




MSc Food Business and Innovation


The Programme at a Glance

 **95%** of graduates gained immediate employment after graduation


 **INTERNSHIPS** Available

 **EU FEES** €10,630
NON EU FEES €18,500

 **INTAKE & DURATION** September
Full time - 12 months

 **SCHOLARSHIPS** Available

 **45** Class Size (Average)

 **40%** International Students

About the Programme

This programme prepares graduates for a future-proof career and lead roles in the dynamic world of sustainable national, international and global business, strategic management, marketing, innovation, entrepreneurship and intrapreneurship in food and food-related areas. Students develop and practice a wide array of highly sought-after transferable skills including sustainability-driven innovative design thinking, problem-solving, consumer and market research, brand development, analytics, supply chain management and business communication.

Unique Aspects

- Over 95% of our graduates gain immediate employment after graduation in a great range of roles in food, food-related and other industries
- MSc FBI offers Glanbia Scholarships and students enrol in an Applied Food Industry Research Placement with an opportunity to work with international firms and accelerate their careers
- Unique blend of business and food modules, with future-focused modules like digital media marketing and real-business case practical assignments
- Master classes and international speakers, coupled with entrepreneurship competitions, business pitching and bespoke business simulation games.

Notes on Entry Requirements

Second Class Honours Grade 2 (2.2) in a primary honours degree (NFQ, Level 8).

Programme Structure

Part 1
Supply Chain Management and Food Integrity | International Strategic Food Marketing | Food Entrepreneurship and Innovation | International Food Branding and Digital Media Marketing | Economics of Agri-Food Markets and Value Chain Analysis | Category Management and Food Retail Marketing | Sustainable Food Systems | Global Food Policy Issues | Market and Consumer Insights and User Driven Service Design | Supply Chain Management and Food Integrity

Part 2
A practical and applied Food Industry Centred research project

Contact

EU Students:

Professor Joe Bogue: j.bogue@ucc.ie;
Dr Lana Repar: lana.repar@ucc.ie

Non-EU Students:
Tarik El Amoud: tarik.elamoud@ucc.ie



Student Profile

“Of all the different programmes and opportunities that I had researched over a number of years, the MSc in Food Business and Innovation really struck me as being different. Because it is industry inspired, the Masters balances the academic and practical elements perfectly. The programme culminates in a placement module, which allows you to put what you learned into practice in a real-world setting.”

Sumeet Bhattacharjee
Tricell Composites

Graduate Careers Roles

Our graduates have a strong track record of getting employment across the food, food-related and other industries. Graduates will typically work in:

Marketing/Social Media Marketing/
Digital Media Marketing Management

Brand Management and Design

New Product Development and Innovation

Retail/Sales/Procurement/Trading/Category Management

Sustainability/Market and Supply Chain Analysis and Logistics

Business Consulting/Financing

Food Safety and Quality Assurance

Start-up/Entrepreneurship