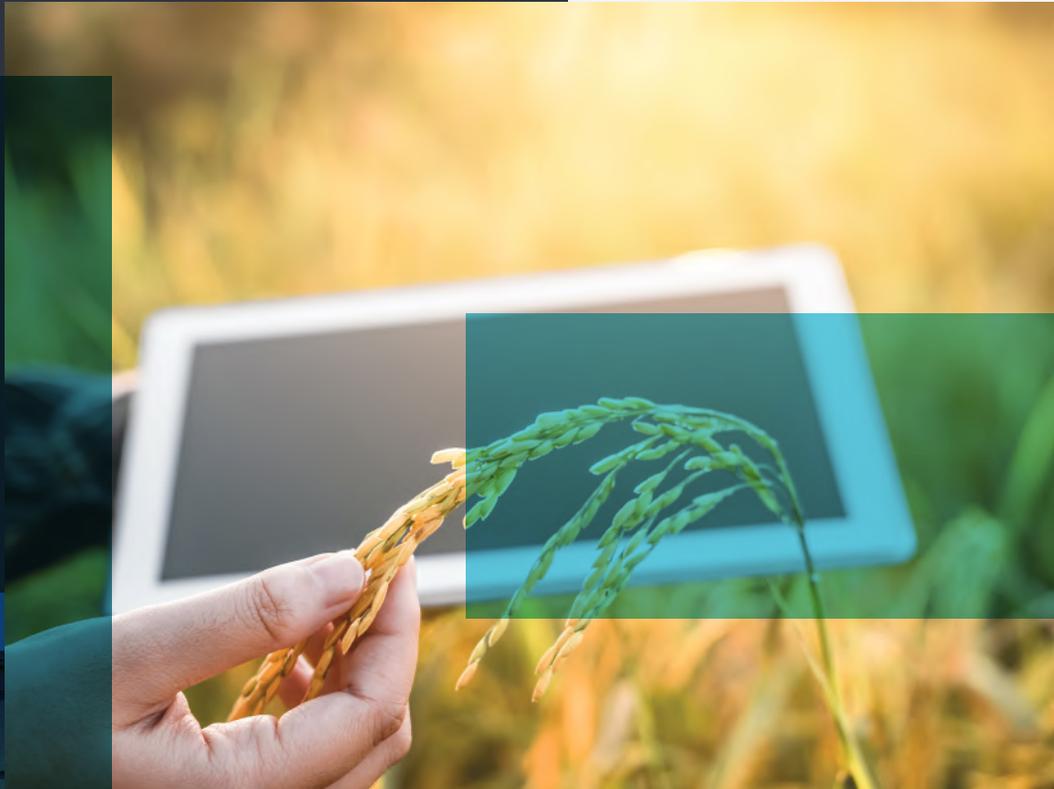




Ollscoil Chathair
Bhaile Átha Cliath
Dublin City University

DCU
BUSINESS
SCHOOL

BORD BIA
IRISH FOOD BOARD



MSc Insights and Innovation

A taste for change

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



Programme Overview

The MSc Insights and Innovation programme has been designed in partnership with Bord Bia and offers a formal learning and development programme that will enhance and develop the innovation capability within Ireland's food, drink and horticulture sector.

This fully funded scholarship programme will combine academic learning with an industry placement, allowing participants to undertake hands-on innovation projects with leading Irish and international food and drink organisations.

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.

This 18-month programme combines study and work placement in a Bord Bia company. It begins with an intensive academic element, with modules taught by experienced thought-leaders in the field of sustainability and the food industry. Following this, the focus moves to experiential learning, as participants conduct placements at the headquarters of the world's leading food companies where they work side-by-side with leading insight and innovation practitioners.

This combination of academic content and work placement enables participants to directly apply the insights gained from DCU Business School coursework to their placement company, with immediate and direct benefit to host companies.



Programme Outline

September to December 2020	Academic programme at DCU Business School
January – June 2021	Placement with a Bord Bia host company, typically in an insights, marketing or innovation team Attend DCU 4 days per month
June 2021 - August 2021	Continue your placement
September to December 2021	Placement with a Bord Bia host company continues Attend DCU 4 days per month
January 2022 - March 2022	Continue your placement while completing your dissertation

What Will I Study?

As part of the Bord Bia Talent Academy, the MSc Insights and Innovation programme will promote consumer-focused innovation and new product development within Ireland's largest indigenous industry.

Specific modules include:

- Marketing and Consumer Insights
- Design Thinking
- Innovation Strategy
- Global Marketing and Brand Strategy
- Consumer Innovation Adoption
- Innovation in a Digital Age
- Reflective Leadership
- Entrepreneurship

Why do this course?

- Develop a skillset that's highly sought after with excellent prospects for employment upon graduation
- You'll work at the beating heart of Irish food, drink and horticulture during your placement at a Bord Bia company, learning about how Irish food and drink companies understand their consumers, plan for evolving trends and constantly adapt to develop new products
- Learn from DCU Business School's world-class academics in this field, as well as industry experts, to develop your skillset in sought-after areas such as design thinking, product development and consumer insights. You'll apply this knowledge immediately to live projects in your host company
- Establish a lifelong relationship with Bord Bia and become part of the network of Bord Bia Talent Academy programme graduates, who will lead Irish food into its future
- Design thinking offers a proven approach to problem solving and idea generation which will enhance your capacity to develop imaginative solutions that can make you more effective personally and professionally. By changing the way you think, you can alter the mindset of your team and your business

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 18 month programme



About DCU Business School

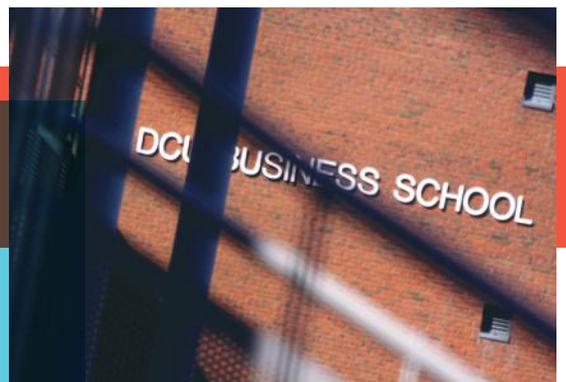
Accredited by both the AACSB and AMBA, DCU Business School is in the top 5% of Business Schools in the world. DCU is Ireland's University of Enterprise and Transformation. Our solid industry relationships have allowed us to instil an enterprising culture into our postgraduate courses which has resulted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

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Entry Requirements, Fees and Application Process

To apply please email your CV and a cover letter detailing your reasons for and motivation in applying to this programme to **bordbia@dcu.ie**

Find out more

T: +353 (01) 700 5265

E: bordbia@dcu.ie

W: business.dcu.ie

