



MARCUS OLDHAM COLLEGE
Developing Professionals in Agriculture and the Horse Industry

Bachelor of Business (Agribusiness)

with nested

Associate Degree in Agribusiness

and

Diploma of Agribusiness

COURSE OUTLINE

Agribusiness Program - Course Structure

Units	Year 1: Diploma of Agribusiness Full Year	Year 2: Associate Degree in Agribusiness Full Year	Year 3: Bachelor of Business (Agribusiness)	
			Semester 1	Semester 2
Agribusiness Management Studies 1		Agribusiness Management Studies 2 Agribusiness Professional Experience*	Strategic Supply Chain Management International Business	Agribusiness Management Studies 3* Business in Asia
Agribusiness Economics and Marketing		Agribusiness Strategic Management and Economics Agribusiness International and Applied Marketing	International Marketing Strategic Marketing	Marketing Research Consumer Behaviour Marketing Management Advertising and Public Relations Brand Management
Introduction to Human Resource Management and Business Communication		Human Resources and Business Communication	Organizational Behaviour Human Resource Development	Industrial Relations Strategic HR Management Change Management
Agriculture Production Systems			Sustainable Resource Management	
Introduction to Agribusiness Accounting and Tax		Agribusiness Accounting and Business Law	Corporations Law Principles of Income Tax Law	Marketing Law Business Tax Law Accounting for Planning and Control Financial Accounting Theory and Practice
Agribusiness Finance and Planning		Agribusiness Finance	Financial Management for Agribusiness* Financial Modelling	Corporate Finance International Finance and Investment
Agribusiness Information Systems				
Agribusiness Information Applications		Agribusiness Information Systems and Data Analysis 2	Small Business Systems	

Note:

Students must complete all Units.
Units are conducted over the full academic year

Note:

Students must complete all Units.
Units are conducted over the full academic year with the exception of Agribusiness Professional Experience (*) which is 10 weeks and runs from April to July

Note:

Students have to complete 8 Units. 2 compulsory (indicated *) and 6 electives
Unit names may change and are subject to availability.

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*Choose six elective Units on page 45.

Rules of Progression – To be eligible for the award of Associate Degree in Agribusiness, a student must successfully complete the Diploma of Agribusiness and the 8 units listed in the 2nd year of the Associate Degree.

Bachelor of Business (Agribusiness)

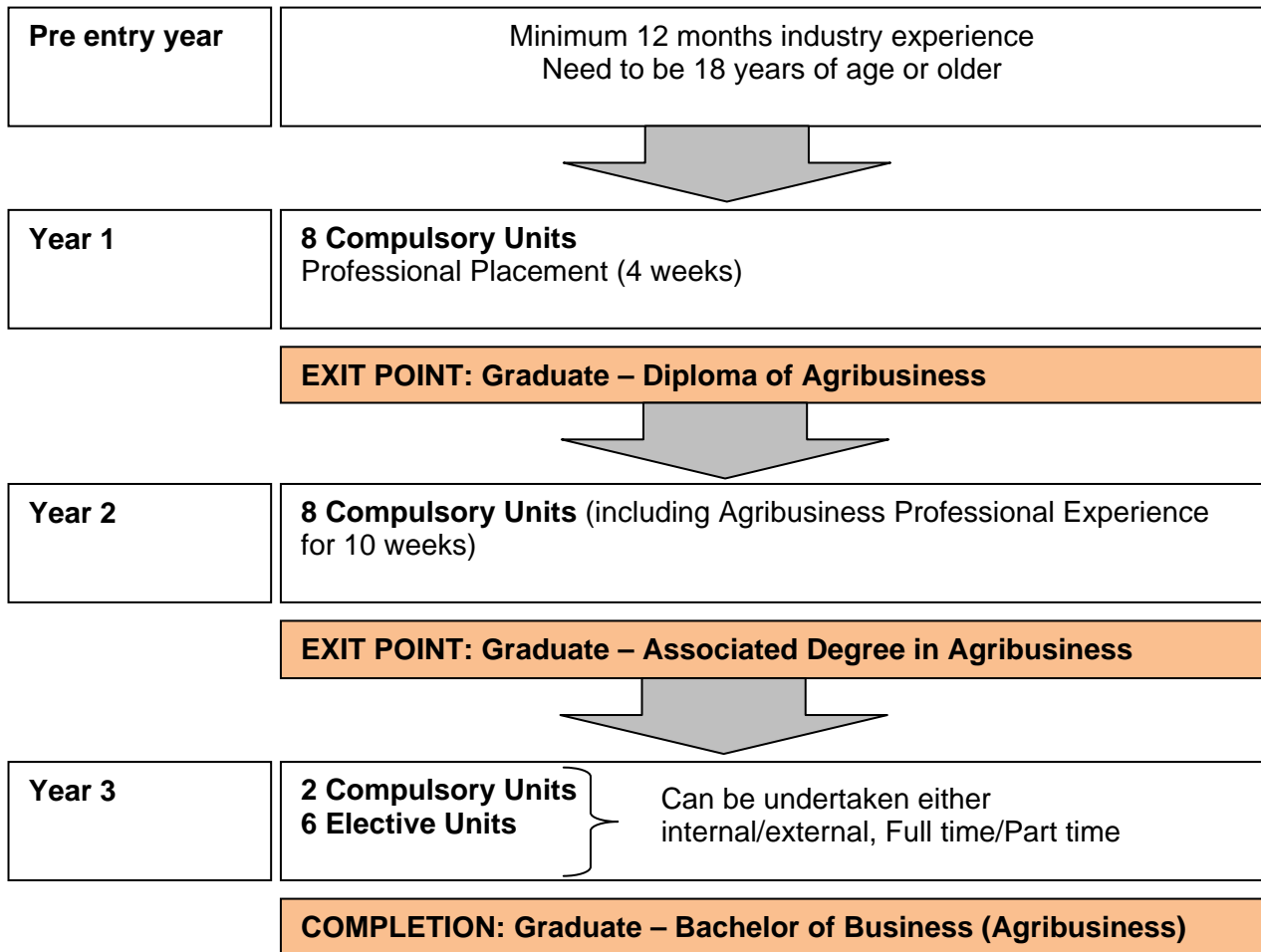
In the third year of the Bachelor of Business (Agribusiness) students are required to complete a total of **8 units**.

MMH349 Industrial Relations	1
MMH230 Strategic Human Resource Management	1
MMM240 Organizational Behaviour	1
MMH232 Human Resource Development	1
MMH356 Change Management	1
MLC203 Corporations Law	1
MLC206 Marketing Law	1
MLC 301 Principles of Income Tax Law	1
MLC 305 Business Tax Law	1
MMK358 International Marketing	1
MMK325 Strategic Marketing	1
MMK265 Marketing Research	1
MMK266 Consumer Behaviour	1
MMK277 Marketing Management	1
MMK393 Advertising and Public Relations	1
MMK 380 Brand Management	1
MAF302 Corporate Finance	1
MAF384 Financial Modelling	1
MAF306 International Finance and Investment	1
MSC220 Small Business Systems	1
MMM365 Strategic Management	1
MSC388 Strategic Supply Chain Management	1
MMM282 International Business	1
MOCSR4 Sustainable Resource Management	1
MMM 385 Business in Asia	1
MAA202 Accounting for Planning and Control	1
MAA301 Financial Accounting Theory and Practice	1
MOCAMS3 Agribusiness Management Studies 3	1
MOCFMA3 Financial Management for Agribusiness	1

Specialisations – Students are to complete the 2 compulsory units – Financial Management for Agribusiness and Agribusiness Management Studies 3. Students also choose 6 elective units from the above list of Deakin University and Marcus Oldham College units.

