

Programme details

Proposed title	Postgraduate Diploma in Global Food and Drink Leadership
Mode and duration of programme	Three semesters part-time
ECTS	60
TU Dublin award sought	Postgraduate Diploma in Global Food and Drink Leadership
Classifications of award(s)	Distinction; Merit Grade One, Merit Grade Two; Pass
School responsible	School of Culinary Arts & Food Technology
Professional body accreditation (where applicable)	NA
External provider type (where applicable)	NA
Delivery location	TU Dublin Grangegorman and online delivery

Part 2 Programme approval information

Date of initial approval (of Q1A) by ORC	24 June 2020
Date of validation event	18 November 2020
Date of approval by Academic Council and Governing Body	
Proposed date of commencement	September 2021

Part 3 Programme background/structure

Background

The programme is driven by a desire to inform and critically engage candidates around key aspects of the food and drink sector that might not typically form part of their everyday experience. It provides pathways for candidates to use the in-depth knowledge gained throughout the programme to help make leadership choices that impact positively on their working environment. The programme will be delivered in a new state of the art facility in Grangegorman that draws on that renowned Cathal Brugha Street legacy while placing itself at the very centre of contemporary food and drink research in Ireland. This philosophy is driven by a team of dedicated food and

drink professionals with an impressive history of both applied skills and academic knowledge that has flourished within the School of Culinary Arts and Food Technology over many years.

Stated learning outcomes of the programme

The principal aim of the Post Graduate Diploma in Global Food and Drink Leadership is to develop and enhance candidate's understanding and competence in terms of food and drink sectoral issues and to provide a leadership perspective as to how such sectoral issues impact on the general business environment.

In line with the NFQ (Level 9), Graduates of the Post Graduate Diploma in Global Food and Drink Leadership will be able to:

1. Demonstrate detailed knowledge of current thinking practices in the domestic and international food and drink sector and choose and apply relevant concepts and theories to a range of issues as appropriate to the programme. (KB) (CLTL)
2. Apply an understanding of selected global food and drink issues to current work practices and outcomes and give consideration to a broader range of factors when formulating judgements. (CC) (KH&SR) (KH&SS) (KB) (CI)
3. Evaluate the influence key actors and players exert on different parts of the food and drink chain, from primary production through to consumption, informed by knowledge which is at the forefront of learning. (KK) (CI)
4. Develop solution focused outcomes in a self-directed way and demonstrate initiative and leadership at group and individual levels to use flexible approaches to problem solve. (CR) (CLTL) (CI)
5. Critically analyse how consumers and producers engage across different mediums and in different environments and develop best practice ways of using such engagement to best business advantage with due consideration of ethics (KK) (CI) (CLTL)
6. Conceptualise, research and write reviews of specific areas of investigation within the food and drink sector (KH&SR) (KH&SS)
7. Identify the fundamental principles underpinning modern leadership within a variety of organisational settings (KK) (KB) (CLTL)
8. Demonstrate managerial ability through the application of communication and personal effectiveness skills. (CC) (CI) (KH&SS)

9. Critically evaluate the implications of sustainability as a key driver in the food and drink sector and the importance of the UN Sustainability Development Goals to the sectors future development (KB)(KB) (CLTL)(KH&SS)

Programme structure

The programme consists of 60 ECTS and is delivered over three semesters. There are two 15 ECTS modules which are delivered over two semester modules and three 10 ECTS modules. The programme shall be delivered through a blend of face-to-face, synchronous and asynchronous learning.

Entry Requirements

Successful completion of an undergraduate degree or equivalent at honours classification (2.2 or higher) in a relevant discipline. Successful completion of an undergraduate degree (Ordinary or Bachelor) or equivalent in a relevant discipline together with significant industrial or academic experience. Significant industrial experience comprises a minimum of three years in a supervisory role/senior position in a food related industry. Candidates will be required to submit evidence of relevant experience and ability to undertake the programme. In some occasions where a potential candidate does not reach the minimum academic standards but can show deep sectoral knowledge and experience, a panel of assessment may be convened to consider entry to the programme.

All candidates may be required to attend an admission interview where professional experience and background will be considered in the selection criteria. In addition, some candidates may be required to undertake and successfully complete support modules in a specific area as determined by the Head of School and Programme Committee. Such a requirement shall apply only to candidates presenting with qualifications where a deficit has been identified concerning pre-requisite subject matter.

All applicants must provide evidence of competence in both written and spoken English when English is not their first or native tongue, in addition to the requirements outlined above as appropriate. Applications are also invited from mature students and students with disabilities. The appropriate TU Dublin admissions procedures for such candidates shall be applied.

Student assessment

In accordance with TU Dublin's General Assessment Regulations (City Campus).

