

INNOVATING FOR A POST COVID-19 WORLD WITHIN THE FOOD INDUSTRY



COURSE DATES: (ALL 10am - 12pm)

Tuesday 3 November
Thursday 5 November
Tuesday 10 November
Thursday 12 November
Tuesday 17 November
Thursday 19 November
Tuesday 24 November

Train the Trainer: Tuesday 1 December

DURATION: 4 weeks

COURSE DETAILS: The course consists of 7 x 2 hour online guided learning modules at Level 3 with self-study in between (must be completed before the end of the course)

LEARNING OUTCOMES:

- Understanding how government restrictions put in place to prevent the spread of COVID-19 impacted the food industry.
- Know how to predict changes in consumer trends due to an external influence.
- Understand the process of identifying new market opportunities.
- Know how to carry out market research to gain insight into your consumer.
- Understand how to adapt your business to appeal to the latest consumer trends.
- Know how to create and manage an effective new product development process.
- To be able to better deal with the changes brought about by Covid-19 by understanding the importance of having personal resilience.
- How COVID-19 impact on Christmas 2020
- What will life in 2021 be different because of COVID-19.
- What trends are predicted to emerge from changes in consumer habits.

PROGRESSION OPTIONS:

PROGRESSION WITHIN EMPLOYMENT

Progress to a project manager/ COVID-19 specialist within the business.

PROGRESSION INTO EDUCATION

Half day Level 4 'Train the trainer' course.

This course gives learners the skills required to disseminate their learning to other staff members, or to new staff members as they join the company.

Change Management Online short course.

This course gives learners a deeper understanding of how to implement and manage change in the workplace.

Foundation Food Manufacturing Process Degree.

This course gives learners the skills required to progress to a senior management level within food manufacturing.

PROGRESSION INTO AN APPRENTICESHIP

Level 3 Food Technologist Apprenticeship

Level 3 or 5 ILM Apprenticeship

For more information, email business@petroc.ac.uk

Skills Support for the Workforce (SSW) is a programme developed to upskill employees within small and medium-sized enterprises (SMEs) in Devon, providing qualifications and bespoke training courses to enhance your employees' skills, increase the competitiveness of your business and boost the local economy. Petroc College is part of Serco's network of expert organisations chosen to deliver the SSW programme in your area. SSW is delivered by Serco and co-financed by the European Social Fund (ESF) and the Education and Skills Funding Agency (ESFA).



Education & Skills
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