Rules of Progression – To be eligible to be awarded the Bachelor of Business (Agribusiness) students need to successfully complete the Diploma of Agribusiness, Associate Degree in Agribusiness and 8 units as listed above.

EXIT POINTS



GRADUATE ATTRIBUTES

Knowledge and Understanding

1. Adopt a strategic development and problem solving approach that enables the graduate to competently recognise required outcomes and develop strategies to achieve those outcomes.
2. Apply theory and established process to practice in familiar and unfamiliar situations. Here the graduate would be able to recognize the relevance of a theory or process to a situation in practice and use, or adapt that knowledge to generate greater practical understanding and predictability.
3. Be flexible and adaptable to new situations in the workplace and the broader environment, and recognize the value of new research, new knowledge and new processes as these need to be incorporated in a changing world.
4. Exercise critical judgment, rigorous, and independent thinking through the identification of flawed argument and data, and the capacity to evaluate alternatives and select those most promising to implement.
5. Exercise creative and imaginative thought by moving beyond the known and the routine to suggest ideas and solutions that are innovative and evaluated as possible of success.

6. Possess an understanding and desire for the need and the necessity for lifelong learning and continued professional development in a changing world and the capacity to source these needs as required.

Workplace Skills

- a. Effectively manage time to prioritise work, have a sense of quantum of time required by tasks, and take account of deadlines.
- b. Have good negotiation skills that enable the graduate to understand the desired outcomes of a negotiation, develop strategies for that negotiation, and to understand the needs of other stakeholders in the negotiation.
- c. Work effectively with others in a team environment to achieve identified outcomes.
- d. Demonstrate leadership capabilities in work group situations, and in managerial roles. Leadership includes here not just the leadership and management of others, but also leadership in thought and new knowledge identification and adoption.
- e. Accept responsibility for actions in work and be able to justify courses of action taken and reflect on outcomes that were successful as well as those that were unsuccessful
- f. Be able to develop and plan for personal and professional goals, and identify and implement strategies to achieve those goals.

Graduate Attributes expected at each level of exit.

These Graduate Attributes need to be interpreted within the Vocational Outcomes for each level of course exit, as described below.

Diploma – graduates are generally employed at assistant or supervised level and would be expected to develop these Graduate Attributes at a routine level, or a level where assistance and advice is readily available. They would not be expected to develop Knowledge and Understanding Attributes 4 and 5, nor Workplace Skills Attributes b and d. Although the problem solving component of Knowledge and Understanding Attribute 1 would be exhibited, the strategic development component would not be expected.

Associate Degree – graduates are generally employed in assistant managerial roles and junior operational roles. Graduates would be expected to develop these Graduate Attributes to a routine level where autonomous action may be required and assistance and advice not necessarily forthcoming, but instead may be expected of the graduate. While there is an expectation that all Graduate Attributes would be in evidence at some level, Knowledge and Understanding Attributes 4 and 5 would not be expected to be highly developed.

Bachelor's Degree – graduate emphasis here is on strategic management and employment would generally be in managerial, consultant, or analyst positions. At this level all Graduate Attributes would be expected to be achieved and used in leadership and autonomous work situations.

DIPLOMA OF AGRIBUSINESS – FIRST YEAR UNITS

UNIT: INTRODUCTION TO HUMAN RESOURCE MANAGEMENT AND BUSINESS COMMUNICATION

Contact: 100 hours

Objectives:

During this unit of study, students will:

Business Communications

Develop theoretical knowledge, skills and attitudes for self directed learning, self-management and effective communication in a range of business environments.

Workplace Supervision

Develop a working knowledge of fundamental management theories, and learn to skilfully apply these for effective management of personnel in business settings.

Content:

Topics covered in this unit include:

Business Communications

- Communication Theory and Practice
- Personality Types for Teamwork and Learning
- Developing Listening Skills
- Understanding Meeting Procedures
- Debating
- Skills for Public Speaking
- Report Writing
- Negotiation
- Job Resumes, Applications & Interviews
- Managing Stress & Conflict
- Goal Setting and Time Management

Workplace Supervision

- Leadership in a business environment
- Job Design
- Advertising for new employees
- Recruitment of new employees
- Development and Administration of Work Contracts
- Instant and performance related dismissal of staff
- Occupational Health & Safety Functions in Management
- Communication for Effective Workplace Management
- Motivating Self and Others in the Workplace
- Competencies for Management
- Workplace Design

Assessments

Topic	Term	Assessment	Limits	Weight
Business Communication	2	Team Debate		20%
Business Communication	3	Job Applications	800 -1500 words	30%
Business Communication	ALL	Participation		20%
Workplace Supervision	4	Exam	2 hours	30%

Recommended Readings:

Bailey, JE, Schermerhorn, JR, Hunt, JG and Osborn, RN 1986, *Managing organisational behaviour in Australia*, John Wiley and Sons, Sydney.

De Cieri, H, Kramar, H 2003, *Human resource management in Australia: strategy, people, performance*, Boston, McGraw-Hill.

Dessler, G, Griffiths, J, Lloyd Walker, B and Wilkins, A 1999, *Human resource management*, Prentice Hall, Australia.

Dwyer, J 2009, *The business communications handbook*, Pearson Education, NSW.

lancevich, JM 2004, *Human resource management*, 9th edn, McGraw Hill/Irwin, Boston.

Maud, L 2001, *Introduction to Human resource management: theory and practice*, Palegrave, New York.

Noe, RA, Hollenbeck JR & Gerhart, B 2007, *Fundamentals of human resource management*, McGraw – Hill, Boston.

Peters, TJ & Waterman, RH 2004, *In search of excellence: lessons from America's best run companies*, Profile, London.

Robbins, SP, Bergman, R, Slagg, I and Coulter, M 2003, *Management*, 3rd edn, Prentice Hall, Forest Hill.

Robbins, S.P 1994, *Organisational behaviour: concepts, controversies & applications*, Prentice Hall, Forest Hill.

Robbins, S, Millett, B, Cacioppe, R and Waters-Marsh, T 2001, *Organisational behaviour: leading and managing in Australia and New Zealand*, 3rd edn, Pearson Education, NSW.

Roebuck, D, McKenney, M 2006, *Improving business communication skills*, Pearson Education, NJ.

Stone, R J 2008, *Human resource management*, 6th edn, Wiley, Brisbane.

Tymson and Sherman 1990, *The Australian public relations manual*, Millennium, Sydney.

Wood, JM, Wallace, J, Zeffane, RM, Chapman, J, Fromholtz, M and Morrison, V 2001, *Organisational behaviour: a global perspective*, 3rd edn, John Wiley & sons, Milton Qld.

UNIT: AGRIBUSINESS ECONOMICS AND MARKETING

Contact: 100 hours

Objectives:

During this unit of study, students will:

- Critically analyse the respective issues, trends, challenges and structures in key Australian agribusiness sectors.
- Develop the theoretical knowledge of key supply and demand drivers and associated price determination and industry/business responses.
- Develop the theoretical knowledge and the practical skills to apply core marketing principles to Australian agribusiness operators and produce an appropriate marketing plan for such a business.
- Fully understand macro-economic fundamentals and related policy direction and how these impact on Australian agribusiness.
- Develop theoretical knowledge of risk assessment and understand the basics of hedging strategies.