Derogations from the General Assessment Regulations, including rationale for derogation and view of the Panel:

None sought

Part 4 Validation Details and Membership of Panel

Wednesday 18 November 2020 (via Microsoft Teams)

Schedule of Meetings

- 10.00 am Introductory meeting of the Panel with management and key staff as appropriate from the School of Culinary Arts and Food Technology. Brief presentation from the School on the programme proposal.
- 10.30 am Private meeting of the Panel to consider its agenda for the day.
- 11.00 am Meeting of Panel with Head of School and other key staff to discuss specific issues raised by the Panel.
- 12.00 pm Coffee break
- 12.10 pm Meeting of Panel with teaching staff to discuss learning, teaching and assessment matters and module descriptors.
- 1.00 pm Lunch break.
- 1.45 pm Private meeting of Panel to discuss findings and draft report.
- 2.30 pm Final meeting of Panel with Head of School and other key staff to deliver Panel's findings.

External Panel Members

- Aoife Hilliard HR Business Partner, O'Brien Fine Foods
- Dr Noel Murray Head of Department of Tourism & Hospitality, Cork Institute of Technology

Internal Panel Members

- Dr Claire McDonnell (Chair) Assistant Head of School of Chemical & Pharmaceutical Sciences, TU Dublin
- Clare Bell TU Dublin School of Creative Arts
- Dr Barry McAuley Assistant Head of School of Multidisciplinary Technologies, TU Dublin

Quality Assurance Officer

- Jan Cairns Quality Assurance Officer, TU Dublin

Part 5 Summary of Panel findings against key questions

Note: the Panel's findings (ie yes/no) and any additional comments against each of the key questions should be recorded below. Where a 'no' is recorded, an associated condition or recommendation should be included in Part 6, Findings of the Panel.

Is the market demand and need for the programme clear and articulated?	Yes
Are the aims, objectives and learning outcomes of the programme well-founded and clearly formulated?	Yes
Are the entry requirements clear and appropriate?	See condition of Panel
Are the arrangements for access, transfer and progression in accordance with University policy and NFQ?	See above.
Are the programme learning outcomes at the appropriate level as set out by the NFQ requirements?	Yes
Do the individual modules 'add up' to a coherent programme?	Yes
Are Graduate Attributes embedded within the programme?	Yes
Will the accumulation of the module learning outcomes result in the attainment of the programme learning outcomes?	Yes
Is there appropriate use of student-centred learning, teaching and assessment strategies, including the First Year Framework for Success checklist, which recognise the needs of diverse student groups?	Yes
Do the curricula and teaching schemes in each module descriptor give realisable substance to the module's aims, objectives and learning outcomes?	Yes
Are the assessment methods and criteria aligned to the learning outcomes in each module?	Yes
Are facilities and resources, including staff, in place to support the delivery of the programme at the standard proposed?	Yes. The Panel was not able to visit the Grangegorman site where the programme will be delivered, but it was happy with the information it received in this regard.

Is there parity between off-campus/on-campus delivery (if applicable)?	Yes, blended learning is facilitated through Brightspace
Are the roles and responsibilities of each partner clearly specified (if applicable)?	NA

Part 6 Findings of the Panel

The Panel recommends approval of the award of Postgraduate Diploma in Global Food and Drink Leadership, at Level Nine within the National Framework of Qualifications, subject to one condition and with several recommendations and one observation.

The Panel congratulates the School and Programme Team on the development of the programme and it would like to commend the following:

- The level of consultation that took place with teaching staff as well as with the Learning, Teaching and Technology Centre and external stakeholders – came out with clear structure and vision.
- The facilitation of the blended approach to the delivery of modules through Brightspace which the Panel considers will accommodate the type of learner that the programme will attract.
- The proposed development of an add-on Masters programme.
- The integration within the programme of the UN's 17 sustainable development goals.

Condition

The School should review the entry requirements to ensure that there is clarity regarding the level of relevant work experience required of ordinary degree graduate applicants and experience required, if any, of honours degree graduate applicants.

Recommendations

1. The Programme Team should consider inclusion of the medium of radio in the Food Discourse in the Media module.
2. The Programme Team should consider the assessment workload for the Food Discourse in the Media module. The Panel suggests that two rather than three assessments would be more appropriate and in line with a 10 ECTS module, given the nature of the assessments proposed.
3. The Team should consider the inclusion of the Harvard Business Review in the supplemental reading list for the Integrated Food and Drink Leadership module.
4. The Team should review the teaching and learning methods description within the Integrated Food and Drink Innovation module, to reflect more accurately the role of Problem Based Learning within this module.
5. The School should work with relevant departments within the University/Campus including the Learning, Teaching and Technology Centre to explore whether the capability of Brightspace can be improved to facilitate the portability of the e-portfolio.

Observation

The Panel is of the view that, given the quality, coherence and innovation evident in the programme design and development, the School should consider applying for disciplinary teaching excellence awards (Le Cheile and DELTA).