



Ollscoil Chathair
Bhaile Átha Cliath
Dublin City University

DCU
BUSINESS
SCHOOL

BORD BIA
IRISH FOOD BOARD
TALENT ACADEMY



MSc Insights and Innovation

A taste for change

Be part of the future of Irish Food, Drink and Horticulture

Programme Overview

In collaboration with **Bord Bia**, the MSc Insights and Innovation program offers a structured learning and development plan aimed at strengthening and expanding Ireland's capacity for innovation in the food, beverage, and horticultural industries.

Through this **fully funded 15-month long programme**, which provides a **€30k Bursary** over the programme period and combines academic study with a **10-month placement**, participants will be able to work on practical innovation projects with eminent Irish and global food and drink companies.

Our goal with this programme is to prepare the next wave of brilliant innovators to enter the food, drink, and horticultural industries. These individuals will use their ingenuity, aptitude, and experience to propel lucrative, scalable, sustainable, and insight-led growth for their host businesses as well as the industry as a whole.

In this programme, a 10 month job placement in a Bord Bia enterprise is combined with studies. After rigorous academic modules taught by experts, the emphasis shifts to experiential learning, with participants doing work placements in the global headquarters of top food firms, collaborating with top insight and innovation practitioners.

Whether you're looking to kick-start or make the next upward move in your career in the food and drink industry - **this graduate programme might just be for you**. With small class sizes and individual attention, this is a **unique and customised** programme developed by the food and drink industry for the food and drink industry, but this is no ordinary MSc. This is for people who really want to work in or with Ireland's oldest industry and its biggest employer.



Key Programme Elements

With the programme starting 1st October 2024 and finishing in December 2025, you can use this opportunity to launch an exciting new career in just 15 months!



Activity	Timeframe
Academic Modules	Running throughout the programme, October '24 to December '25. See next page for further information
Industry Placement	February '25 to November '25
Bord Bia "Immersion" & Bord Bia Talent Academy Alumni Events	October '24 to 'December '24 with ongoing presentation and events throughout the programme
Industry Field Trips, Expert Guest Speaker Events, Virtual Reality Room Experience, Other Training	Scheduled throughout the programme, October '24 to December '25

What Will I Study?

The MSc Insights and Innovation program, a component of the Bord Bia Talent Academy, will support innovative product development and consumer-focused innovation in Ireland's largest indigenous industry

Academic modules include:

- Sustainable Enterprise & Innovation
- Consumer Insight Generation & Application
- Innovation Strategy
- Brand Marketing & Strategy Development
- Professional & Career Development
- Design Thinking
- Consumer & Market Research
- Digital Innovation Opportunities in Food & Beverage Category
- Sustainability Marketing
- Entrepreneurship
- Innovation Commercialiation



Find out more business.dcu.ie/bordbia

STAGE 1: October to December 2024

Module 1: Sustainable Enterprise & Innovation
Module 2: Consumer Insight Generation & Application
Module 3: Innovation Strategy
Module 4: Brand Marketing & Strategy Development
Module 5A: Professional & Career Development

This stage will also include: DCU Induction, Food Hackathon, immersion in Bord Bia, field trips to agribusiness companies etc

STAGE 2: January to May 2025

Industry Placements commence in February 2025
(Academic modules delivered over 2 days every 2 weeks
on DCU Glasnevin Campus)

Module 6: Design Thinking
Module 7: Consumer & Market Research
Module 8: Digital Innovation Opportunities in Food & Beverage Category
Module 9: Sustainability Marketing
Module 5B: Professional & Career Development

This stage will also include: Category & Shopper Marketing training and initial briefing on dissertation applied research capstone projects

STAGE 3: June to August 2025

Industry Placements continue
(Academic modules delivered as a short sprint in DCU
Glasnevin Campus or online)

Module 10: Entrepreneurship
Module 5B: Professional & Career Development

This stage will also include: online: Academic Research Methods, online Academic Writing supports. The applied research capstone project will commence with project supervisor meetings.

STAGE 4: September to December 2025

Industry Placements finish in November 2025
(Academic modules delivered over 2 days every 2
weeks on DCU Glasnevin Campus)

Module 11: Innovation Commercialisation
Module 5D: Professional & Career Development
Capstone: Project: Applied Capstone Project conclusion

This stage will also include: Final deliverables to host industry placement company; final individual review of learning presentations to Bord Bia.

Why do this course?

- With our revised programme for the 2024 intake, gain a highly sought-after skill set that will provide you great work possibilities.
- During your placement at a Bord Bia company, you will work at the center of Irish food, drink, and horticulture, learning how these businesses understand their customers, anticipate changing trends, and continuously innovate to create new goods.
- Gain knowledge from top academics in the sector at DCU Business School as well as professionals in the business to expand your skill set in in-demand areas including design thinking, product development, and consumer insights. You'll use this expertise right away on active initiatives in your host organization.
- Build a lasting partnership with Bord Bia and join the alumni of the Bord Bia Talent Academy program, who will guide Irish cuisine into the future.
- In addition to having their fees fully waived, each participant will receive receiving a monthly scholarship bursary over the 15 months . The monthly scholarship is paid every month for the 15 months of the programme from Oct 2024 to Dec 2025 while you are in DCU and throughout your industry placement. As this is a full time programme, funded students will not have any other employment during this time.

An ideal candidate will hold:

- An Honours undergraduate degree or extensive and relevant experience
- A minimum of 3 years work experience ideally in the food, drink or innovation sector
- Eligibility to work and study in Ireland
- A demonstrable passion for innovation and creativity and an ambition to develop a career in insight-led innovation and commercialisation
- A clear desire to establish a lifelong career in Food, Drink of Horticulture sectors
- Willingness to commit to a full-time 15 month programme

Find out more business.dcu.ie/bordbia



About DCU Business School

Accredited by both the AACSB and AMBA, DCU Business School is in the top 5% of Business Schools in the world. DCU is Ireland's University of Enterprise and Transformation. Our solid industry relationships have allowed us to instil an enterprising culture into our postgraduate courses which has resulted in DCU Business School's reputation as Ireland's most innovative business school.

DCU Business School's partnership with the Bord Bia Talent Academy allows us to attract and develop world-class talent in the area of innovation and design thinking, and to lead a world-class innovation programme specifically aimed at enhancing the innovation capability within the food, drink and horticulture sector.

About Bord Bia

Bord Bia's purpose is to bring Ireland's outstanding food, drink and horticulture to the world, thus enabling growth and sustainability of producers. Bord Bia's vision is that customers around the globe recognise that Irish food and drink is world class; that it is high quality, distinctive, and made by a diverse range of creative producers from a unique and fortuitous island location.

Our vision for this programme is to forge the next generation of world-class innovators to join the food, horticultural and drink sectors who will use their creativity, talent and skill to drive sustainable, scalable, profitable and insight-led growth for their host companies and for their industry.





Entry Requirements and Application Process

When the application window opens in Q1 2024, candidates will be able to apply via an online portal.

Applicants are asked to apply by submitting two digital files.

1. One single PDF document that includes 3 elements:
 - a. A Personal Statement:
 - b. A CV:
 - c. Two Written References:

2. A two-minute Personal Video:

In Q1 2024, Bord Bia will share information about the Selection Process.

Apply early: DCU & Bord Bia will be screening applications on a rolling basis and scheduling interviews accordingly.

We encourage you to submit an 'Expression of Interest' on the programme page with your basic details and LinkedIn URL so we can keep you up to date you on upcoming programme information and webinars.

Find out more

T: +353 (01) 700 5265

E: bordbia@dcu.ie

W: business.dcu.ie