Content:

Topics covered in this unit include:

Agricultural Economics

- Key Macroeconomic Concepts e.g. GDP, Trade
- Supply, Demand and Price Equilibrium
- Industry and Business Responses to Economic Issues

Industry Structures

- Industry Structures and Programs
- Role of Government in Agribusiness
- Contemporary Issues and Challenges
- Consumer and Societal Trends and Responses

Marketing Principles

- Marketing Principles – Product/Place/Promotion/Price
- Market Intelligence/Monitoring
- Marketing Plans
- Managing Price Risk

Commodity Marketing

- Risk management
- Futures contracts
- Forward contracts,
- Basis
- Foreign currency.

Assessments

Topic	Term	Assessment	Limits	Weight
Industry Structures	2	Assignment	1000 words	20%
Commodity Marketing	3	Exam	1 Hour	20%
Marketing Principles	3	Assignment	1,500 words	30%
Ag Economics	4	Exam	2 hours	30%

Recommended Readings:

Assael, H, Reed, P, Patton, M. (1997) *Marketing Principles and Strategy*. Harcourt Brace Sydney, NSW

Australian Bankers Association. , (1995). *Financing Your Farm*. (2nd Ed.). Melbourne, Australian Bankers Association

Blanks, R. and Bartholomaeus, M. (1995) *Grain Marketing Lingo*. Agriculture Victoria in conjunction with the Grains Research & Development Corporation, Melbourne

Cramer, G.L., Jensen, C.W. and Southgate, D.D. (2001) *Agricultural Economics and Agribusiness* Wiley, Brisbane

Department of Primary Industries and Energy (1997) *Competitive Performance: Case Studies in Australian Agribusiness*, Commonwealth of Australia, Canberra

Drummond, H.E. and Goodwin, J.W (2004) *Agricultural economics* Prentice Hall, Upper Saddle River, N.J.

Farmshed Features – Price Risk Management (2002) - Website: thefarmshed.com.au/features/risk/content

Fletcher, R, Brown, L. (1999) *International Marketing: An Asia-Pacific Perspective*. Prentice Hall, French's Forest, NSW

Groves, J, Da Rin, J, (1999) *Buying and Selling On Line: The Opportunities for Electronic Commerce for Australian Farm Businesses*. RIRDC Publication, Barton, ACT

Kerin, A. et al (2003) *Marketing*, McGraw-Hill/Irwin, Boston

Kotler, P. (1994) *Marketing: Australia and New Zealand*, (3rd edition) Prentice Hall, Sydney

Kotler, P (2001) *Marketing* 5th Edn Prentice Hall, New York

Lubula, M. (1997) *Wool futures: Price risk management for Australian woolgrowers*, Australian Bureau of Agricultural and Resources Economics, Canberra

Moore, S. and Jasch, C. (1995) *Trading Australian Futures*, Ladowl Pty Ltd, Brisbane

Neilson, D.G. (1988) *Principles & Practice of Farm Management Accounting*. 3rd ed. The Law Book Company Ltd, N.S.W.

Palmer, A. (2004) *Introduction to Marketing: Theory and Practice*, Oxford University Press, Oxford

Papandrea, F, Wade, M. (2000) *E-Commerce in Rural Areas: Case Studies*. RIRDC Publication No 00/185. Kingston, ACT

John P., Capps, O. and Rossen, C. (2001) *Introduction to Agricultural Economics, 3rd Ed*, Pearson, Education, Sydney

Schrimper, R (2001) *Economics of Agricultural Markets*, Pearson, Education, Sydney

Tate, C. (1997) *Understanding Options Trading in Australia from Basic Concepts to Advanced Trading Strategies*. Wrightbooks, Elsternwick, Vic.

Williams, J (1996) *Managing Agricultural Price Risk*, Monash University and National Australia Bank, Melbourne

UNIT: AGRICULTURE PRODUCTION SYSTEMS

Contact: 100 hours

Objectives:

During this unit of study, students will:

- Demonstrate an understanding of systems thinking and apply systems analysis to agribusiness systems.
- Identify factors which influence the structure and functioning of agribusiness systems.
- Examine the role of a range of industry structures.
- Apply the agronomic knowledge and practical skills to identify the issues within both a plant and animal production system that affect the market specifications of the intended product.
- Outline the on-farm production system for a range of agricultural products.

Content:

Topics covered in this unit include:

Agricultural Production Systems

- Defining a system
- Systems methodology and thinking
- Identify the agricultural resource involved within a production system.
- Managing systems sustainably

Farm Profile

- Understanding the drivers of farm production system from:
 - Climate
 - Soils
 - Land use
 - Crop and animal systems
 - Pastures
 - Machinery
 - Facilities
 - Calendar of operations

Crop Production Systems

- Agronomic Fundamentals
- Plant function.
- Nutrient management including fertilizers.
- Weeds, pests and diseases.
- Integrated pest management.
- Managing weed resistance.
- Crop stages and understanding (Zadoks score).
- Water use efficiency.

Fundamentals of crop management

- Crop production with in Australia.
- Global crop production.
- Extensive plant production – pulse crops, cereal crops and oil seed crops.
- Summer cropping.
- Pasture production and pasture cropping.

Animal Production Systems

- Principles of Ruminant nutrition
- Reproductive Management
- Genetics and Breeding for productivity
- Management for meat production

- Management for fibre production
- Grazing management
- Intensive Production Systems

Assessments

Topic	Term	Assessment	Limits	Weight
Agricultural Production Systems, Farm Profile, Fundamentals of Crop Management	1	Exam	3 hours	50%
Crop Production Systems	3	Assignment	1000 words	20%
Animal Production Systems - Extensive	3	Assignment	1000 words	20%
Animal Production Systems - Intensive	4	Exam	30 min	10%

Recommended Readings:

Campbell, Andrew. (1991). Planning for Sustainable Farming. Lothian Books, Port Melbourne, Victoria

Campbell, Keith O. and Bowyer, John W. (1995). The Scientific Basis of Modern Agriculture, South Melbourne, Sydney University Press

CRC Beef Quality (2000) Producing & Processing Quality Beef from Australian Cattle Herds

Dellow and McDonald. (Ed). Weed Control in Winter Crops (1994). NSW Department of Agriculture, Tamworth, (1992)

Forbes, J.C. and Watson R.D. (1992) Plants in Agriculture, Cambridge University Press

Gardener, J.A.A. [et al] (Eds.). (1990). Pig Production in Australia. Sydney: Butterworths

Glowinski. (Ed). (1991) The Complete Book of Fruit Growing in Australia. Lothian Books, Port Melbourne

Hungerford, T. G. (1990). Diseases of Livestock. Sydney: Angus and Robertson

Hay, R.D. and Edwards, W.M. (1999) Farm management, 4th WCB/McGraw Hill, Boston

Kaus, R., Lapworth, J. & Carroll, P. (1997) The Stockman's Handbook,, DPI, Queensland

Kondinin Group. (1992). Canola Cache. Kondinin Group, Western Australia

Malcolm, B., Sale, S. and Egan, A. (1996) Agriculture in Australia: an introduction, Oxford University Press, Melbourne

