MASTERING THE BUSINESS OF FOOD

A journey of a thousand miles must begin with a single step.
Dear Prospective Graduate Student,

We are delighted that you’re interested in our Master of Professional Studies in Food Business degree. We strive to create an academic environment in which you will grow and thrive as you shape your future career opportunities, and consider ways to address the world’s most pressing food system challenges. We are committed to supporting your academic success and professional development as future business leaders. The unique format of this program—low-residency, primarily online—is ideal for working professionals who want to advance their skills and education. With exceptional faculty and support staff as well as an extensive mentor network, you will have the resources you need to achieve the success you desire.

DR. ANNETTE GRAHAM
Dean—School of Business and Management
The Culinary Institute of America

CATHY JÖRIN
Director—The Food Business School
The Culinary Institute of America
WHY A MASTER’S IN FOOD BUSINESS?
Are you eager to create meaningful value in the food system? To help grow the food company you work for? The pioneering online CIA Master of Professional Studies (MPS) in Food Business, offered through the college’s Food Business School, is designed to equip you with the knowledge and network you need to design, deliver, and lead transformative innovations that address the world’s most pressing food-system challenges—as well as its greatest business opportunities.

WHY THIS MASTER’S DEGREE? AND WHY NOW?
The food world doesn’t lack for opportunities to innovate. New foodservice operations, products, processes, food sources, and scientific insights make the news every day. But until now, there has been no graduate education program dedicated to managing innovation in the global food system. The CIA master’s in food business changes that.

Over the course of the program, you’ll discover and practice new leadership and business skills. You will learn how to identify, understand, and anticipate the interlocking trends—in science, consumer tastes, technology, and public policy—facing the food system. Your newfound knowledge, hands-on learning, and connection to the CIA’s network will help position you—and the organizations where you work—to lead toward greater and sustainable success.

WHO WILL BENEFIT
• Experienced food professionals from leading companies ready to spearhead the next revolution in food
• Professionals in related fields who hunger to develop their ideas into ventures that will shape the future of the food system
• Individuals with a keen entrepreneurial spirit who are on the threshold of their career or are undergoing a career transition
Combining online studies with in-person learning experiences and ongoing one-on-one mentoring, the CIA master’s in food business is rooted in real-world issues. Expect to work in teams to mirror how business works and make the most of the program’s relationship-building benefits.
MENTOR NETWORK
Throughout the master’s program, you’ll have 1:1 online mentoring sessions with influential industry leaders and change makers. You’ll build trusted relationships with professionals that include Fortune 500 executives, food entrepreneurs, venture capitalists, and award-winning chefs. Learn more about how the 1:1 mentoring network works and see the current list of mentors at cia.instaviser.com.

FINAL CAPSTONE PROJECT
With guidance from your instructors and mentors, you’ll complete a business playbook that explores a specific, timely opportunity of value to you and/or your employer. You’ll pitch your playbook to corporate and investment leaders during your final residency.

RESIDENCIES
You’ll start the master’s with a few days at the CIA at Copia in Napa, CA, where you’ll participate in program sessions and meet faculty and the rest of your cohort. At the midpoint, you’ll convene at the CIA’s main campus in Hyde Park, NY during our influential Menus of Change® conference, where you’ll have the opportunity to network with thought leaders and participate in a variety of sessions. And at the end, you’ll return to the Napa Valley for your playbook presentation and commencement ceremonies.

EXCLUSIVE access to 40+ FOOD BUSINESS mentors
PROGRAM HIGHLIGHTS

• Two-year, 30-credit master’s degree program.

• Distance delivery model that enables you to conveniently earn your graduate degree while working—and to immediately apply your new skills on the job.

• Online courses tailored to the food industry (27 credits) that cover subjects including food systems, leadership, business fundamentals, marketing, law, real estate, ethics, and more.

• Three short, immersive residencies (3 credits) of approximately four to six days held at the CIA at Copia in Napa, CA and at the CIA main campus in Hyde Park, NY.

• Two distinct program tracks you can choose from to best meet your goals—Restaurant/Foodservice and Food Product/Concept.

