. In this way, they will have the certainty and confidence of receiving the most complete and effective knowledge in the market, being able to put it into practice in their professional environment.





“

*An impressive teaching team,  
made up of professionals  
from different skill areas”*



## Management



### Mr. Thuemme Canales, Juan José

- ♦ Senior Flavorist and Flavor Design Researcher
- ♦ Director of the Deiman Creative Center
- ♦ Senior International Flavorist at IFF Mexico
- ♦ Senior Flavorist at ETADAR
- ♦ Flavor Design Researcher
- ♦ Author of a chapter of the book Shelf Life of Flavors
- ♦ Biochemistry undergraduate teacher
- ♦ Regular speaker at congresses, workshops and conferences on Flavor Design
- ♦ Bachelor's degree in Biochemical Engineering from the Monterrey Institute of Technology
- ♦ Professional Master's Degree in Food Engineering from the Instituto Tecnológico de Monterrey
- ♦ Professional Master's Degree in Food Science from Texas A&M University

## Professors

### Ms. Gómez Pérez, Karen

- ◆ Director of Marketing of DEIMAN S.A. de C.V
- ◆ Editor in charge of the magazine La receta del éxito
- ◆ Bachelor's Degree in Communication Sciences

### Ms. Orozco López, Déborah María

- ◆ Mr. Creavite Designer at ProducePay
- ◆ Graphic Designer at Ozco Design
- ◆ Marketing Analyst at Etadar
- ◆ Graphic Designer at Instituto Mexicano del Seguro Social
- ◆ Graphic Designer at Trista
- ◆ Bachelor's Degree in Graphic Communication Design at Universidad Autónoma Metropolitana

### Ms. Martínez Sánchez, Berenice

- ◆ Chemical Engineer
- ◆ Bachelor's Degree in Food Chemistry, Faculty of Chemistry UNAM
- ◆ Technologist in free ETADAR by DEIMAN Applications, Mexico City
- ◆ Postgraduate Certificate in Food Additives. Faculty of Chemistry, UNAM

### Ms. Carrasco Reyes, Maria Luisa

- ◆ Industrial Engineer
- ◆ Project Coordinator DEIMAN, Mexico City

### Ms. Solis Montiel, Yoalli Lizbeth

- ◆ Food engineer specialized in nutritional technology
- ◆ Applications Technologist at DEIMAN
- ◆ Development Assistant at ETADAR
- ◆ PhD in Engineering and Mathematical-Physical Sciences
- ◆ Degree in in the Food Industry Engineering

### Curiel Monteagudo, José Luis

- ◆ Food Chemistry Engineer
- ◆ Principal of of Gastronomy School. Mexico
- ◆ Master in Food Science and Technology
- ◆ PhD in History from the Mexico City University of Mexico
- ◆ Bachelor in Chemical Engineering. Universidad Iberoamericana, Mexico City

09

# Impact on Your Career

TECH is aware that taking a program of these characteristics implies a great economic, professional and, of course, personal investment.

The ultimate goal of this great effort should be to achieve professional growth.



“

*Generate a positive change in your professional career and learn new ways to create Flavors that generate emotions in diners”*

### Are you ready to take the leap? Excellent professional development awaits you.

TECH's Postgraduate Certificate in Affective Flavors is an intensive program that will prepare you to face challenges and business decisions in the field of gastronomy. The main objective is to promote personal and professional growth. Helping students achieve success.

If you want to excel, make a positive change at a professional level and interact with the best, this is the place for you.

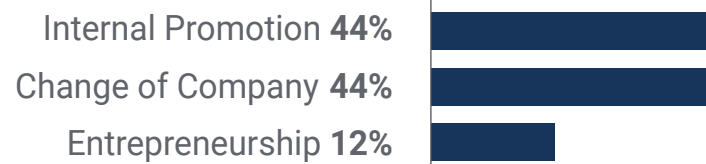
*Don't miss the opportunity to train with us and you will find the career boost you were looking for.*

*If you want to make a positive change in your profession, this Postgraduate Certificate in Affective Flavors can help you achieve it.*

#### When the change occurs



#### Type of change





### Salary increase

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This program represents a salary increase of more than **25.28%** for our students



10

# Benefits for Your Company

This Postgraduate Certificate in Affective Flavors contributes to elevating organizations' talent to its maximum potential through the specialization of high-level leaders.

Participating in this program is a unique opportunity to access a powerful network of contacts in which to find future professional partners, customers or suppliers.



“

*New tastes, demands and market evolution have brought gastronomy to a unique point in history. Specializing in Flavor design is a requirement to enhance your culinary skills”*

Developing and retaining talent in companies is the best long-term investment.

01

### **Intellectual Capital and Talent Growth**

The professional will introduce the company to new concepts, strategies, and perspectives that can bring about significant changes in the organization.

---

02

### **Retaining high-potential executives to avoid talent drain**

This program strengthens the link between the company and the professional and opens new avenues for professional growth within the company.

03

### **Building agents of change**

You will be able to make decisions in times of uncertainty and crisis, helping the organization overcome obstacles.

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04

### **Increased international expansion possibilities**

Thanks to this program, the company will come into contact with the main markets in the world economy.



05

### **Project Development**

The professional can work on a real project or develop new projects in the field of R&D or Business Development of your company.

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06

### **Increased competitiveness**

This program will equip students with the skills to take on new challenges and drive the organization forward.



11

# Certificate

The Postgraduate Certificate in Affective Flavors guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Technological University.



“

*Successfully complete this program and receive your university qualification without having to travel or fill out laborious paperwork”*

This **Postgraduate Certificate in Affective Flavors** contains the most complete and up-to-date program on the market.

After the student has passed the assessments, they will receive their corresponding **Postgraduate Certificate** issued by **TECH Technological University** via tracked delivery\*.

The diploma issued by **TECH Technological University** will reflect the qualification obtained in the Postgraduate Certificate, and meets the requirements commonly demanded by labor exchanges, competitive examinations, and professional career evaluation committees.

Title: **Postgraduate Certificate in Affective Flavors**

Official N° of Hours: **150 h.**



\*Apostille Convention. In the event that the student wishes to have their paper diploma issued with an apostille, TECH EDUCATION will make the necessary arrangements to obtain it, at an additional cost.



## Postgraduate Certificate Affective Flavors

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online

# Postgraduate Certificate Affective Flavors