National Farmers' Federation. (2004) Australian Agriculture Morescope, Melbourne

Perry, Michael and Hillman, Brian. (Eds.). (1991). The Wheat Book: A Technical Manual for Wheat Producers, W.A., Department of Agriculture

Pratley, J.E. (Ed.). (1994) Principles of Field Crop Production. (3rd Ed) South Melbourne, Sydney University Press

Squires, V and Tow, P. (Eds.). (1991) Dryland Farming: A Systems Approach, South Melbourne, Sydney University Press

Turner, J. and Taylor, M . (1998) Applied farm management, Blackwell Science, Oxford

UNIT: INTRODUCTION TO AGRIBUSINESS ACCOUNTING AND TAX

Contact: 100 hours

Objectives:

During this unit of study, students will:

- Develop an understanding of cash books and be able to apply this to a rural enterprise. Develop the knowledge to design and manage control systems for cash and petty cash systems.
- Develop knowledge of the purpose and nature of accounting concepts and process to be able to prepare financial statements on a cash and accrual basis.
- Be able to apply the accounting entity concept to distribute profits to the owners under a range of business structures.
- Develop an understanding for specific accounting methods in relation to an Agribusiness.
- Develop an understanding of costs structures and allocation of income and expenses between various enterprises.
- Develop an understanding taxation on primary production business.

Content:

Topics covered in this unit include:

Cash Books, Cash Control and GST

- Cash Books
- Cash control procedures.
- GST and BAS statement.

Preparing Financial Statements

- Elements of Financial Statements
- Single Entry Accounting and Double Entry Accounting
- Accounting for Agribusiness Enterprises producing classified Profit and Loss Statements and Balance Sheets.

Agribusiness Accounting

- Accounting for assets including depreciation, intangible assets, asset revaluation, asset impairment, biological assets, Farm Management Deposits, Grain Pools and inventory.
- Accounting for liabilities including, provisions, bank bills, debt, leases
- Accounting for partnerships, companies and trusts
- Cash flow statements
- Classification of costs and gross margins

Taxation

- Taxation for a primary production business including sole trader, partnership, company and trust
- Income averaging, tax offsets, assessable income
- Allowable deductions for an individual including home office, motor vehicles, rental investment
- Allowable deductions for a business including small business tax concessions, superannuation, depreciation, primary production tax concessions, trading stock
- Capital gains tax, fringe benefits tax and Part IVA – anti-avoidance provisions

Assessments

Topic	Term	Assessment	Limits	Weight
Cash book, cash control & GST and Preparing Financial Statement	1	Exam	3 hours	50%
Agribusiness Accounting	2	Exam	2 Hours	30%
Taxation	4	Exam	1 Hours	20%

Recommended Readings:

AASB 102 Inventories. Australian Accounting Standards Board, Melbourne

AASB 107 Cash Flow Statements. Australian Accounting Standards Board, Melbourne

AASB 116 Property, Plant and Equipment. Australian Accounting Standards Board, Melbourne

AASB 117 Leases. Australian Accounting Standards Board, Melbourne

AASB 136 Impairment of Assets. Australian Accounting Standards Board, Melbourne

AASB 141 Agriculture. Australian Accounting Standards Board, Melbourne

Australian Master Tax Guide, 44th edition (2009). CCH, Sydney

Brooks, A., Collings, S. & Gonzales, P. (1991) *Accounting for Small Business - A Single-Entry Approach.* VCTA, Melbourne

Cleary, Biti, McCouat & Peters. (2009) *Small Business Tax Concessions Guide. 2nd ed.,*CCH, Sydney

Deegan, C., (2003). *Financial Accounting Theory.* McGraw-Hill Australia Pty Ltd, Macquarie Park

Deegan, C., (2005). *Australian Financial Accounting. 4th ed.,* McGraw-Hill Australia Pty Ltd, Macquarie Park

Dunstan, B. (1991). *Understanding Finance with the Australian Financial Review,* Wrightbooks, North Brighton, Vic.

Harwood Andrews Lawyers, Taxation Institute of Australia, (2009) *Trust Structures Guide.* Taxation Institute of Australia, Sydney

Hoggett, J. R., Edwards, L. and Medlin, J., (2006). *Accounting in Australia. 6th ed.,* John Wiley & Sons, Brisbane

Jackling, B., Raar, J., Wigg, R., Williams, B. and Wines, G., (2003). *Accounting: A Framework for Decision Making.* McGraw-Hill Australia Pty Ltd, Macquarie Park

Kincaid, D., (1991), *Law Notes for the Man on the Land. 2nd ed.,* Butterworth-Heinemann, Sydney

Kirkwood, L., Ryan, C., Falt, J. & Stanley T. (1992). *Accounting An Introductory Perspective.* 3rd ed., Longman Cheshire, Melbourne

Langfield-Smith, K., Thorne, H. and Hilton., R.W., (2003). *Management Accounting An Australian Perspective. 3rd ed.,* McGraw-Hill Australia Pty Ltd, Macquarie Park

- Makeham, J.P., and Malcolm, M.R., (1993). *The Farming Game Now*. Cambridge University Press
- Margolis, N & Harmon, N.P. *Accounting Essentials* 2nd Edn John Wiley and Sons, Brisbane
- Marshall, D., McCartney, J., Van Rhyn, D., McManus, W. and Viele, D., (2004). *Accounting: What the numbers mean*. McGraw-Hill Australia Pty Ltd, Macquarie Park
- McCarthy, M., (2002). *Accounting to Trial Balance*. 5th ed., Tertiary Press, Croydon
- Neilson, D.G., (1986), *Principles and Practice of Farm Management Accounting*. 3rd ed., The Law Book Company Limited, Sydney
- Neish, B. and Banks, A., (2002). *Management Accounting: Principles and Applications*. 2nd ed., McGraw-Hill Australia Pty Ltd, Macquarie Park
- Obst, W. J. (1986). *Practical Farm Business Management*. Inkata Press
- Olson, K. D., (2004). *Farm Management Principles and Strategies*, Iowa State Press, A. Blackwell Publishing Company, Iowa
- O'Sullivan, B., (2009). *Estate and Business Succession Planning*. 2nd ed., Taxation Institute of Australia, Sydney
- Roberts, S., and Irvine, J., (1997). *Financial Accounting A CBT Approach*. McGraw-Hill Book Company Australia Pty Ltd, Roseville
- Stanley, T., Ryan, C, Fait, J., Kirkwood, L., (2004). *Accounting an introductory framework*. 2nd ed., Pearson Education Australia, South Melbourne
- Thomas, A., (2001), *An Introduction to Financial Accounting*. 4th ed., McGraw-Hill Australia Pty Ltd, Macquarie Park
- Voyce, Brookhouse, Charaneka & Semple., (2007). *Guide to Estate Planning*. 2nd ed., CCH, Sydney
- Willis, D., (2003). *Introductory Accounting*. 2nd ed., McGraw-Hill Australia Pty Ltd, Macquarie Park
- Wise, T.D. ... [et al]. (1990). *Accounting in Australia*, Houghton Mifflin, Melbourne
- Woellner, Barkoczy, Murphy & Evans. (2009). *Australian Taxation Law*. 19th ed., CCH, Sydney

UNIT: AGRIBUSINESS FINANCE AND PLANNING

Contact: 100 hours

Objectives:

During this unit of study, students will:

- Develop the knowledge and practical skills to prepare budgets for a rural business based on production forecasts and estimated prices, allowing for risk and incorporating production schedules, marketing strategies and financial outcomes including projected profit and loss, balance sheet and cash flow.
- Develop the knowledge and practical skills for the analysis of choices and decision making tools for changes to the assets of the business through gross margin, partial budgeting and capital budgeting.
- Develop the practical skills of analysing the financial performance of a real business and identify areas of strength and weakness. Develop the knowledge and practical skills to recognise the range of purposes for which accounting information can be used in the decision making process and prepare a range of management accounting reports for rural businesses that reflects the true nature of those businesses.
- Ability to negotiate professionally with a finance provider to achieve the right bank requirements and products.

