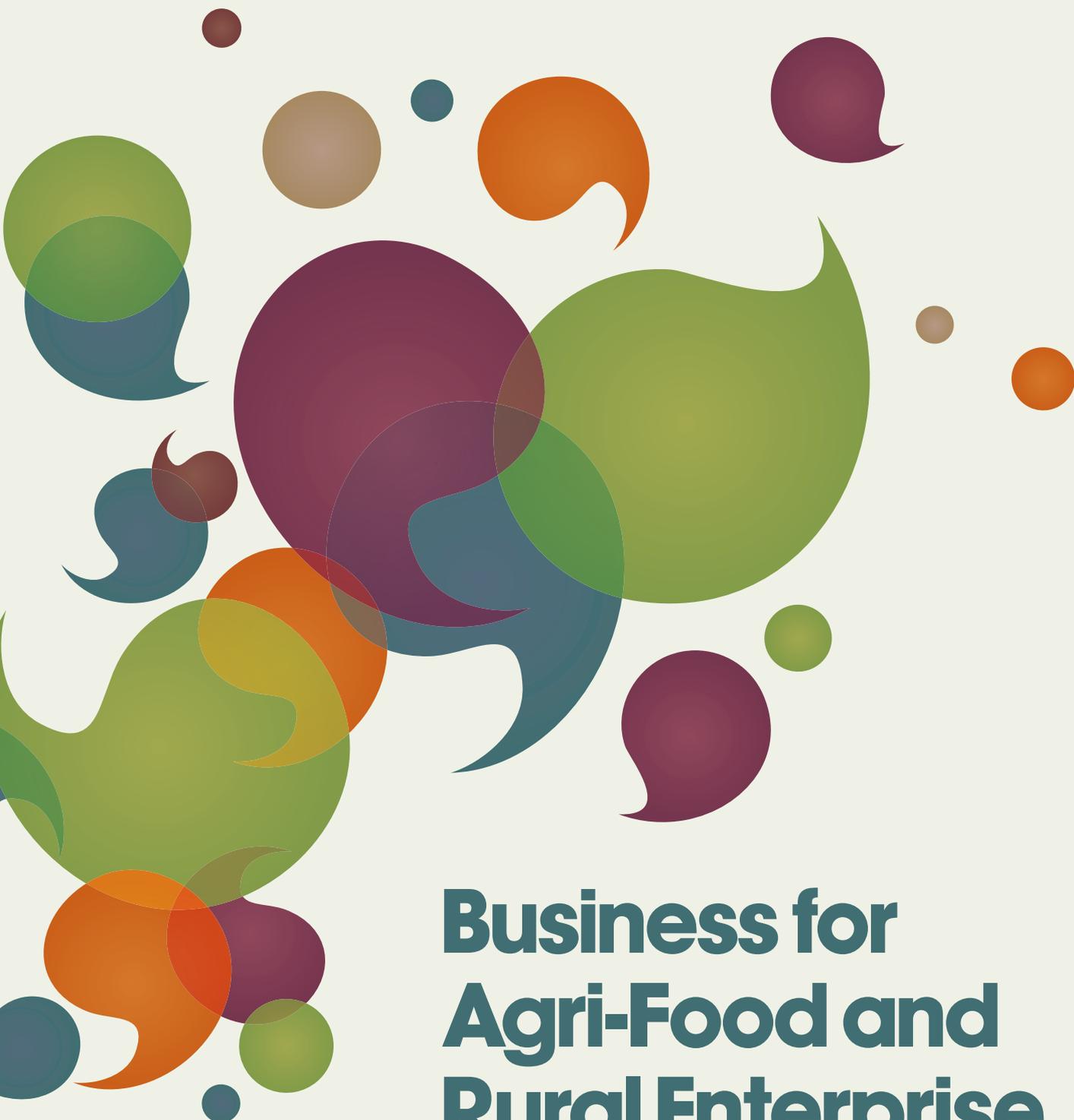




**QUEEN'S  
UNIVERSITY  
BELFAST**



College of Agriculture,  
Food & Rural Enterprise



# **Business for Agri-Food and Rural Enterprise**

Course prospectus



**DAERA**

Department of Agriculture,  
Environment and Rural Affairs  
[www.daera-ni.gov.uk](http://www.daera-ni.gov.uk)

# Our Programmes

- 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
- Masters in Business for Agri-Food and Rural Enterprise

visit us online  
[www.cafre.ac.uk](http://www.cafre.ac.uk)

# Introduction

Loughry Campus, Cookstown, in conjunction with Queen's University Belfast offers a suite of programmes developed to meet the needs of those working in agri-food and rural businesses.

