



Diploma in Corporate Direction (Food Business)



UCC

University College Cork, Ireland
Coláiste na hOllscoile Corcaigh



Food Industry Training Unit
University College Cork

icos 
Irish Cooperative Organisation Society
SKILLNET

Diploma in Corporate Direction (Food Business)

OVERVIEW

The Diploma in Corporate Direction (Food Business) is a Management Development Programme for co-operative board members and senior management. This innovative programme has been developed by ICOS and University College Cork and is designed to address the special needs of co-operative board members and senior management in a rapidly changing agribusiness environment.

AIMS & OBJECTIVES

The key aim of the programme is to improve the capabilities of directors and senior management in positively influencing the strategic direction and corporate governance of food companies in Ireland. Participants will build on existing skills and develop new management capabilities in a highly interactive learning environment stimulated by academics and industry practitioners.

WHO SHOULD ATTEND?

The programme is directed at board members and senior managers, aspiring board members, members of committees, owner managers in the co-operative and agri-food sectors. Suitable candidates from other related disciplines who wish to develop their skills in these sectors will also be considered.

LEARNING APPROACH

The programme will run on a module basis. Modules will consist of lectures and case studies presented by academics and industry practitioners.

Assignments and the end-of-year project, completed by each participant, are a compulsory part of the course and facilitate the application of theory and practice to organisational issues. These assignments and project are an integral part of the course and have proved to be very useful management tools in the participating companies.

ACCREDITATION

On successful completion of the programme candidates will be awarded a Level 7 'Diploma in Corporate Direction (Food Business)' which is a Level 7 Diploma on the National Framework of Qualifications (NFQ).

DURATION

The programme consists of seven 2-day and one 3-day modules.

MODULES

- Communication and Presentation Skills
- Corporate Governance
- Leadership, Organisation Development and Change
- Financial Appraisal for the Food Industry
- International Marketing
- Strategic Management
- Policy and Regulatory Environment
- New Technologies and Future Food Developments

ACADEMIC DIRECTOR

Dr Pat Enright,
Department of Food Business and Development,
University College Cork

HOW TO APPLY

Billy Goodburn
ICOS Skillnet
The Plunkett House
84 Merrion Square
Dublin 2
Email billy.goodburn@icos.ie
Or
Mary McCarthy-Buckley
Training Manager
Food Industry Training Unit
College of Science, Engineering and Food Science
University College Cork
Email m.mccarthybuckley@ucc.ie

NEXT INTAKE

June 2017

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Programme Outline

	Venue	Dates
Module 1: Communication and Presentation Skills <ul style="list-style-type: none"> • Group communication and presentation skills • Processes that contribute to effective group functioning • Verbal and nonverbal communication • Personality types and different work styles • Group dynamics and interaction 	ICOS HQ, Dublin	June 2017
Module 2: Corporate Governance <ul style="list-style-type: none"> • Co-operative and conventional business principles • Characteristics, structures and processes • Role and responsibilities of Directors and senior management 	University College Cork	June 2017
Module 3: Leadership, Organisation Development and Change <ul style="list-style-type: none"> • The role of leadership • The importance of bringing about development and change in organisations • The importance of corporate culture, effective interpersonal relationships and human resource management in food organisations 	University College Cork	September 2017
Module 4: Financial Appraisal for the Food Industry <ul style="list-style-type: none"> • Application of financial statements as business models to report performance and confirm financial stability • Concepts and methods of financial control • Use of key financial measures and ratios 	Portlaoise	September 2017
Module 5: International Marketing <ul style="list-style-type: none"> • Market entry • Market research • Managing business, customer and consumer relationships • Commodity markets • Develop the product portfolio • Branding • Innovation and new product development 	University College Cork	October 2017
Module 6: Strategic Management <ul style="list-style-type: none"> • The corporate environment • Corporate strategy • Corporate transformation • Generic business strategies • Food business strategy • Food industry analysis 	University College Cork	October 2017
Module 7: Policy and Regulatory Environment <ul style="list-style-type: none"> • Introduction to food policy • Developments in Irish and EU policy and regulation • The WTO • Case studies of food policies 	University College Cork	November 2017
Module 8: New Technologies and Future Food Developments <ul style="list-style-type: none"> • Introduction to key aspects of food science and technology • Recent developments in food technologies and food science • Implications for the food industry 	University College Cork	December 2017

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UCC, Food Industry Training Unit (FITU)
www.ucc.ie/en/fitu

The Food Industry Training Unit (FITU) was established in 1993 by the Faculty of Food Science and Technology, UCC. This was in recognition of the importance of continuing professional development (CPD) in the food and related sectors. The FITU services the part-time continuing professional development and training needs of people working in, or associated with, the food and related industry sectors and is an example of UCC's readiness to evolve and respond to the needs of industry. The student body which the Unit services is part of a growing market segment of non-traditional students which University College Cork has targeted in its strategy of providing education in selected professional areas.

ICOS Skillnet
www.icosskillnet.ie

Skillnets actively supports and works with Co-Operative Businesses in Ireland to address their current and future skills needs. Skillnets was established in 1999 and is funded from the

National Training Fund (NTF) through the Department of Education and Skills (DES). The ICOS Skillnet was established in 2006 in partnership with our promoting organisation, the Irish Co-Operative Organisation Society (ICOS), to identify and assist in providing training solutions in addressing the training needs of the co-operative sector in Ireland.

Members use the network to avail of grant-assisted training and networking opportunities for their owners, managers and staff. Since our inception, we have trained thousands of personnel at all levels across the sector.

The network's long term strategy is to continue supporting the co-op and agri-business sectors in meeting their training & development needs to sustain competitiveness and growth for the sector.

The ICOS Skillnet is funded by member companies and the Training Networks Programme, an initiative of Skillnets, funded from the National Training Fund through the Department of Education & Skills.

Testimonials from Past Students

"The Diploma in Corporate Direction (Food Business) offered a great opportunity to participate in a third level qualification. The Diploma should be compulsory for new board members as it offers great value and insight into the functioning of co-operatives and business in general"

"This is an excellent course which gave me a great understanding of the Co-operative Society from its origin to where it is today. It improved my capabilities as a Director, which I hope will positively influence the strategic direction and corporate governance of the Co-operative which I am involved. I can honestly say this course helped me build the necessary skills and management capabilities needed to be a Director in a Co-operative today, through the highly interactive learning environment which is stimulated by academics and industry presenters, a must for every Co-operative Director"

"This course, through its excellent lectures, covers a diverse and broad range of topics which give a great understanding of how the world of food business operates."

"This was a challenging experience that provided me the opportunity to research topics that helped me to develop my understanding of my role as a Director. As a result, I feel more confident discussing the advancement of the business in Directors' meetings."