• A faculty of subject matter experts drawn from the food and hospitality industry and the CIA.

• An exclusive mentor network of food business professionals (more than 40 members and counting), including C-suite executives and experts in finance, marketing, operations, law, entrepreneurship, and more.

• A capstone course where you will develop and pitch your business playbook to leaders in the corporate and investment worlds.

• A diverse, tight-knit cohort of learners who grow together while sharing their knowledge of the food industry or related fields.
# CIA Master of Professional Studies, Food Business

## 30 Credits

### Residency Experience One—Orientation and Cohort Formation
1 Credit • August, CIA at Copia (Napa, CA)

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<th>Year 1 • Fall Semester</th>
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<td>Business Fundamentals</td>
<td>Food Systems</td>
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<td>Design Thinking for Food</td>
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<td>Ethical Leadership in the Food Business</td>
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### Residency Experience Two—Framing of Capstone Project
1 Credit • June, CIA (Hyde Park, NY) during Menus of Change conference

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<th>Year 2 • Fall Semester</th>
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<td>Legal Strategies and Challenges for the Restaurateur</td>
<td>Restaurant Operations and Management Strategies</td>
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<td>Marketing and Brand Strategies for the Restaurateur</td>
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### Restaurant / Foodservice Track

#### FOOD PRODUCT / Concept Track

| Concept Building, Proving, and Prototyping | Differentiation, Branding, and Packaging | Manufacturing, Co-Packing, Supply Chain, and Legal Contracts | Sales, Marketing, and Distribution |
| 3 Credits                                 | 3 Credits                                | 3 Credits                                                  | 3 Credits                       |

### Capstone Project—Food Business Playbook with Faculty Advisors & Mentors
3 Credits • Summer self-paced development project

### Residency Experience Three—Presentation of Capstone Project / Graduation
1 Credit • August, CIA at Copia (Napa, CA)
Know-how and networks are vital, and the CIA is uniquely qualified and powerfully connected to give you the best thinking and the most practical real-world experiences for your graduate degree program.
“Developing expertise in any field of endeavor requires research and fieldwork. I’ve never helped a project achieve success by being the smartest person in the room, but I have helped by being the most experienced. By sharing some of my business experiences in concert with a curated course of study, I hope to provide students with valuable and interesting content in our classes.”

PHILIP COLICCHIO
Can the master’s degree program be taken over a longer time period than the prescribed two years? This program has been intentionally designed to be delivered in an environment where students bond and develop into a learning community over the two years. While extraordinary circumstances will be treated on a case-by-case basis, serious candidates are expected to make every effort to stay on pace and progress with their original cohort.

Is it possible to work a full-time job while enrolled in the online master’s degree program? While the academic rigor of the online master’s degree program does require commitment, we believe the workload and pacing will allow most students to achieve a reasonable work/life/study balance. Students will be enrolled in two, 3-credit-hour courses per 15-week semester. Study time is flexible; students can spread class work across multiple short study sessions or fewer blocks of longer duration to meet their schedule needs. Assignments and associated timelines will vary by course and will be clearly outlined in the syllabus provided at the start of each course.

Do I need to be a chef or a food industry veteran to be considered for admission? No—food industry experience is always a plus, but is not required as long as your application conveys more than a casual interest in the food business.

Is the CIA master’s degree program only for future restaurant owners? No—the food business master’s degree program will focus on mindsets, skill sets, and tool sets of significant value to entrepreneurs and innovators in a wide variety of professions in the food industry. Future owners and/or leaders in foodservice operations of all kinds will benefit from the courses taught by professors and seasoned industry experts.

The Advisory Committee on Campus Safety will provide upon request all campus crime statistics as reported to the United States Department of Education (DOE). These statistics can be found via the DOE website search features at http://ope.ed.gov/security. A hardcopy report of the statistics may be requested by contacting the director of campus safety at the New York campus at 845-451-1300, and will be provided within 10 days of the request.
ELIGIBILITY
To be eligible for enrollment in the CIA Master of Professional Studies (MPS) in Food Business, you must meet the following requirements by the program start date:

• Have a bachelor’s degree from an accredited U.S. institution, or hold an international equivalent to a bachelor’s degree.
• Complete an English proficiency examination if your first language is not English. Visit ciachef.edu/masters for the list of examinations the CIA accepts, along with qualifying test scores.