Content:

Topics covered in this unit include:

Farm Budgeting

- Budgeted Gross Margins
- Budgeted Cash Flow, Profit and Loss and Balance Sheet
- Partial Budgeting

Introduction to Management Finance

- Financial maths
- Costs of Capital
- Capital Budgeting and Investment Analysis Techniques

Agribusiness Analysis

- Ratio and Trend Analysis
- Benchmarking
- Risk Assessment and Mitigation Techniques
- Sensitivity Analysis/Break Even Analysis
- Performance Monitoring

Bank Applications

- Types of finance
- Security
- Debt servicing
- Comparing costs
- Financial Control

Assessments

Topic	Term	Assessment	Limits	Weight
Farms Budgets	2	Assignment	~1000 words & Spreadsheet	30%
Agribusiness Analysis	3	Assignment	1000 words	20%
Intro to Management Finance and Bank Applications	4	Exam	3 Hours	50%

Recommended Readings:

Carew, E 1991, *Fast money 3: the financial markets in Australia*, Allen & Unwin, Sydney, NSW.

Duffy, LJ, Monro, I & Durrant, C 1995, *Introductory accounting : principles and practice and exercises*, WA edn, Longman Australia, Melbourne.

Dunstan, B 1995, *Understanding finance with the Australian financial review*, 4th edn, Financial Review Library, Vic.

Hoggett, JR & Edwards, L 2005, *Accounting in Australia*, 5th edn, John Wiley & Sons, Brisbane.

Kirkwood, L, Ryan, C, Falt, J & Stanley, T 1992, *Accounting- an introductory perspective*, 3rd edn, Longman Cheshire, Melbourne.

UNIT: AGRIBUSINESS INFORMATION SYSTEMS

Contact: 100 hours

Objectives:

- During this unit of study, students will:
- Develop the practical skills required to operate the fundamental functions of a personal computer including operation of windows based software packages including word processors, spreadsheets and Internet Tools
- Develop the knowledge and practical skills to arrange files and data and make use of the interaction between software programs to assist with data entry and capture.
- Develop the knowledge and practical skills to research and manipulate data and present for decision making purposes in a professional manner, using a range of software products.
- Develop literacy skills associated with the preparation of written reports.
- Develop skills to search for information

Content:

Topics covered in this unit include:

- Report Writing
- Document preparation and text manipulation
- Microsoft Word, Excel, Access and Publisher
- Internet and the WWW
- Advanced Spreadsheets
- Advanced Database
- Graphic Representations
- Integration of Data
- Computer Components

Assessments

Topic	Term	Assessment	Limits	Weight
Report Writing & Intro to Spreadsheets	1	Exam	3 hours	40%
Advanced Spreadsheets	2	Exam	2 hours	20%
Database	3	Assignment	Database	30%
Technology & Website	3	Presentation	5 min Presentation	10%

Recommended Readings:

Burmeister, L. (1993). *Introduction to Touch Typing*. Marcus Oldham Farm Management College, Geelong

Carcy. S. (1994) *A Beginners Guide to Scientific Method*, Wadsworth Publishing, Belmont California

Dutton W.H. (ed) (1996) *Information and Communication Technologies: Visions and Realities* Oxford University Press, Oxford, UK

Dwyer, J (2004) *Communication in business: strategies and skills* Pearson

Education, Frenchs Forest, NSW

Eunson, B, (2005) *Communicating in the 21st century* John Wiley & Sons Milton, Qld

Fielding, J. (1991) *Typewriting for a Keyboard Career - Basic Course*, McGraw-Hill, Sydney

Microsoft Corporation (2010) – Online Support Help MS Access <http://office.microsoft.com/en-us/help/default.aspx>

Microsoft Corporation (2010) – Online Support Help MS Word <http://office.microsoft.com/en-us/help/default.aspx>

Microsoft Corporation (2010) – Online Support Help MS Excel <http://office.microsoft.com/en-us/help/default.aspx>

Microsoft Corporation (2010) – Online Support Help MS Windows <http://windows.microsoft.com/en-us/windows/help>

Summers, J. and Smith B Ed (2002) *Communication skills handbook : how to succeed in written and oral communication* John Wiley & Sons Milton, Qld

UNIT: AGRIBUSINESS INFORMATION APPLICATIONS

Contact 100 hours

Objectives:

During this unit of study, students will:

- Develop the practical knowledge and skills to be able to identify features of a range of different software packages, set up to suit a range of enterprises and enter and manipulate data to produce management information.
- Develop skills to compare the efficiency of programs for intended business enterprises and functions.
- This Topic will provide the student with the theoretical knowledge and practical skills to enable sound decision making regarding the establishment of information processing and recording systems in the workplace, particularly in the area of computer technologies.

Content:

Topics covered in this unit include:

- Accounting Applications e.g.
- MYOB
- Agrimaster
- Phoenix
- Account Reconciliation
- Information Processing Solutions
- E-Commerce Applications
- Farm Management Software Applications
- Production Systems Software
- Mapping & GPS Software & Hardware
- Evaluating Network Topologies
- Software choices and evaluation
- Hardware choices and evaluation
- Electronic Information Devices (NLIS)
- Peripherals
- Data Security

Assessments

Topic	Term	Assessment	Limits	Weight
Computerised Cashbook	2	Computer Assessment	Case Study	50%
Hardware & Systems and Farm Management Applications	2	Exam	1 Hour	20%
Hardware & Systems and Farm Management Applications	4	Exam	2 Hours	30%

Recommended Readings:

AGDATA Australia Pty Ltd. (2010), Phoenix Farm Management Software Online Support Help
www.agdata.com.au

Agrimaster Pty Ltd (2010) Agrimaster Online Support, Shenton Park, Western Australia
www.agrimaster.com.au

Bloomfield, B. P (1997) Information Technology and Organisations: Strategies, Networks and Integration, Oxford University Press, Oxford, UK

Casson, M. (1997) Information and Organisation: A New Perspective on the Theory of the Firm, Clarendon Press, New York

Ermann, M. D. (1997) Computers, Ethics, and Society, Oxford University Press, New York, USA

Fairport Farm Software, (2010) Paddock Action Manager, QA Plus , Online Support Help
www.fairport.com.au

Microsoft Corporation (2010) – Online Support Help MS Access <http://office.microsoft.com/en-us/help/default.aspx>

Microsoft Corporation (2010) – Online Support Help MS Word <http://office.microsoft.com/en-us/help/default.aspx>

Microsoft Corporation (2010) – Online Support Help MS Excel <http://office.microsoft.com/en-us/help/default.aspx>

Microsoft Corporation (2010) – Online Support Help MS Windows <http://windows.microsoft.com/en-us/windows/help>

MYOB Limited (2010) Online Support Help - MYOB Accounting, myobaustralia.custhelp.com

UNIT: AGRIBUSINESS MANAGEMENT STUDIES 1

Hours: 260 hours comprised of 100 hours Case Studies, 100 hours Tours and 60 hours Professional Placement (4 weeks)

Objectives:

During this unit of study, students will:

- Develop the practical skill to integrate the learning from topics completed to date into a comprehensive application to an existing business including indicators of current performance of the business and budget for the next period.
- Develop the practical skills and knowledge to prepare a business plan for a real business for internal and external use.
- Develop practical experience to identify business performance issues under the significant areas of People Management, Marketing, Production Management and Financial Management.
- Develop practical experience in different elements of the marketing chain for a variety of agricultural produce.
- Be exposed to a range of different management styles and philosophies to develop and motivate the student to question and initiate discussion in areas of interest.
- Obtain practical experience in obtaining employment and working as part of a team in an agribusiness.

