

BA IN FOOD BUSINESS INNOVATION

NEW!
For Entry
September 2021

Qualification:
LEVEL 7

SCHOOL OF BUSINESS, COMPUTING AND HUMANITIES

Duration:	3 Years
Apply to:	IT Tralee Admissions Office
No. of places:	32
NFQ Level:	7



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Minimum Entry Requirements:

www.ittralee.ie/en/entry

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What is Food Business Innovation?

The BA in Food Business Innovation programme prepares students for a career in a variety of dynamic food businesses. The hands on nature of the programme will develop knowledge and skills which will help graduates play a lead role in the development and management of key sectors within the food industry. The modules on this programme reflect the global nature of the food industry and the vast opportunities it provides at varying levels, from home-grown entrepreneur to global development chef. Practical modules will provide the culinary skills to produce and design food products, coupled with the theoretical modules to provide the innovation and business concepts that will give the student the necessary skills to develop a successful business. The course will provide the knowledge and skills to promote innovation, develop new products, and foster entrepreneurship with the key skills of branding, distribution, and sales, all underlined by sustainability.

Through practical application, this programme will equip graduates with technical skills, communication, business and presentation skills, which are required and highly valued by the industry. Graduates from the BA in Food Business Innovation programme can pursue employment opportunities in the food sector and non-food sector as the skills acquired are highly transferable.

What are my career opportunities?

Graduates who successfully complete the programme can seek employment opportunities in: Food business management, food product design and development, food retail organisations, market and consumer research, product sales and marketing, entrepreneurship, artisan food production, food logistics, as well as cafés, restaurants, hotels, gastro pubs and general food service businesses.

Did you know?

It has been clearly identified through research that food business innovation is an area for substantial and sustainable growth in Ireland's future. This programme will not only prepare you for national opportunities but also global opportunities within the food industry.

Progression Opportunities

Graduates who successfully complete the BA in Food Business Innovation will be eligible to progress to the Level 8 BA (Honours) in Culinary Arts at IT Tralee and others where appropriate and available.

COURSE OUTLINE

YEAR 1

Semester 1

- Introduction to Food
- Preparation and Cooking Techniques
- Health and Wellbeing
- Fundamental Patisserie Skills
- Food Safety and Culinary Science
- Information Technology 1

Semester 2

- Refining Food Preparation and Cooking Techniques
- Live Kitchen Production
- Refining Patisserie Skills
- Food and Nutrition

YEAR 2

Semester 3

- Menu Development and Engineering
- Modern Culinary Techniques and Technologies
- Marketing
- Fundamentals of Food Cost and Control
- Social Media Tools
- Work Placement (Kitchen)

Semester 4

- Pop Up Restaurant
- Food Science
- Food Safety Management
- Food Ingredients and Commodities
- Retail Food Production

YEAR 3

Semester 5

- Sensory Analysis
- Research Methods
- Food Photography and Creative Media
- Finance and Revenue Management
- Food Product Innovation (Process, Legislation, Feasibility)

Semester 6

- Food, Energy and Sustainability
- Food Enterprise Management
- Food Product Development (Applied)
- People Management

Why study Food Business Innovation at IT Tralee?

The programme was designed in a tiered approach with the following outcomes:

Year 1

Providing students with the opportunity to acquire the skills and knowledge required to work in a professional kitchen and/or food preparation businesses;

Year 2

Students will explore menu and dish design and will have the opportunity to develop this in their own pop-up restaurant concept. All this is backed-up with modern techniques and technologies, science, costings, food safety management and the use of social media to create your own profile and drive a business. You will also explore the world of retail food production and workplace catering.

Year 3

A highlight of the Food Business Innovation programme is the food industry project which forms part of the Applied Food Product Development module. This module provides students the opportunity to work alongside a 'real-world' food business to produce a new product for the marketplace. Students will gain valuable work experience and apply the theoretical skills and knowledge developed through their lectures and college directed studies. Additional unique features of the Food Business Innovation programme include an introduction to the national and international food sectors; sensory analysis; food photography and an introduction to food related research issues, and innovative teaching methods with online guest lectures from current leaders within the food industry. This is all underpinned with people management, entrepreneurial skills and sustainability as a foundation for the future.

**START YOUR JOURNEY AT IT TRALEE...
GRADUATE FROM MUNSTER TECHNOLOGICAL UNIVERSITY**