



Smurfit Executive Development
UCD Michael Smurfit Graduate Business School

CERTIFICATE IN BUSINESS STRATEGY (FARMING)



AGRICULTURE AND FOOD DEVELOPMENT AUTHORITY



Macra na Feirme



EXECUTIVE
EDUCATION
2024 RANKING



IN IRELAND
FOR OPEN ENROLMENT




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GLOBALLY
FOR CUSTOM PROGRAMMES

PART-TIME PROGRAMME



Growth, expansion and increased profitability are key ambitions for many farmers and industry leaders.

As with all business sectors, carefully understanding the implications for growth in terms of resources and management is an imperative for such a change process. The Professional Certificate in Business Strategy (Farming) is aimed at individual farmers regardless of their primary enterprise. It will prepare participants adequately for the key challenges of business growth and development. Uniquely, the certificate is a collaboration between Teagasc and the Executive Development Center at the UCD MichaelSmurfit Graduate Business School.

By working with the Smurfit Business School, Teagasc aims to expose farmers to the key area of business strategy development at a very advanced level. Participants on the course will have immediate access to Teagasc staff to discuss application of business strategy concepts encountered on the course to their own farm business challenges.

PROGRAMME OVERVIEW

The programme will provide experienced farmers with an integrated business perspective of their farm enterprise. It is designed to provide participants with the skills to analyse, interpret and identify a strategic business approach to their farm enterprise that will realistically meet goals and ambitions.

WHO IS THIS PROGRAMME FOR?

All participants will be recruited and billed by Teagasc. Farmers who are not Teagasc clients are also welcome.

The Professional Certificate is a challenging programme that will give participants the skills to grow, change and develop. We look for participants who have at least 5 years farming experience and are willing to discuss their growth plans and challenges.

LEARNING OUTCOMES

Designed to extend your expertise in business development, this programme will help you gain fundamental expertise in key areas of business management. It will help you to understand the business metrics that underpin your enterprise so that you can confidently plan for the future, communicate to key stakeholders and help you to manage the enterprise in a financially sustainable and progressive manner.

You will gain knowledge of key business functions in terms of strategy, finance, negotiation, communication and people management and it will provide you with the skills and frameworks to integrate them across your business enterprise.

KEY POINTS

- Acquire advanced skills in strategy formulation, negotiation, investment appraisal and more.
- Create a practical strategy for your business and family with support from Teagasc mentors.
- Earn an accredited Level 8 certificate from UCD.

PROGRAMME CONTENT

The programme delivery model is built around taught modules and practical assignments that will challenge you to evaluate the direction of your business.

Module 1:

Introduction (half day from 2pm)
Tuesday 15 October - Prof Karan Sonpar
Day 1 Wednesday 16 October Prof Karan Sonpar
Day 2 Thursday 17 October Rebecca Maughan

Understanding the Foundations for Growth

This module will explore the key areas of finance and strategy and how to manage growth in a highly uncertain and rapidly changing environment. It will look at the critical elements of each discipline and explore with you a process that you can apply to your business. You will learn how to make optimum decisions for your business.

Module 2:

Day 1 - Tuesday 3rd December - Prof Pat Gibbons
Day 2 - Wednesday 4th December - Stephan Boyle

Implementation of the Growth Strategy

This module builds on the knowledge formed in Module 1 and is designed to help participants manage the change process in terms of people and resources. The module will focus on the farm manager/leader and challenges each participant to think about what this role looks like for them. Participants will learn what change is required in order to reach strategic goals. A central component across the module is the development of effective communication skills - specifically influencing and negotiation skills- in order to manage key stakeholders.

PROGRAMME DETAILS

Structure

The Professional Certificate in Business Strategy (Farming) will be of six days duration. It will consist of two modules both of which will be two full days. The programme will be anchored by an Introduction day and a Finale Day.

ASSIGNMENTS AND WORKLOAD

This programme involves no examinations - instead the emphasis throughout is on the practical application of the knowledge to benefit you and your farming enterprise. To achieve the Professional Certificate in Business Strategy participants are assessed by way of practical assignment. This assignment will be in the form of the development and communication of a business strategy unique to the participant's own business. Participants will also be asked to deliver a summary of their business strategy in a presentation to a panel of Teagasc and UCD stakeholders on the Finale Day.

In order to accelerate learning between modules, participants are expected to complete assigned readings from texts, cases and articles. Participants will also be required to work in small project teams between modules on specific activities and exercises. Teagasc staff will facilitate these sessions.

WHAT PAST PARTICIPANTS HAVE TO SAY

"The course really gets you thinking about big picture stuff... where you want you, and your family and your business to be in the next 5 to ten years."

Denis O'Donovan, Roscarbery, Cork.

"I was very impressed with the course content. Am I glad I did it? Definitely."

Martin Quigley, Louth.

"It made me look at our enterprise as more of a business than a family farm. I particularly liked the material on how to manage negotiations."

Jason McGrath, Waterford.

"The course was enjoyable and really worthwhile for the farm business and the family."

Darren Healy, Wicklow.

"I found it excellent and it really tuned me in to what I needed to do to move my business forward."

Peter Mongey, Meath.

The programme will challenge you to evaluate the direction of your business.

ACCREDITATION

Successful participants will be awarded a Professional Certificate in Business Strategy (Farming). The qualification is accredited by UCD and worth 10 credits at NFQ Level 8.

HOW TO APPLY

If you would like to apply for this programme, please contact **Mark Moore on +353 87 417 9131**
email mark.moore@teagasc.ie



Alumni of the Teagasc/UCD Michael Smurfit Business School course in business strategy

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