Content:

Topics covered in this unit include:

- Case studies
- Tours
- Professional placement

Assessments

Topic	Term	Assessment	Limits	Weight
Case Study 1	2	Case Study	2000 words	40%
Tour 2	3	Presentation	10 min Presentation	20%
Case Study 2	4	Case Study	2000 words	40%

Recommended Readings:

Beisler, F 1993, *Communication Skills*, 2nd edn, Longman Cheshire, Melbourne.

Carew, E 1991, *Fast money 3: the financial markets in Australia*, Allen & Unwin, Sydney, NSW.

Cava, R 2000, *Dealing with Difficult People*, rev. edn, Pan Macmillan, Sydney.

Dwyer, J 2009, *The business communications handbook*, Pearson Education, NSW.

Dunstan, B 1991, *Understanding finance with the Australian financial review*, 4th edn, Financial Review Library, Vic.

Hamilton, E & Hill, L 1986, *Speak for Yourself*, Oxford University Press, Melbourne.

Makeham, J P & Malcolm, MR 1993, *The farming game now*, Cambridge University Press.

Roebuck, D, 2006, *Improving business communication skills*, 4th edn, Pearson Education, NJ.

ASSOCIATE DEGREE IN AGRIBUSINESS – SECOND YEAR UNITS

UNIT: MANAGING HUMAN RESOURCES AND BUSINESS COMMUNICATION

Pre-requisites: Introduction to Human Resources and Business Communication

Contact: 100 hours

Objectives:

During this unit of study, students will:

- Examine the structure and nature of communication.
- Develop an understanding of leadership styles and the characteristics of effective leadership.
- Develop an understanding of processes for the recruitment, selection and management of staff.
- Develop strategies to manage change in organizations.

Content:

Topics covered in this unit include:

Human Resource Management

- The HRM component sets out a standard model of human resource management as it is typically applied in contemporary organisations. In doing so it details the functional activities of HRM, which includes job design and job analysis, recruitment and selection, training and development, performance management and remuneration, legal issues and evaluation, and how these can be integrated and linked to an organisation's business strategies.

Industrial Relations

- The IR component examines the major players and processes of industrial relations. To this end it looks at the structure and strategies pursued by trade unions and employer associations, as well as the role played by the state in the conduct of workplace relations. It furthermore details the legal and institutional mechanisms established to facilitate bargaining between the two sides of industry, and compares Australia's system of industrial relations with systems operating in other countries.

Communications, Media and Public Speaking

- This Unit studies business communication both within and external to the business. Topics include working with the media, corporate issues, using the press, negotiation and mediation. Visits to radio/TV studios and guest lecturers from the media will give students tools and skills to use the media to their advantage.

Assessments

Topic	Term	Assessment	Limit	Weight
Human Resource Management	1	Assignment	2000 words	40%
Industrial Relations	1	Assignment	2000 words	40%
Communications, Media and Public Speaking	4	Participation		20%

Recommended Readings:

Bailey, J.E., Schermerhorn, J.R., Hunt, J.G. and Osborn, R.N. (1990) *Managing Organizational Behaviour in Australia*. John Wiley and Sons, Sydney

Cole, K. (2004) *Business Administration and Supervision*, Pearson/Prentice Hall, Frenchs Forest

- De Cieri, H. and Kramer, R (2002), *Human Resource Management in Australia*, McGraw-Hill, Australia
- Dessler, G, Griffiths, J, Lloyd Walker, B and Wilkins, A (1999) *Human Resource Management*. Prentice Hall, Australia
- Dunford, R. W. (1992) *Organizational Behaviour*. Addison Wesley, Sydney
- Gennard, J. and Judge, J (2002) *Employee Relations*, 3rd Ed, Chartered Institute of Personnel and Development. London
- Holbeche, L. (2001) *Aligning Human Resource and Business Strategy*, Butterworth-Heinemann, Oxford
- lancevich, J. M. (2001) *Human Resources Management*, McGraw Hill/Irwin, Boston
- Leat. M, (2000) *Exploring Employee Relations*. Butterworth-Heinemann, Oxford
- Noe, R.A. et al (2004) *Fundamentals of Human Resource Management*, McGraw – Hill, Boston
- Robbins, S.P. (1991) *Management*. Prentice Hall, Englewood Cliffs, New Jersey
- Robbins, S.P. (1991) *Organizational Behaviour : Concepts, Controversies & Applications*. 3rd Edition. Prentice Hall, Englewood Cliffs, New Jersey
- Sherman, A, Bohlander, G and Chruden, H. (1990) *Managing Human Resources*. South Western Publishing Company
- Stone, R J (1998) *Human Resource Management*. 6th Ed. Wiley, Brisbane

UNIT: AGRIBUSINESS INTERNATIONAL AND APPLIED MARKETING

Pre-requisites: AGRIBUSINESS ECONOMICS AND MARKETING

Contact: 100 hours

Objectives:

During this unit of study, students will:

- Examine the characteristics of consumer behaviour and techniques for monitoring markets.
- Develop an understanding of the concepts and applications of strategic marketing.
- Examine strategies for the management of commodity price risk.
- Appreciate the role of governments in the regulation of commodity markets.

Content:

Topics covered in this unit include:

International Marketing

- International marketing will allow the student to explore concepts and understand the skills required to analyse markets, select targets and develop product, price, promotion,

Applied Marketing

- Develop distribution strategies (export practices and procedures) for their business in the international arena.

Commodity Marketing

- Commodity marketing will extend from skills learnt in the first year Diploma of Agribusiness. Students will undertake a more comprehensive understanding of the futures markets and derivative products with hedging and risk management strategies.

Assessments

Topic	Term	Assessment	Limit	Weight
International Marketing	1	Assignment 1	1000 words	20%
Applied Marketing	3	Assignment	2000 words	50%
Commodity Marketing	4	Assignment	1000 Words	30%

Recommended Readings:

Assael, H, Reed, P, Patton, M. (1997) *Marketing Principles and Strategy*. Harcourt Brace Sydney, NSW

Blanks, R. and Bartholomaeus, M. (1995) *Grain Marketing Lingo*. Agriculture Victoria in conjunction with the Grains Research & Development Corporation, Melbourne

Department of Primary Industries and Energy (1997) *Competitive Performance: Case Studies in Australian Agribusiness*, Commonwealth of Australia, Canberra

Farmshed Features – *Price Risk Management* (2002) - Website: thefarmshed.com.au/features/risk/content

Fletcher, R, Brown, L. (1999) *International Marketing: An Asia-Pacific Perspective*. Prentice Hall, French's Forest, NSW

Groves, J, Da Rin, J, (1999) *Buying and Selling On Line: The Opportunities for Electronic*

Commerce for Australian Farm Businesses. RIRDC Publication, Barton, ACT

Kotler, P. (1994) *Marketing: Australia and New Zealand*, (3rd edition) Prentice Hall, Sydney.

