POSTGRADUATE DIPLOMA IN FOOD BUSINESS AND INNOVATION

Overview

NFQ Level 9, Major Award

Exit Award only

Students on the MSc (Food Business and Innovation) (https://ucc-ie-public.courseleaf.com/programmes/mscfbi/) programme passing taught modules to the value of at least **60** credits and achieving an aggregate pass across taught modules to the value of **60** credits may exit the programme and be awarded a Postgraduate Diploma in Food Business and Innovation.

Programme Requirements

For information about modules, module choice, options and credit weightings, please go to Programme Requirements (p. 1).

Programme Requirements

Code	Title	Credits
Students take **60** credits as follows:		
Core Modules		
FE6005	International Strategic Food Marketing	5
FE6505	Food Entrepreneurship and Innovation	10
FE6506	International Food Branding and Digital Media Marketing	5
FE6507	Economics of Agri-Food Markets and Value Chain Analysis	5
FE6511	Category Management and Food Retail Marketing	10
FE6512	Sustainable Food Systems	5
FE6517	Supply Chain Management and Food Integrity	5
FE6902	Global Food Policy Issues	5
MG6012	Market and Consumer Insights and User Driven Service Design	10
Total Credits		**60**

Examinations

Full details and regulations governing Examinations for each programme will be contained in the *Marks and Standards Book* and for each module in the *Book of Modules*.

Programme Learning Outcomes

Programme Learning Outcomes for the Postgraduate Diploma in Food Business and Innovation (NFQ Level 9, Major Award)
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 international food supply chains;
- Demonstrate entrepreneurial thinking and a capacity for responsible leadership, innovation and creativity in a sustainable business context.