

## AIMS OF THIS PROGRAMME

To equip graduates with the management, organisational and marketing skills they will need to make innovative contributions to the development of local economies, with particular emphasis on co-operatives, social enterprises and food businesses in Ireland and overseas.

## WHO SHOULD TAKE THIS COURSE?

Graduates interested in working at the cutting edge of community, organisational and business development.

Mature graduates currently working in co-operatives or other development organisations who can arrange a year's leave of absence to attend the Postgraduate Diploma course.

## RELEVANT DISCIPLINES INCLUDE:

Sociology, Geography, Languages, Economics, Law, Psychology, Food Business, Food Science, Commerce, Agricultural Science.

## WHAT WILL YOU STUDY?

### POSTGRADUATE DIPLOMA

The Postgraduate Diploma is a year-long, full-time postgraduate programme of courses in:

- Organisation and management of co-operatives, such as agricultural co-operatives, workers' co-operatives, credit unions, housing co-operatives, community co-operatives, and tourism co-operatives.
- Food marketing, in areas such as organic foods, new product development, packaging and display, traceability, CAP and GATT.
- Rural Development, including an examination of EU policy, LEADER, Pobal, and County Enterprise Boards. Food security and the developing world may be taken as an elective.

### MSc DEGREE

The MSc degree includes the Postgraduate Diploma programme plus the completion of a research thesis, in which you may explore in depth an issue of particular interest to you. Previous MSc research has been conducted in:

- Co-operative business and social enterprise including financing agricultural co-operatives, credit union regeneration, role of co-operatives in the provision of housing and international comparative co-operative studies.
- Food marketing including consumer foods, consumer buying behaviour, health enhancing foods and organic food production and distribution.
- Rural development including marketing rural products and services, job creation, cultural tourism, role of women, and role of development agencies. Food security in the developing world, impact of HIV/AIDS on food production.

## CAREER OPPORTUNITIES

The range of skills developed in this programme are complementary and can be applied in a wide variety of settings. Graduates from this programme have taken up careers in marketing (in major co-operatives operating on a global scale, as well as in community based industries); tourism promotion and heritage development (bringing their skills to bear on the international marketing of remote rural communities); local development (in LEADER groups and County Enterprise teams); training and capacity building (with a range of co-operatives and development agencies including FAS); financial institutions; overseas development.



# ucc

Coláiste na hOllscoile Corcaigh, Éire  
University College Cork, Ireland

## Postgraduate Diploma / MSc in

# CO-OPERATIVE ORGANISATION, FOOD MARKETING AND RURAL DEVELOPMENT

## WILL THERE BE OPPORTUNITIES TO TRAVEL?

Yes! Training placements are undertaken during the Postgraduate Diploma year in Ireland and abroad and have included placements to English workers' co-operatives, French food firms, Polish and Greek rural development projects, Welsh and Scottish food co-operatives and community enterprises and Head Offices of Irish Third World agencies.

The MSc year also provides opportunities to conduct research in Ireland and abroad depending on the student's research interests.

## DEVELOPING COUNTRY WORK EXPERIENCE

Opportunities are usually available for a number of Diploma holders to undertake a fully-funded work experience assignment in a project in a developing country. To date, more than 25 of our MSc students have been able to take advantage of this opportunity.

## WHAT IS DIFFERENT ABOUT THIS COURSE?

- Lots of hands on experience!
- A participative style of teaching.
- Co-operative teams.
- Group field research project.
- Study visits, and guest lectures and seminars by leading practitioners.
- The chance to network with former graduates now in key development posts.
- Two month practical training placement and travel opportunities.

## HOW CAN I FIND OUT MORE?

For further information, including a detailed booklet, or informal discussion please contact:

**Professor Michael Ward  
or Dr. Olive McCarthy**

**Centre for Co-operative Studies and  
Department of Food Business and  
Development  
University College Cork  
Cork, Ireland**

**Tel +353-21- 4902570 / 4902113 / 4903354  
Fax +353-21-4903358  
E-mail: [foodbusiness@ucc.ie](mailto:foodbusiness@ucc.ie)**

All applications for the programme from EU (including Ireland) and non-EU applicants must be made at [www.pac.ie](http://www.pac.ie). The course code is CKP01.

Candidates are required to complete a candidate's statement which must accompany all applications.

Application enquiries from non-EU applicants should be addressed to:

International Student Office,  
University College Cork  
Cork, Ireland

Tel +353 21 4904729  
Fax +353 21 4904735  
Email: [isoffice@ucc.ie](mailto:isoffice@ucc.ie)

## GRADUATE TESTIMONIES

"I found the course excellent; it offered a refreshingly alternative perspective on development, organisations and business."

"The multidisciplinary nature of the course provides students with many career opportunities."

"The course provided me with my crucial first experience in working in a developing country."

"The course bridged the gap between being an undergraduate with no work experience to getting started on a career ladder."

"I got my current job as a result of the work placement component of the course."

"I acquired the information and skills that I have built upon through work experience enabling me to support community groups."

"It provided an alternative perspective on social and economic development."

VISIT OUR WEB SITE:  
[www.ucc.ie/en/foodbus](http://www.ucc.ie/en/foodbus)