

## MSc Food Business and Innovation

CKL02



The MSc in Food Business and Innovation provides students with the skills to analyse the key factors impacting on an evolving food chain and prepares them for a career in dynamic food businesses to play a lead role in the analysis of key sectorial issues and strategic management of the food industry.

These issues include changing consumer demand, food supply chain management, food entrepreneurship and innovation, food and health issues, product innovation, and the application of skills acquired to the decision-making processes in businesses that develop, brand, distribute, and sell food products. The balance of modules on this programme reflects the global nature of the food industry.

Graduates from the MSc in Food Business and Innovation course pursue employment opportunities in the food sector (international corporations, SMEs, start-ups and food agencies) and non-food sector (banks, market research firms and higher education) as the skills acquired are highly transferable.



## UNIQUE ASPECTS

A central aspect of the programme is an Applied Food Industry Centred Research Project with the opportunity to either work in or complete research for a food firm, food agency, university, bank or related establishment, where students gain valuable work experience and apply the theoretical skills developed through lectures and capstone style seminars.

Additional unique features of the programme include: an introduction to the national and international food sectors; a unique blend of courses that are relevant to both established food firms and start-ups; an introduction to leading edge food research issues; and innovative teaching methods (including boot-camps) and exposure to digital marketing methods.

## PRACTICALITIES & ASSESSMENT

### Practicalities

The MSc in Food Business and Innovation is a full-time 12 month programme. In the first part, you will need to be available to attend classes and seminars from Monday to Friday (inclusive). During the programme, you will complete a full-time Applied Food Industry Centred Research Project under the guidance of an academic and industry mentor.

### Assessment

You will be assessed by examinations, continuous assessment and an Applied Food Industry Centred Research Project report.



## LEARNING OUTCOMES

On successful completion of this programme, students should be able to:

- Communicate and work effectively to a high professional standard
- Demonstrate advanced analytical and problem solving skills associated with effective practice
- Engage in the application of advanced frameworks and techniques in organisational settings
- Demonstrate advanced analytical skills associated with the key challenges and decisions facing those along the food supply chain
- Demonstrate research and professional proficiency through the completion of an independent industry centred research project

## PLACEMENT

Participants can complete their Applied Food Industry Centred Research Project either in Ireland or abroad, depending on their interests.

## READ OUR STUDENT AND GRADUATE STORIES

“After six years of working as a chef, returning to university to do a masters in Food Business and Innovation feels like a doorway to the many areas of the industry I have always been curious about, but wasn’t sure how to tap into. Halfway through the semester, I have a strong sense that I am acquiring a versatile, practical, industry-oriented skill set that will help make my career in food as varied, rich and exciting as I would like it to be.”

### EMMA WALKER

**Student**

**Class of 2019/20**

“Coming from a background of running my own small food business, the MSc Food Business and Innovation course has a great balance of classes, enabling me to see the world of food business as a whole, from developing marketing skills and consumer behaviour insight to understanding food sustainability issues and global food policy. I found that this course has given me a realistic and broad view of the food business industry and feel prepared for my future career.”

### KIRSTY SWEETNAM

**Student**

**Class of 2019/20**

<https://www.cubsucc.com/news/learning-applied--how-ray-lahart-developed-a-successful-career-in-the-food-industry/>

<https://www.cubsucc.com/news/how-rachel-o-donnell-turned-theory-into-practice-at-brook-foods/>

Programme Code: **CKL02**

Duration: **12 months (Full-time)**

Teaching Mode: **Classroom**

Qualification: **MSc**

NFQ Level: **Level 9**



## ENTRY REQUIREMENTS 2020

### Irish/EU Students and International Students

To be eligible for the MSc in Food Business and Innovation, candidates must hold at least a Second Class Honours Grade II in a primary degree (level 8). Consideration may also be given to applicants who have a minimum of three years' relevant professional experience, subject to the approval of the Programme Director.

### English Language Requirement:

Applicants from non-native English-speaking countries will be required to undertake a recognised English language test.

Please see accepted tests and minimum requirements below.

#### IELTS: 6.5

With no individual section lower than 6.0

#### TOEFL: 90

With minimum scores as follows:

- Listening: 20    - Reading: 19
- Speaking: 21    - Writing: 20

**Cambridge Proficiency Exam:** Grade C

**Cambridge Advanced Exam:** Grade B

**Pearson PTE:** Minimum Score of 63

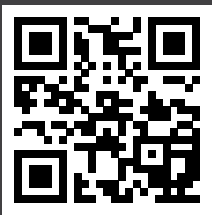
With no section score below 59

### APPLICATION PROCESS

Apply online at the Postgraduate Applications Centre (PAC). Applicants will need to apply before the course closing date.

[www.pac.ie/ucc](http://www.pac.ie/ucc) (PAC Code: CKL02)

For more information on the Programme:



### PROGRAMME DIRECTORS

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