Lubula, M. (1997) *Wool futures: Price risk management for Australian woolgrowers*, Australian Bureau of Agricultural and Resources Economics, Canberra

Moore, S. and Jasch, C. (1995) *Trading Australian Futures*, Ladowl Pty Ltd, Brisbane

Papandrea, F, Wade, M. (2000) *E-Commerce in Rural Areas : Case Studies*. RIRDC Publication No 00/185. Kingston, ACT

Schwager, J. (1984) *A Complete Guide to the Futures Market: Fundamental Analysis, Technical Analysis, Trading Spreads and Options*. John Wiley and Sons.

Tate, C. (1997) *Understanding Options Trading in Australia from Basic Concepts to Advanced Trading Strategies*. Wrightbooks, Elsternwick, Vic.

Williams, J (1996) *Managing Agricultural Price Risk*, Monash University and National Australia Bank, Melbourne.

Students are encouraged to become familiar with other sources of information regarding rural markets and marketing. These include:

- Rural and Regular Media eg business publications
- Internet Sites
- ABARE updates and reports
- Internet sites – Farmshed, NLRS, AWB, Graincorp
- Commodity Marketing Consultancy Reports
- Annual Reports – marketing authorities, agribusiness companies
- The College library maintains an active commodity price monitoring service – this should be checked regularly.

UNIT: AGRIBUSINESS ACCOUNTING AND BUSINESS LAW

Pre-requisites: INTRODUCTION TO AGRIBUSINESS ACCOUNTING AND TAX

Contact: 100 hours

Objectives:

During this unit of study, students will:

- Develop an understanding of the basic principles of macro economics.
- Examine the impact of government policy on agribusiness.
- Develop an understanding of the Australian legal system.
- Develop an awareness of the impact of legal requirements on the operation of agribusinesses.
- Be aware of the current issues impacting on the agribusiness industry.

Content:

Topics covered in this unit include:

Financial Accounting

- How to read and understand financial reports that are prepared in accordance with the Accounting Standards
- Analysis of financial statements
 - Disclosure requirements
 - Balance Sheet, Income Statement and Statement of Cash Flows, incorporating the notes to the accounts
 - Limitations of financial statements, adjustments required for detailed analysis
 - Limitations of ratio analysis
 - Trend analysis
 - Consequences of management decisions, identifying critical areas that affect the business such as; leverage, dividend policy, investment for growth, liquidity.
 - Comparison of similar businesses
- Valuation of shares

Management Accounting

- The aim of Management Accounting is to enhance student's decision-making techniques. This will include understanding of cost behaviour within agribusiness, decision making tools to identify the production mix, advanced risk management decisions and inventory management control.
- Introduction to management accounting
- Financial Statements Refresh
- Cost behaviour
- Product Costing
- Overhead Costs
- Activity Based Costing
- Performance Reporting
- Inventory Control
- Enterprise/Product Mix Decisions – CVP
- Enterprise/Product Mix Decisions – Linear Programming
- Risk and Risk Management
- Decision Analysis

Taxation Planning

- Income tax rates for individuals and companies
- Tax offsets
- Taxation of minors
- Capital gains tax including small business concessions
- Fringe Benefits tax including salary packaging
- Superannuation including taxation of superannuation benefits and self managed superannuation funds

- Business structures, sole trader, partnership, company and trust (including different types of trusts), compared in terms of:
- Cost of establishment
- Ongoing costs
- Asset protection
- Income tax, stamp duty and land tax
- Capital gains tax
- Fringe benefits tax
- Succession

Business Law

- This topic will give the student an understanding of the Australian legal system. Students will understand the history and operation of the legal system in Australia, Contract law, factors to consider when choosing a legal structure for a business, Corporations law – public and private companies, Duties of a Company Director, Partnership law (states agreements, tax aspects), Trust law (types of trusts, trust deeds, trusts and other legal entities, taxation aspects), Torts and family law and the application of Torts law to rural problems.

Assessments

Topic	Term	Assessment	Limit	Weight
Law	3	Assignment	1500 words	20%
Financial & Management Accounting	1	Assignment	2000 words plus Spreadsheets	40%
Law	4	Exam	1 Hour	20%
Tax Planning	4	Exam	1 Hour	20%

Recommended Readings:

Barkoczy, S 2008, *Australian tax casebook* 9TH edn, CCH Australia, North Ryde, NSW.

CCH 2009, *Australian master tax guide*, 44th edn, CCH Australia, North Ryde, NSW.

CCH tax editors 2007, *Australian income tax legislation*, CCH Australia, North Ryde, NSW.

CCH tax editors 1991, *Topical tax cases for Australians*, CCH Australia, North Ryde, NSW.

Coleman, C, Hart, G, Bondfield, B, McKerchar, M, McLaren, J, Sadiq, K, Ting, A 2009, *Australian tax analysis: cases, commentary, commercial applications and questions*, 7th edn, Thomson Reuters (Professional) Australia Ltd, Rozelle, NSW.

Finn, J T, 1990, *Taxation of primary producers in Australia*, 3rd edn, CCH Australia, North Ryde, NSW.

Hanrahan, P, Ramsay, I and Stapledon, G 2004, *Commercial applications of company law*, 6th edn, CCH Australia Limited, North Ryde, NSW.

Hoggett, J, Edwards, L & Medlin, J 2003, *Accounting in Australia*, 5th edn, John Wiley and Sons, Milton, Qld.

Latimer, P 2002, *Australian business law*, 21st edn, CCH Australia, North Ryde, NSW.

Nethercott, LJ, Devos K, Richardson, G and CCH Australia 2008, *Australian taxation study manual: questions and suggested solutions*, 18th edn, CCH Australia, North Ryde, NSW.

Turner, C 2005, *Australian commercial law*, 25th edn, Lawbook Co., Sydney.

Vermeesch, R B & Lindgren, K E 2005, *Business law of Australia*, 11th edn, LexisNexis/Butterworths, Chatsworth, NSW.

Weygandt, JJ, Kieso, DE & Kimmel, PD 2008, *Accounting principles*, 8th edn, John Wiley and Sons, Hoboken, NJ.

Woellner, R, Barkoczy, S, Murphy, S and Evans, C 2009, *Australian taxation law 2009*, 19th edn, CCH Australia Ltd, North Ryde, NSW.

UNIT: AGRIBUSINESS STRATEGIC MANAGEMENT AND ECONOMICS

Pre-requisites: AGRIBUSINESS ECONOMICS AND MARKETING

Contact: 100 hours

Objectives:

During this unit of study, students will:

- Develop an understanding of concepts and techniques of financial accounting.
- Develop skills in the recording of financial data and the summarizing and reporting of financial information.
- Develop an understanding of concepts and techniques of management accounting.
- Develop an understanding of cost management systems and budgeting processes.
- Develop an awareness of the use of accounting information in strategic decision making.
- Develop an understanding of accounting processes for different financial structures.

