

**Unique focus on co-operative and agri-food sector**

# **Diploma in Corporate Direction (Food Business)**

# DIPLOMA IN CORPORATE DIRECTION (FOOD BUSINESS)

## OVERVIEW

The Diploma in Corporate Direction (Food Business) is a Director 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 with a specific focus on sustainability issues in each module.

## AIMS AND 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 co-operative and agri-food companies in Ireland. Participants will build on existing skills and develop new management capabilities in a highly applied and interactive learning environment stimulated by academics and industry practitioners.

## WHO SHOULD ATTEND?

The programme is directed at board members and senior managers, 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.

## DIPLOMA DELIVERY

- The Diploma will be run from June to January, as a blended learning programme i.e. a blend of eight in person and online learning workshops, usually 2 or 3 days in duration.
- Modules will be delivered with practical lectures, downloadable self-paced course material, and learning activities.
- Applied assignments and an in-company project will be completed by each participant and are a compulsory part of the course.
- There are no formal end of year written examinations in this Diploma.

## PROGRAMME CONTRIBUTORS

Programme tutors and presenters will be drawn from a panel of top-quality practitioners in the business, academic and consultancy fields.

## 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).

## WHY CHOOSE THIS DIPLOMA?

- This Diploma is a University qualification and is the only one of its kind in Ireland. It is dedicated to the Co-operative and Agri-Food Sector.
- It has been proven to develop management capability and confidence for Board Directors over many years.
- There is a significant emphasis on sustainability issues throughout the Diploma.
- It is delivered through the Food Industry Training Unit in UCC which has a proven track record of successfully training thousands of food industry personnel over the last 30 years.
- The learning is highly customised to Agri-Food Board Directors and is applied to the co-operative sector.
- Diploma participants are closely supported during the entire duration of the Programme, through a dedicated Diploma Academic Director and Programme Manager.
- Guidance and feedback on course assessment.

## ACADEMIC DIRECTOR

Dr Bridget Carroll  
Department of Food Business and Development,  
Cork University Business School,  
University College Cork  
email b.carroll@ucc.ie

## PROGRAMME MANAGERS

Aoife Sammon  
email: a.sammon@ucc.ie  
&  
Dr Joanne Uí Chruálaoich  
email j.uichruálaoich@ucc.ie

Food Industry Training Unit (FITU)  
School of Food and Nutritional Sciences  
University College Cork

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## Programme Outline

	Venue	Dates
<b>MODULE 1:</b> Communication and Presentation Skills <ul style="list-style-type: none"><li>• Group communication and presentation skills</li><li>• Processes that contribute to effective group functioning</li><li>• Personality types and different work styles</li><li>• Communicating strategic messages effectively</li></ul>	Plunkett House, ICOS, Dublin	June (2 days)
<b>MODULE 2:</b> Corporate Governance <ul style="list-style-type: none"><li>• Understanding the co-operative form of enterprise</li><li>• Characteristics, structures and processes</li><li>• Role and responsibilities of Directors and senior management</li><li>• Governing for sustainability: the role of co-operation</li><li>• ESG reporting and co-operatives</li></ul>	University College Cork	July (2 days)
<b>MODULE 3:</b> Financial Appraisal for the Food Industry <ul style="list-style-type: none"><li>• Application of financial statements as business models to report performance and confirm financial stability</li><li>• Concepts and methods of financial control</li><li>• Use of key financial measures and ratios</li><li>• Investment appraisal for sustainability</li></ul>	University College Cork	August (2 days)
<b>MODULE 4:</b> Leadership, Organisation Development and Change <ul style="list-style-type: none"><li>• The role of leadership</li><li>• The importance of bringing about development and change in organisations</li><li>• The importance of corporate culture, effective interpersonal relationships and human resource management in food organisations</li><li>• Strengthening capabilities for leadership in sustainability</li></ul>	Online	September (2 days)
<b>MODULE 5:</b> Strategic Management <ul style="list-style-type: none"><li>• The corporate environment</li><li>• Food industry analysis</li><li>• Food business strategy</li><li>• Strategies and techniques for sustainability</li><li>• Digitalisation in the food industry</li></ul>	Plunkett House, ICOS, Dublin	October (2 days)
<b>MODULE 6:</b> International Marketing <ul style="list-style-type: none"><li>• Market entry and market research</li><li>• Managing business, customer and consumer relationships</li><li>• Fundamentals of and trends in commodity markets</li><li>• Product portfolio, innovation and new product development</li><li>• Marketing in an era of sustainability</li></ul>	Online	November (2 days)
<b>MODULE 7:</b> Policy and Regulatory Environment <ul style="list-style-type: none"><li>• Introduction to food policy</li><li>• Sustainable agriculture and food systems</li><li>• Developments in policy and regulation: WTO;</li><li>• Food Vision 2030; European Green Deal; Ag Climatise; Climate Action Act</li></ul>	Online	December (2 days)
<b>MODULE 8:</b> New Technologies and Future Food Developments <ul style="list-style-type: none"><li>• Introduction to key aspects of food science and technology</li><li>• Recent developments in food technologies and food science</li><li>• Implications for the food industry</li><li>• Implications for sustainability</li></ul>	University College Cork	January (3 days)

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## TESTIMONIALS FROM PAST STUDENTS

### Board Director 1

*"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".*

### Board Director 2

*"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".*

### Board Director 3

*"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.*

### Board Director 4

*"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."*

## TO LEARN MORE ABOUT THE DIPLOMA OR TO APPLY FOR ONE OF THE PLACES PLEASE CONTACT:

### Aoife Sammon

Programme Manager  
Food Industry Training Unity (FITU)  
School of Food and Nutritional Sciences  
University College Cork  
email: [a.sammon@ucc.ie](mailto:a.sammon@ucc.ie)  
[www.ucc.ie/en/fitu](http://www.ucc.ie/en/fitu)

### Billy Goodburn

Learning and Development Manager  
ICOS Skillnet  
The Plunkett House  
84 Merrion Square  
Dublin 2  
email [billy.goodburn@icos.ie](mailto:billy.goodburn@icos.ie)  
[www.icoskillnet.ie](http://www.icoskillnet.ie)