The programmes range from the Graduate Certificate in Business Communication through to postgraduate programmes at Certificate/Diploma/MSc level, including PhD opportunities. The programmes have been recognised as delivering a unique learning experience with exceptional teaching standards. With small class sizes, (normally 20-25), in a friendly campus environment and supportive tutors you can be assured of a first class learning experience.

## Our approach

All our programmes seek to develop a conceptual understanding of the principles and processes of change affecting businesses within an individual, group or organisational context, through an active and innovative approach to learning and teaching.

## Aim

To develop people's knowledge and competences, enabling them to achieve positive change and development within Northern Ireland's agri-food and rural business sectors. Students are encouraged to take ownership of their learning and development, and to develop critical independent thinking. The programmes promote learning through a number of approaches such as problem-based

learning exercises, project work, case study analysis, placement opportunities and research. Students are encouraged to reflect upon their personal and professional development and to identify areas, which need further development or practice.

## Full-time and part-time options

The 'Business for' programmes are offered on a full-time and part-time basis. The full-time postgraduate course normally consists of three days of class per week, whilst the part-time courses are delivered on one evening per week (usually on a Thursday). We place a strong emphasis on continuous assessment: with all of the final marks coming from module assignments and assessments. Two work-based learning projects are integrated into the full-time Postgraduate Diploma/MSc course. In the first semester, students complete a teaching/training placement in an appropriate learning environment. In the second semester, students complete a specific project for a local business – recent examples include internal communication audits, customer satisfaction surveys and creating new promotional materials. For part-time students, applied assignments provide the opportunity to relate and contrast classroom theory with their own work experience.



# Graduate Certificate in Business Communication for Rural Enterprise

## Our course

The Graduate Certificate is an exciting course designed to enhance your personal development and help your career prospects. Many past graduates have said that it has helped them gain ideal employment or has given them the confidence to continue with their education. The programme offers you a friendly learning environment making it easy to take that 'step back' into education. We recognise the value of work and life experience and realise that it can be difficult to find the right opportunity to get onto the education ladder. That is why we have designed a course which offers a unique opportunity to study in a rural location and at the same time a chance to gain a recognised QUB qualification with excellent progression routes.

The course is designed to meet the specific needs of those working in the agri-food, rural business and community sectors and offers people with limited formal qualifications but relevant work experience a route to gain entry into the Postgraduate Business programmes.

## Module titles

- Personal communication
- Business communication
- Information, communication and learning technology

## Entry requirements

- You must have a Degree or Higher National Diploma, or equivalent qualification acceptable to the University in any discipline.
- Applicants who do not meet the above requirements will be asked to demonstrate relevant experience in the rural, agriculture or food sectors. They must also hold GCSE English and Mathematics at Grade C or above. A reference from a current or recent employer will be required. Applicants undertaking the final year of their undergraduate degree will be considered for part-time study only.

## Course duration

- Normally completed over one year of part-time study, one afternoon per week.



# What our students say



"The course enabled me to develop my communication skills. I gained more confidence in my own business and professional capabilities. I've enrolled on the part-time Masters programme to further develop and improve my skills. I'm learning how to effectively deliver knowledge and technology transfer initiatives within the workplace."

**Holly Elkin**  
Karro Cookstown



"To widen my career prospects I decided to refresh and improve my skills and qualifications. This course was ideal. The assignments were very interesting, being both practical and business related. The course is delivered by supportive and experienced tutors. It is an ideal course for part-time study. I would highly recommend it to anyone wishing to develop their business skills."

