



Food chains and development

M1 - at University College Cork - Ireland

Programme structure/content

Students take core modules to the value of 35 credits plus electives to the value of 25 credits.

The selection of modules is dependent on academic background and is subject to the approval of the Agris Mundus Representative in UCC.

CORE MODULES

Students take 35 credits as follows:

FE6119 Food Business (15 credits)

Dimensions of the food sector in Ireland, the European Union and internationally, forces influencing supply and demand for food, decision making issues facing firms at various stages in the food business chain and the application of marketing concepts and techniques to the food industries of Ireland and the European Union.

FE6120 Food Business Analysis (10 credits)

This module will be run in a capstone seminar style drawing together both the compulsory and optional modules on this programme. It will link them together to examine the foremost issues affecting the evolving food chain such as the development of an innovative, efficient, consumer-oriented food chain, with high added value levels, emphasising safety and quality and taking into account new food trends and more competitive trading conditions.

FE6121 Food Business Project (10 credits)

Detailed investigation of selected food marketing or food economics issues associated with a particular food product, process, firm or marketing channel as approved by the Programme Director.

ELECTIVE MODULES

Students take 25 credits from the following:

FE4001 Advanced Food Business Management (5 credits)

Evaluation of food system organisation, structure and performance, strategic planning and implementation in various kinds of food business firms, including co-operatives.

FE4003 Advanced Food Marketing (5 credits)

The nature and practice of international marketing management as applied to international food marketing and the food consumer. Problems and decisions facing marketing managers in international food companies including the changing economic, cultural and political environments, entry strategies and product, price and distribution decisions.

FE4004 Food Retail Marketing and Supply Chain Management (5 credits)

An investigation into retail marketing strategies. Areas studied will include mainstream grocery, the discount sector and the growing food service sector. Emphasis will be placed on retail decision making particularly in the areas of assortment building and retail branding.

FE6902 Global Food Policy Issues (5 credits)

The impact of food policy and of regulatory framework on price, production, trade flows, incomes, rural communities, the environment, agriculture, food processing and retailing.

FE6903 Food Security and Sustainable Livelihoods in the Developing World (5 credits)

The economic and environmental sustainability of livelihood portfolios and the impact on food security of structural adjustment programmes, trade liberalisation, bilateral and multilateral donors and changing governmental policies and roles.

FE6904 Co-operative Business and Food Supply (5 credits)

This unit will evaluate the impact of co-operative businesses as effective vehicles for rural development in Ireland and overseas. Case studies will be used to examine the role and effectiveness of a wide range of co-operative businesses, including agricultural, credit community, producer and worker co-operatives.

FE6905 Food Choice and Innovation (5 credits)

This module provides an investigation of the various tools and methodologies employed to evaluate consumer attitudes, preferences and market acceptance factors that affect the changing demand for food, highlighting the implications for new product development strategies

or

Students take 15 credits of elective modules from the list above and a language module to the value of 10 credits to be chosen from the following:

GE0001 German Language (Beginner [00] level) (10 credits)

GE0002 German Language (Improver [01] level) (10 credits)

GE0006 German Language (Intermediate [05] level) (10 credits)

GE0007 German Language [Upper Intermediate [06] Level](10 credits)

HS0028 Spanish Language (Beginner [00] level) (10 credits)

HS0128 Spanish Language (Improver [01] level) (10 credits)

More details at: <http://www.ucc.ie/en/foodbus/postgrad/mscfb/>