HOW TO APPLY
The process is simple—apply online at ciachef.edu/masters.
Your application must include a 500- to 1,000-word personal statement explaining why you are interested in pursuing this specific master’s degree and why you are a strong candidate for the program. It should address the specific academic and professional qualities you possess that could help you excel in the program, as well as the goals you hope to achieve. In addition, you will need to provide a current résumé or CV, one letter of recommendation, and official transcripts sent from all previously attended institutions.

AFFORDABILITY
The CIA is committed to making your education as affordable as possible. You’ll find that our costs are comparable to similar colleges. Talk with us! Contact Student Financial and Registration Services at SFRS@culinary.edu or 845-451-1500.

CURRICULUM
The CIA reserves the right to modify course sequence, content, and offerings.

TRANSFER CREDIT
The CIA may allow an individual who has earned graduate-level college credits at an accredited college and/or university to be awarded up to six credits towards his or her CIA master’s degree(s). Because of the unique nature of the CIA’s curricula, only select course work can be considered for transfer credit. Course work evaluated and deemed acceptable based on its content and comparability relative to standard college/university curricula will be awarded college transfer credit consistent with the CIA’s Transfer Credit Policy.

Transfer credit requests are reviewed by the appropriate dean to determine the equivalency in content and level to CIA courses or categories. Transfer credit assignment to a particular major and/or degree is dependent on the specific courses and distribution requirements deemed appropriate for transfer into that major, certificate, and/or degree. Questions about graduate transfer credit should be directed to the Center for Career and Academic Advising at advising@culinary.edu.

NOTICE CONCERNING THE TRANSFERABILITY OF CREDITS EARNED AT THE CIA
The transferability of credits you earn at The Culinary Institute of America is at the complete discretion of an institution to which you may seek to transfer. Acceptance of the degree or certificate you earn from the CIA is also at the complete discretion of the institution to which you seek to transfer. If the degree or certificate you earn at the CIA is not accepted at the institution to which you seek to transfer, you may be required to repeat some or all of your coursework at that institution. For this reason, you should make certain that your attendance at the CIA will meet your educational goals. This may include contacting an institution to which you may seek to transfer after attending the CIA to determine if your credits, degree, or certificate will transfer.

ACCREDITATION
The Culinary Institute of America (CIA) is accredited by the Middle States Commission on Higher Education, 3624 Market Street, Philadelphia, PA 19104, 267-284-5000. The Middle States Commission on Higher Education is an institutional accrediting agency recognized by the U.S. Secretary of Education and the Council for Higher Education Accreditation.

NOTICE OF NONDISCRIMINATION
The Culinary Institute of America (CIA) is an Equal Opportunity Employer committed to the principle of equal opportunity in education and employment. The CIA does not discriminate against applicants, employees, or students on the basis of race, color, sex, sexual orientation, gender identity or gender expression, religion, disability, medical condition as defined under applicable state law, age, genetic information, marital status, veteran status, ancestry, national or ethnic origin, or any other protected group or classification under federal or state laws or regulations. The following Civil Rights Compliance Officers at the CIA have been designated to handle inquiries regarding the nondiscrimination policies:

Title IX and Age Discrimination: Joe Morano, Senior Director—Faculty Relations, 845-451-1314, Joe.Morano@culinary.edu, Office—Roth Hall, Room S-324

Section 504: Carolyn Tragni, Dean—Academic Engagement and Administration, 845-451-1615, Carolyn.Tragni@culinary.edu, Office—Roth Hall, Room S-319

Mailing address: The Culinary Institute of America, 1946 Campus Drive, Hyde Park, NY 12538

Should you require further information, please visit ciachef.edu/non-discrimination-statement.
"I wish this master’s program had been around when I was starting out. Graduates from this program will develop into just the kind of talent we want to bring into our company to help us grow."

CHARLIE PALMER
Owner, Charlie Palmer Group