**Michaela McBride**



"I found the programme to be a fantastic experience. I have developed both my business and personal communication skills. The course is flexible enough to fit in around work and family life. I highly recommend it. The course leads to the achievement of a recognised qualification from Queen's University, Belfast. It is ideal for those thinking about taking the leap into adult education."

**Gael Gildernew**  
Mid Ulster District Council

# Postgraduate Certificate in Business for Agri-Food and Rural Enterprise

The Postgraduate Certificate course develops the skills required by supervisors/managers to affect positive change in the agri-food and rural business sector. The course consists of three modules, which concentrate on the specific skills required by the rural business sector, and provides an introduction to the core business concepts of the programme.

Examples of topics covered on the course include: developing others, motivating and providing leadership, facilitating organisational change and communicating effectively in a range of business contexts.

## Module titles

- Skills to affect change within businesses
- Rural business dynamics
- Integrating learning with business needs

## Entry requirements

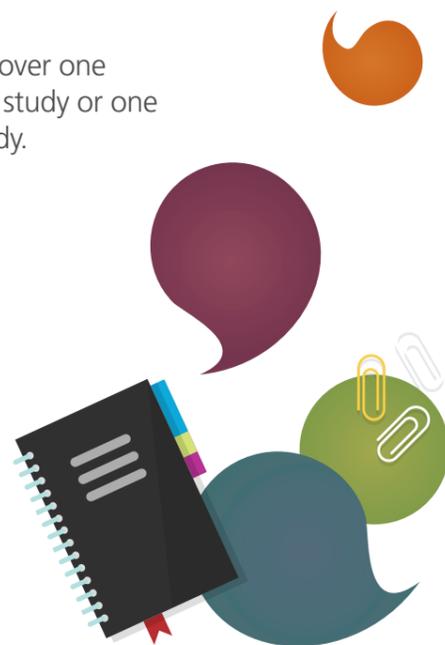
- Applicants should normally possess a Degree in Agriculture, Horticulture, Food, Equine Studies, Geography, Consumer Studies, Business Studies, Environmental Science or related subjects.

We welcome applicants with a diverse range of primary degrees as students from these different backgrounds can make a positive impact within the agri-food and rural business sectors.

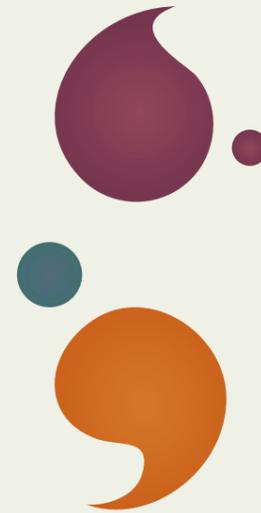
Students successfully completing the Graduate Certificate (obtaining a minimum of 50% in each module) may progress onto the Postgraduate Certificate.

## Course duration

- Normally completed over one semester of full-time study or one year of part-time study.



# What our students say



“This programme has been a great way to enter back into education. It is well delivered and the assessments, though challenging, are extremely fun and practical. The experience has been well worth it as I have gained new skills. Don’t be afraid to challenge yourself and get back into education, it is never too late; this is a fantastic course to do so.”

**Christopher McMinn**  
South West College



“The programme has been highly beneficial in developing my business and communication skills. The programme is tailored to be applicable to working life, through group projects, class discussions and individual assignments. The tutors are very approachable and helpful with my studies. I look forward to the rest of the course which will help me progress in my agri-food career.”

**Richard Gibson**  
Aurivo Cooperative Society Limited



“The course is equipping me with the skills and knowledge required in the workplace. The tutors have been approachable and supportive, explaining all topics. I have particularly enjoyed the IT elements of the course, working with programmes such as Microsoft PowerPoint, Project and Publisher.”

**Ronan McGonagle**



# Postgraduate Diploma in Business for Agri-Food and Rural Enterprise

The Postgraduate Diploma course builds upon the aptitude developed on the Postgraduate Certificate course by augmenting the skills of planning, implementing and evaluating change at an organisational level.

A student must pass the three Certificate modules and the three modules within their chosen option to obtain the Postgraduate Diploma award.

