

# The Bizz

about postgraduate business students  
at Loughry Campus



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# Welcome to the Bizz!

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We've now delivered the first full year of our new postgraduate business programmes. The courses, awarded by Queen's University Belfast, are taught at CAFRE - Loughry Campus, Cookstown.

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The aim of our graduate and postgraduate programmes is to prepare you for a management career in the agri-food and rural business sectors. They are offered on a full or part-time basis and allow you to select a course to best match your career path:

- Graduate Certificate in Business Communication for Rural Enterprise
- Postgraduate Certificate in Business for Agri-Food and Rural Enterprise
- Postgraduate Diploma in Business for Agri-Food and Rural Enterprise
- MSc in Business for Agri-Food and Rural Enterprise

Both the MSc and Postgraduate Diploma allow students to specialise in either Innovation Management, Enterprise Development or Business Communication.

Students on these programmes also have the opportunity to take part in a European study trip or complete their MSc research in Vienna or Kenya.

This edition of the Bizz highlights some of the activities that our students experienced during the year.



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## Business insights

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Visits to highly successful organisations are an ideal way to help our students understand how classroom theory is being applied in practice by local companies.

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CDE Global Ltd is a Cookstown based company that aims to deliver significant efficiencies in the construction, recycling and mining sectors. The company has a global reputation for product development, innovation and excellence. CDE has the vision to be the number one washing equipment company in every country of the world.

This year our students benefitted from the business leadership insights of two managers at CDE Global Ltd: Peter Craven, (Head of Marketing and Sales Support) and Raymond Cooke, (Operations Director).



## Business adventures at Jungle NI

As part of a module option, our full-time students undertook a business analysis visit to The Jungle NI, an outdoor adventure centre, located outside Moneymore.

Business owner, Robert Carmichael hosted a full morning timetable and explained how his outdoor activities business had grown to now also include a LANTRA approved training centre.

The students gained a real insight into how businesses can successfully operate and expand and had the opportunity to discuss business strategy, staff motivation and training techniques with Robert.



In their behind the scenes view of 'The Jungle' the students were able to check out the challenges involved in organising a diverse mix of indoor and outdoor attractions which include llama treks, glamping pods, paintballing, archery, a canoe pond and a zorbing runway. In the afternoon the students tried out the forest segways and took on the challenge of a high wire tree-top walkway – a real jungle experience!

**“We got to feel, see and discuss it all.”**



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# Developing key skills

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## Event management

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Full-time students helped plan and deliver a research conference at Loughry Campus, attended by over 100 delegates. The theme of the conference was 'Communication and affecting change in rural communities'.

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## Staff induction

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Morgan Semple, Katie Mooney and Laura Shepherd were commissioned to create an induction IT based resource for over 4,000 staff within the new Department of Agriculture, Environment and Rural Affairs (DAERA).

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A key component of our programmes is the opportunity for students to complete real life projects.

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## Staff training

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As part of her programme, Marion Jackson was asked to deliver training to managers for CDE Global Ltd Cookstown on the subject of social and emotional intelligence. As a result, this innovative approach to management is to be further developed within the company.

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## Marketing resources

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Michael Arthurs, April Clarke and Ross Falkingham created a 12 minute promotional video that could be used to market the college across a range of mediums, including recruitment events and the website.

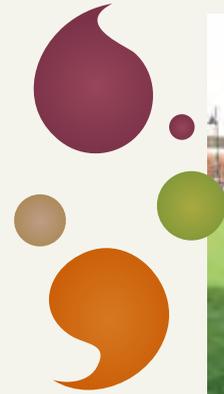
# Graduation success



Martin Olusanya, Joanne Wilson and Cahir Clancy completed their MSc project research in Kenya and enjoyed a get-together when they graduated from Queen's University.



Lorraine Holloway-McCarney, Sarah Caithness and Emma O'Hagan completed their MSc projects in Vienna and enjoyed catching up again when they graduated at the winter graduation ceremony at Queen's University.



The MSc class of 2015 celebrate their success at the winter graduation ceremony at Queen's University in December.



Emma-Louise Kells, Kerrie McAuley and Roisin McAliskey received The Pierce Partnership Award for achieving the highest marks in their MSc research at the Loughry Campus Awards Day. Congratulating them on their success was Dervla McGonnell-Doherty (Senior Account Manager) and Course Director Dr Roy Nelson.



## Study opportunities outside of NI

Students studying for their MSc projects have the opportunity to complete their research outside of Northern Ireland, either in Vienna through ERASMUS funding or in Kenya. This year eight students are taking up the challenge.

Five will be heading to Austria at the start of June for 12 weeks and will be investigating topics such as innovative marketing, health and safety in food processing and interventions to help the well-being of vulnerable people.

Three students will be travelling to Kenya for four weeks in July and will be researching sustainable agriculture practices, food security and how wildlife conservation impacts local farmers.

## Congratulations Aoibéann

Former MSc student Aoibéann Walsh completed her PhD study into 'Food, culture and decision making in Northern Ireland'. Aoibéann graduated from Queen's University in 2015 and has secured employment as the Social Farming Service Coordinator within Rural Support.

Aoibéann considers her initial MSc studies at CAFRE to be the critical stepping stone for her academic achievements and professional career path, "It's the skills that I developed during my MSc that have enabled me to progress to where I am today."

PhD studies are available and funded by DAERA. In September, two students are beginning their research, based at Loughry Campus.

## Champions of part-time study

All our programmes are available on a part-time basis, delivered one night per week at the Loughry Campus, Cookstown.

The Graduate Certificate and Postgraduate Certificate require one academic year of study.

The Postgraduate Diploma involves two academic years of study, whilst the MSc requires one further year, during which, the research project is completed.



**Charlene Brady** is a Postgraduate Certificate student who lives in Ballinagh, Co. Cavan. Charlene leads new product development at The Carleton Cake Company in Cootehill and is benefitting from the change management and communication modules which she is studying on the course.

**Michaela McBride** is a Graduate Certificate student who is motivated to widen her career prospects by securing a third level business qualification.

"I highly recommend this course to anyone, who despite missing out on a third level qualification, still has the ambition to improve their skills and business knowledge".

# Want to find out more?

## Visit:

Course Information Evenings are held at Loughry Campus in June and October each year. They offer an opportunity to explore the facilities, meet the tutors and talk to some of our current and past students. Log onto our website to check the date of our next event.

## Website:

Visit [www.cafre.ac.uk/masters](http://www.cafre.ac.uk/masters)

Visit: [www.qub.ac.uk](http://www.qub.ac.uk)

Our courses sit within the QUB School of Biological Sciences - Faculty of Medicine, Health and Life Sciences.

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