



## Student View

**Isobel Jones**

I chose the Food and Agribusiness Management programme as it combines business and agriculture. I am not from an agricultural background nor did I study Agricultural Science for my Leaving Certificate but this did not hinder me whatsoever. The friendly and welcoming nature of every Agricultural science student made it extremely easy for me to make friends. I joined the school debating team and competed in the All-Ireland Great Agri-Food debate.

I completed my PWE in third year at Deloitte where I worked as part of the Debt Advisory team working for clients within the food industry. This integrated work experience is a reason why I chose this course as it gave me an opportunity to sample a corporate office environment, before committing to a full-time job.

I also completed a semester abroad at Cornell University, New York. This is one of the many advantages to studying at UCD. Their partnership with an IVY League University meant that I got to spend four months studying in upstate New York, sampling life as an American college student and learning from world-renowned professors. We took every opportunity to travel during our stay and visited Toronto, spent thanksgiving in Montreal, watched an NBA game in Boston and of course spent a couple of days in the city that never sleeps. I was awarded a UCD Student Exchange Scholarship, which helped with some costs associated with the semester.

# Programme Pathway

## Food & Agribusiness Management

DN250

### Year 1 Subjects

Animal Biology & Evolution
Introductory Chemistry
Mathematics for Agriculture
Physics for Agricultural Science
Agricultural Economics & Business
Information Skills
Introduction to Biomolecules
Cell & Plant Biology
Land use and Environment
Introduction to Food and Agribusiness Management
Optional Modules

### Year 2 Subjects

Business Management
Business Law
Principles of Crop Science
Applied Economic Analysis
Applied Biostatistics
Food Macronutrients
Agricultural Microbiology
Health, Welfare & Safety
Elective Modules

### Year 3 Subjects

Financial Planning and Control
Food Chain Integrity
Principles of Meat Science
Statistics & Econometrics
Spreadsheet Modelling
Professional Work Experience
Elective Modules

### Year 4 Subjects

Farm Business Management
Agri-Environmental Economics
Professional Communications
Research Project
Agricultural Policy
IT and E-Business
International Food Marketing
Enterprise Development
Food & Agribusiness Strategy
Agri-Taxation
Elective Module

## BAgrSc Honours

### UCD Graduate Study

MSc Food Business Strategy
MAgrSc Sustainable Agriculture and Rural Development
Walsh Fellowship Research Opportunities
MSc and PhD Research
MAgrSc Environmental Resource Mgt
MSc Food Safety & Risk Analysis
MSc Food, Nutrition & Health

### Career Opportunities

Business Manager
Teacher/Lecturer
Marketing Manager
Farm Manager
Journalist
Project Management
Production Manager
Communications Manager
Technical Sales Manager
Business Development Officer
Government Official
Policy Analyst
Agricultural Consultant
Quality Assurance Officer
Market Analyst
Stockbroker
Entrepreneur
Accountant

### Conversion or Complementary Courses

Professional Master of Education (PME)
MSc Business Studies
Master of Business Administration
HDip Computer Science
Master of Accounting
MSc Management
MSc Digital Marketing

## Graduate View

**Shane O'Neill** | Marketing Advisor - Middle East, Bord Bia

Growing up in Kilkenny I was fortunate to witness the rapid development of the agriculture and food sector. Working on my uncles farm during school holidays really sparked my interest in agriculture and influenced my decision to study Agricultural Science. Upon graduating from Agricultural Science in WIT I decided to transfer to UCD to study Food and Agribusiness Management.

With a keen interest in Agricultural Economics, transferring was one of the best decisions that I have ever made. The friendships that I made have also proven to be an invaluable network that I can always rely on for insight and advice. Since graduating, I completed a graduate visa in New York where I worked with Ornuua as a Sales and Marketing executive. I am currently studying a Masters in International Marketing with Bord Bia and the UCD Michael Smurfit Business School and am based in Dubai where I am working with a number of Irish companies on market development activities.