Examples of topics covered include: resource and needs analysis, business communication, research and development and project management.

## Module titles

### Core modules

- Planning and evaluating change management programmes
- Research and development

### Specialised modules

Students may also choose one of the following specialised modules reflecting their personal interests and preferred career route.

- Business communication
- Innovation management
- Rural enterprise development

## Entry requirements

- Applicants should normally possess a BSc (Hons) Degree in Agriculture, Geography, Horticulture, Food, Consumer Studies, Business Studies, Environmental Science, Rural and Business Studies or a related subject.

We welcome applicants with a diverse range of primary degrees as students from these different backgrounds make a positive impact within the agri-food and rural business sectors.

## Course duration

- Normally completed over one academic year of full-time study or two years of part-time study.



# What our students say



"This programme is flexible, in that it is enabling me to achieve an academic qualification and personal development alongside my work commitments. The range of modules and assessments covers all business aspects. It continues to support me and my progression into a managerial role. I enjoy networking with like minded people across various career paths through weekly class and group interaction."

**Victoria Brady**  
UMI Foods Limited



"Doing this course has helped me in dealing with customers in a more clear and professional way. Its flexibility really suits my work and family life. The three years of part-time study goes very fast. You get great support from the lecturers. Students work really well together and support each other, which allows for a fun, interactive and enjoyable learning environment."

**Kingsley Agoha**  
Axa Insurance



"Studying while working has enhanced my skills and competences. Having started at Almac I have progressed to a Business Development Coordinator for their Diagnostic Testing facilities based in Craigavon, Durham and the USA. This programme has given me the opportunity to grow as a person in an industry that goes through constant change. Studying part-time has helped me stand out from the crowd. It is one of the best decisions I have ever made and I haven't looked back."

**Michelle Devine**  
ALMAC Group

# Masters in Business for Agri-Food and Rural Enterprise

Upon successful completion of the Postgraduate Diploma course, students with the support of a recognised tutor, undertake research, demonstrating independent, innovative and creative thinking. Students complete an 18,000 word research thesis, where primary data collection is part of the research process.

Examples of previous research titles include:

- The development of a participative paradigm for inclusion of farmers in local decision making
- To fish or not to fish: Is risk perception a factor?
- Attitudes and behaviours of farmers in Northern Ireland towards renewable energy
- Optimistic bias: Does it have a role in health promotion?
- Is policy the solution to Northern Ireland's BVD problem?

## Entry requirements

- Applicants should normally possess a BSc (Hons 2.2 or above) Degree in Agriculture, Geography, Horticulture, Food, Consumer Studies, Business Studies, Environmental Science, Rural and Business Studies or related subject.

We welcome applicants with a diverse range of primary degrees as students from these different backgrounds make a positive impact within the agri-food and rural business sectors.

Students who successfully achieve a minimum of 50% in all six modules of the Postgraduate Diploma programme may complete a research project in an area associated with the option chosen at Postgraduate Diploma level.

## Course duration

- Normally completed over one calendar year of full-time study or three years of part-time study.

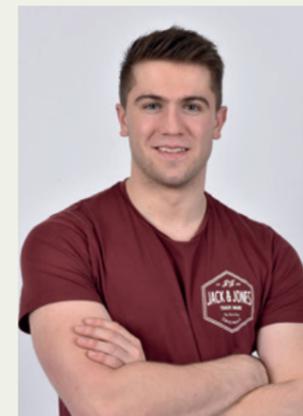


# What our graduates say



"The course enabled me to develop skills in a variety of areas. I experienced new activities including: teaching, film production, marketing and project management. I found the MSc research component specifically beneficial in my new job where analysing data, presenting findings and providing recommendations is a key. The programme fosters creativity across modules and the balance of practical and theoretical content makes the course interesting and rewarding."

**Amy McKeown**  
Customer Marketing Analyst, Dunbia



"The course has provided me with an academically challenging, intellectually stimulating and broad based programme of study. My aim was to develop into a highly employable graduate with a sound knowledge and understanding of effective management and leadership. It has prepared me for a career in a range of business areas. As a result of the skills acquired I have developed my own company in the field of personal training. I'm putting my business skills into action."

