



Queen's University
Belfast



College of Agriculture,
Food & Rural Enterprise

let's talk

communication prospectus

Advanced Diploma Courses
Postgraduate Courses
Certificate, Diploma, Masters
Business Development Courses



Department of Agriculture
and Rural Development
www.dardni.gov.uk



let's talk
communication

our programmes

Advanced Diploma in Personal and Business Communication

Postgraduate Certificate in Communication

Postgraduate Diploma in Communication with options in Training and Development for Rural Business or Strategic Management for Rural Business

Masters in Communication with options in Training and Development for Rural Business or Strategic Management for Rural Business

Business Development Programmes

Introduction

For over forty years, Loughry Campus, Cookstown in conjunction with Queen's University, Belfast has provided a suite of programmes in Communication which have been developed to meet the changing needs of those working in agri-food and rural businesses.

The programmes we offer range from the Advanced Diploma in Personal and Business Communication (at graduate level) through to postgraduate programmes at Certificate/Diploma/MSc level, up to PhD.

The communication 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 conceptual understanding of the principles and processes of change within an individual, group or organisational context, through an active and innovative approach to learning and teaching.

Aim

To develop peoples' knowledge and competencies to enable 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 course promotes learning through a number of approaches such as problem-based learning exercises, project work, 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 Postgraduate programmes are offered on a full-time and part-time basis. The full-time course normally consists of three full days of class per week, while the part-time course is delivered on one evening per week. We place a strong emphasis on continuous assessments with the majority of final marks coming from module assignments.

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 communication project for a local business – recent examples include internal communication audits, customer satisfaction surveys and creating new promotional material.

For part-time students, applied assignments provide the opportunity to relate and contrast classroom theory with their own work experience.

Advanced Diploma in Personal and Business Communication

This course has been designed to meet the specific needs of those working in the agri-food, rural business and community sectors who wish to enhance their communication skills, computer skills and personal effectiveness. The course offers individuals, with relevant work experience but no formal qualifications, a route to gain entry into the postgraduate programmes.

Examples of topics covered on the course include: working as an effective team, preparing for job interviews and developing interactive presentations.

Module titles

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

Entry requirements and course duration

- You must be at least 21 years of age and have attained GCSE Grade C passes (or equivalent) in English and Mathematics. The course is uniquely 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 Communication programmes.
- Normally completed over one year of part-time study, one day per week.



Postgraduate Certificate in Communication

The Postgraduate Certificate course develops the communication skills required by supervisors/managers to effect positive change in the agri-food and rural business sector. The course consists of three modules, which concentrate on the specific skills required to work effectively and provide an introduction to the core concepts associated with the two options on the Postgraduate Diploma 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

- Communication skills to effect change
- Communication dynamics
- Managing the learning process

Entry requirements and course duration

- Applicants should normally possess a degree in Agriculture, Horticulture, Food, Equine Studies, Geography, Consumer Studies, Business Studies, Environmental Science, Rural and Business Studies 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 Advanced Diploma (obtaining a minimum of 50% in each module) may progress onto the Postgraduate Certificate.

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

Postgraduate Diploma in Communication with options in Training and Development for Rural Business or Strategic Management for Rural Business

The Postgraduate Diploma course builds upon the skills developed in the Postgraduate Certificate course by developing the skills of planning, implementing and evaluating change at an organisational level. Students may specialise either in Training and Development for Rural Business or Strategic Management for Rural Business.

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, internal communication, research and development and project management.

Module titles

Training and Development option:

- Communication research and development
- Planning and evaluating change management
- Employee development for rural business

Strategic Management option:

- Communication research and development
- Planning and evaluating change management
- Strategic management for rural business

Entry requirements and course duration

- Applicants should normally possess a 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.
- Normally completed over one academic year of full-time study or two years of part-time study.



Masters in Communication with options in Training and Development for Rural Business or Strategic Management for Rural Business

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 a 15,000 word research thesis, where primary data collection is part of the research process.

Examples of previous research titles include:

- Owners' perceptions of the contribution of graduates within small food businesses
- Why are we still eating what we eat?
- Risk perception and its affect on the decision making process of managers within the equine breeding sector in Ireland
- An investigation of employers' perception of "excellent communication skills"
- Sustainable Agricultural Practices: A farmer's perspective
- Discounting: A loyalty conundrum
- Is Policy the solution to Northern Ireland's BVD problem?

Entry requirements and course duration

- Students who successfully complete all six modules on the Postgraduate Diploma programme (with a minimum of 50% in each module) may complete a research project in an area associated with the option chosen at Postgraduate Diploma level.
- Normally completed over one calendar year of full-time study or three years of part-time study.



Business Development programmes

The Communication department at Loughry Campus delivers a wide range of bespoke training programmes to organisations in the agri-food and rural business sectors.

In addition, all of the accredited modules from the communication course portfolio can be completed on an individual basis.

Examples of programmes previously delivered include:

- Presentation skills
- Meeting skills
- Project management
- Assessment techniques
- Teamwork and motivation
- Managing change

Research

There is an active communication research programme, which involves near-market research on behalf of companies and local businesses, by students completing their MSc or PhD studies, as well as applied research by staff. The research work is concentrated in areas which reflect the specialist expertise of staff for example: Internal Communication Processes within Businesses; Risk Perception and Food Safety; Consumer Behaviour and Performance Management Initiatives. Staff publish papers in a number of business and scientific journals and deliver lectures at conferences.



Benefits of studying for an award in Communication:

- Improved 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

What are my chances of getting a job when I finish the course?

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?

Communication students enter with different qualifications and develop different competencies hence there is a wide variety of jobs/careers which our graduates are qualified to undertake. They have developed core competencies which are transferable to a range of situations and have a greater range of career choices than when they entered the programme. Employees are considered to be the most important asset in an organisation and 'good communication skills' and team working are pre-requisites for almost every job.

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, in the postgraduate accommodation wing.

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.

The Campus has in recent years 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.

Application procedures

Applicants for the postgraduate programmes should apply on-line using the Queen's University, postgraduate application form which can be accessed at www.qub.ac.uk. All the Communication courses are listed under the taught programmes section including the Advanced Diploma in Personal and Business Communication.

Course fees

Course fees are very competitive. Please contact one of the course team using the freephone number (0800 028 4291) for the latest information on course fees.

Open Days

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

Don't just take our word for it, here's what past students think



"I chose the Communication course as I knew that communications would play an important role in whatever career I was in. A big benefit of the course is the range of 'real life' experiences you are given which helped me to get the job I am in today. Overall I found the Communication course a very valuable asset for my CV and enjoyable experience."

Lauren McMaster,
Research Assistant,
Queen's University Belfast



"In a busy factory environment you are constantly bombarded with information and communicating on a variety of levels. This course has helped me analyse my communication interactions and be more effective in my role with the skills I have gained."

Alan Chambers,
IT Service Manager,
Moy Park Ltd.



"The communication course really set me up for my first job, I gained a range of practical skills to help me communicate in my daily work and I have a greater awareness of the how the different parts of business interact and the key role of communication in implementing strategic change."

Victoria Henderson,
Quality Assurance Technologist,
United Biscuits



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