

## **Student View**

#### Luke Greene

I am currently a final-year student studying Food Business with Chinese Studies at UCD. I chose this course as I have a keen interest in the Irish food industry and Chinese language and culture. As arguably the biggest economy in the world, China is a major opportunity market for Irish food and drink products. The skills acquired on this course are highly sought after by future employers.

The Confucius Institute at UCD is a state-of-the-art facility for learning Chinese in Ireland. The class sizes are small and personal, creating a great environment to learn. The food business aspect of the course is delivered by the renowned UCD School of Agriculture and Food Science.

I am currently concluding my exchange year which is undoubtedly the highlight of the course. Two semesters abroad offers you the perfect opportunity to not only improve your language skills, but to live in the culture and gain a really strong understanding of it.

# **Programme Pathway**

# **Food Business with Chinese Studies**

#### **Year 1 Subjects**

Animal Biology & Evolution Introductory Chemistry Mathematics for Agriculture Physics for Agricultural Science Agricultural Economics & Business Introduction to Biomolecules Cell & Plant Biology Land Use and Environment Chinese Language Experience\* Elementary Written Chinese\* Elementary Spoken Chinese\* Optional Modules

#### **Year 2 Subjects**

Business Management Applied Economic Analysis Financial Planning and Control Health, Welfare & Safety Intermediate Spoken Chinese Intermediate Written Chinese Optional Modules \* Students interested in progressing to the Food Business with Chinese Studies dearee through the omnibus route must

undertake three Chinese language

modules by the end of year one.

#### **Year 3 Subjects**

One year Study Abroad at UCD partner university in China

#### **Year 4 Subjects**

Food and Agribusiness Strategy International Food Marketing Agricultural Policy Enterprise Development

# **BAgrSc Honours**

#### **UCD Graduate Study**

MSc Humanitarian Action 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

MSc Food Business Strategy

#### **Career Opportunities**

**Business Manager** Teacher/Lecturer Marketing Manager Farm Manager Journalist Project Management **Production Manager** Communications Manager **Business Development Officer** Government Official Policy Analyst Global Markets Executive Agricultural Consultant Quality Assurance Officer Market Analyst Stockbroker

Dr. Chenguang Li | Lecturer in Food Economics and Marketing and Deputy Provost, Guangzhou-

#### Conversion or **Complementary Courses**

Professional Master of Education (PME) MSc Business Studies Master of Business Administration **HDip Computer Science** Master of Accounting

## **Staff View**



food and drink industry, it is crucial that we

have quality programmes in the Irish higher education system to equip talented young people with global outlooks, food economics and business skill, language ability and a good understanding of Chinese culture and the market. The UCD Food Business with Chinese programme is designed to deliver future leaders of the Irish food and drink industry to navigate successfully in this market.