**Ross Falkingham**  
RNF Health & Fitness



"The course provided me with a range of knowledge and transferable skills which I have been able to utilise in my new job. The programme was designed to cater for a wide audience, allowing you to adapt what you learn to suit your area of interest. The lecturers created a relaxed learning environment, enhancing the overall experience. I left feeling motivated and confident in my own ability, with a new group of friends and great memories."

**Bridget Nugent**  
Galbally Youth and Community Association



# Why study with us?

## Benefits of study

- Improved business communication skills across a range of work situations.
- Enhanced capacity to manage change effectively.
- More effective decision making.
- Better project management skills.
- Enhanced performance in the work environment.
- More effective management of resources.
- Increased confidence when dealing with customers and colleagues.
- Enhanced career prospects and progression.

## Employment opportunities

There are numerous opportunities in the agri-food and rural business sectors for individuals who have the education, training, imagination, ambition and drive to meet the challenges of this dynamic sector. Our record of graduate recruitment is excellent, with over 95% of full-time students gaining employment within six months of completing the course. In addition part-time students have attributed improved job performance and promotion to the course.

## Which jobs will I be qualified for?

Our students enter with different qualifications and develop different competences, hence there is a wide variety of jobs/careers which our graduates are qualified to undertake. They have developed a range of core competences, which are transferable to a variety of situations and have enhanced their career choices. Employees are considered to be the most important asset in an organisation and good business communication skills and team working are pre-requisites for almost every job.



## Study abroad

In recent years, the college has undertaken exchange programmes through ERASMUS and Christian Aid NI welcoming students from Kenya, Tanzania and Austria to the campus. Loughry students have also visited these countries to complete their MSc projects.

Each year students on the MSc course are offered the opportunity to study for 12 weeks in Vienna during the summer to complete their thesis, which is partially funded through the ERASMUS programme at Queen's University Belfast.

Students also have the opportunity to visit Kenya to complete their MSc project during the summer. This is normally a four to six week trip and you would be working with a development organisation within the areas of rural development and health care.

Two MSc students may also have the chance to undertake part of their research project at Michigan State University, USA. This trip will be for approximately six weeks and like all the international opportunities on the MSc programme, it adds a unique dimension to the course.



## Student life

The College encourages students to relax and mix socially. Consequently, there is a wide range of clubs and societies at the campus with students taking an active role in their management. Accommodation is available for full-time students on-site, in single study bedrooms with self catering facilities.

Loughry Campus is equipped with up-to-date computer suites and library facilities, which have a comprehensive range of dedicated books and journals and on-line computer databases. The audio-visual facilities include a full range of digital projection equipment, desktop publishing and video editing suites.

## Application procedures

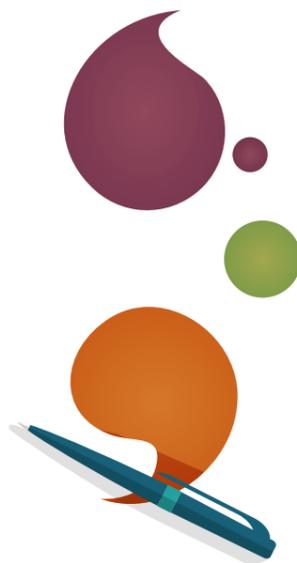
Applicants for all of the programmes should apply on-line using the Queen's University Belfast postgraduate application form which can be accessed at [www.qub.ac.uk](http://www.qub.ac.uk). The 'Business for' courses are listed under the taught programmes section including the Graduate Certificate in Business Communication for Rural Enterprise.

## Course fees

Course fees are competitive; please contact one of the course team using the freephone number **0800 028 4291** for the latest information.

## Open Days

Our Open Days provide an ideal opportunity to view the facilities, meet the staff and gain a better insight into the different components of the course. We normally hold three such events per year, in April, June and August. Please check our website [www.cafre.ac.uk](http://www.cafre.ac.uk) for details of our next Open Day.





**For further information contact:**

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