Content:

Topics covered in this unit include:

Macro Economics

- Unemployment
- Inflation and Deflation
- Gross Domestic Product
- The Business Cycle
- Aggregate Demand & Supply
- Consumption & Saving
- Fiscal Policy
- Money & Interest Rates
- Monetary Policy
- Recessions & Depressions
- Stabilization
- Wages & Unemployment
- Inflation
- Government Deficit & Debt
- International Trade
- Balance of Payments
- Exchange Rates
- Economic Development

Supply Chain Management

- Operations management allows the student to understand the decision making process in the supply of goods and services within the agribusiness industry. This includes logistic systems, retail organisation and service systems. Topics include design, planning, scheduling, control, maintenance and replacement, as well as the management of inventories and quality of goods and services delivered to the customer. Students will be able to demonstrate the link between an effective choice of systems and the business strategy.

Strategic Management

- Strategic management skills enable students to grow the business in the future. Students will learn how to identify a business' unique competencies and how best these can be utilised to position a business for long-term sustainable growth. Topics include
- business planning
- internal resource analysis
- external analysis

- ethics
- industry business leaders and change management

Assessments

Topic	Term	Assessment	Limit	Weight
Macro Economics	3	Exam	2 Hours	30%
Supply Chain Management	3	Assignment	2000 words	30%
Strategic Management	4	Assignment	3000 Words	40%

Recommended Readings:

Cramer, GL, Jensen, CW and Southgate, DD 2001, *Agricultural economics and agribusiness*, Wiley, Brisbane.

Drummond, HE and Goodwin, JW 2004, *Agricultural economics*, 2nd edn, Prentice Hall, Upper Saddle River, NJ.

Hardier, JB, Huirne, RBM, Anderson, JR and Lien, G 2004, *Coping with risk in agriculture*, 2nd edn, CABI Publishing, Wallingford, UK.

Hubbard, G 2008, *Strategic management: thinking, analysis & action*, 3rd edn, Pearson Education, French Forest, NSW.

Leo, K, Hoggett, J, Sweeting, J & Radford, J 2009, *Company accounting in Australia*, 8th edn, John Wiley and Sons, Milton, Qld.

McTaggart, D, Findlay, C and Parkin, M 2003, *Economics*, 4th edn, Pearson Education Australia, Frenchs Forest, NSW.

Salvatore, D 2007, *International economics*, 9th edn, John Wiley and Sons, Hoboken, NJ.

Standards Association of Australia 1999, *Risk financing guidelines*, Standards Association of Australia, Strathfield, NSW.

Standards Association of Australia 1999, *A basic introduction to managing risk*, Standards Association of Australia, Strathfield, NSW.

Williams, D.B.1990, *Agriculture in the Australian economy*, 3rd edn, Sydney University Press in association with Oxford University Press, Melbourne

UNIT: AGRIBUSINESS FINANCE

Pre-requisites: **AGRIBUSINESS FINANCE AND PLANNING**

Contact: **100 hours**

Objectives:

During this unit of study, students will:

- Develop an understanding of the concepts and skills of business financial management.
- Develop an understanding of different business structures and sources of capital.
- Develop an awareness of capital structures of businesses and the management of capital.
- Develop an understanding of risk management and investment strategies for agribusinesses.

Content

Topics covered in this unit include:

Corporate Finance

The topic will cover the concepts and skills of business financial management, developing an understanding of different business structures and sources of capital. Students develop an awareness of capital structures of businesses, the management of capital and an understanding of risk management and investment strategies for agribusinesses. Topics include:

- Financial Maths
- Types of Finance
- Short Term Finance
- Long Term Finance
- Cost of Capital
- Capital Structuring
- Project analysis
- Leasing decisions

Asset and land valuation

Understand and use a variety of asset valuation models such as.

- Summation and direct comparison
- Capitalisation method

Investment Planning

An overview of the fundamentals in financial planning, investment, risk management, superannuation and taxation planning.

Assessments

Topic	Term	Assessment	Limit	Weight
Investment Planning	1	Assignment	3000 words	40%
Valuation	3	Valuation Assignment	500 words	10%
Corporate Finance	4	Exam	3 hours	50%

Recommended Readings:

Beal, D, Goyen, M and Shamsuddin, A 2008, *Introducing corporate finance*, 2nd edn, John Wiley and Sons, Milton, Qld.

Giroux, G 2003, *Core concepts for financial management: a user approach*, John Wiley and sons, NY.

Hardaker, JB, Huirne,RBM, Anderson,JR and Lien, G 2004, *Coping with risk in agriculture*, 2nd edn, CABI Publishing, Wallingford, UK.

Hubbard, G 2008, *Strategic management: thinking, analysis & action*, 3rd edn, Pearson Education, French Forest, NSW.

Petty,JW, Peacock, RW 2003, *Financial Management* , 3rd edn, Pearson Education, Frenchs Forest, NSW.

Standards Association of Australia 1999, *Risk financing guidelines*, Standards Association of Australia, Strathfield, NSW.

Standards Association of Australia 1999, *A basic introduction to managing risk*, Standards Association of Australia, Strathfield, NSW.

Wilson, C, Keers, B, Medlen, A, Walters, B 2007, *Financial management: principles and applications*, 5th edn, Pearson Education, Frenchs Forest, NSW.

UNIT: AGRIBUSINESS INFORMATION SYSTEMS AND DATA ANALYSIS 2

Pre-requisites: AGRIBUSINESS INFORMATION SYSTEMS

Contact: 100 hours

Objectives:

During this unit of study, students will:

- Enable students to supervise, train and advise other users of Computers and associated technologies.
- Apply awareness in the use computer systems for management decision making.
- Develop skills for the collection and analysis of data to support business operations.
- In addition, students will develop skills in the gathering and analysis of agriculture and business research data to present findings

Content:

Topics covered in this unit include:

Systems Analysis

This topic aims to give students the skills and knowledge to be able to make systematic, informed choices when investing in technology to improve efficiency. Building on Diploma level skills, Topics covered include Data communication, computer networking, security, privacy and ethics. Both “in office” and “out of office” technologies will be explored, including precision farming technologies.

Systems Design

This topic is concerned with the practical aspects of computer systems. Topics will include knowledge management using decision making support software to determine future business directions and to maximize business profitability outcomes. Students will use and compare various software applications used for managing large amounts of data. This will include managing contacts details, lists, calculations, emails and calendars, cameras and digital video. Advanced use of Microsoft Word, Excel and Access including the use of VBA programming to streamline office automation will be a feature of the topic. Ecommerce – POS systems and electronic transfer protocols will be explored. Culminating in the construction and successful operation of a PC networked system – includes choice and installation of Operating Systems, Networking, Applications, Peripherals and Security procedures.

Research Methods and Statistics

The purpose of this topic is to introduce students to the essential tools for simple statistical analysis of experimental (trial) and survey data with special reference to agriculture and agribusiness. The concepts of sample statistics and population parameters will be examined in detail so students have an understanding of the roles of descriptive and inferential statistics. Students will be introduced to the main approaches to describing data and to the statistical tools needed to make inferences about population parameters from sample information. Specific topics covered in the topic are:

- Overview of the research method
- Purpose of statistics
- Definitions of samples and populations
- Definitions of data, types of variables and observations in samples and populations
- Population parameters and sample statistics.
- Methods of describing (summarizing data) –
- Statistical inference (hypothesis testing) – procedures for inferring or testing the values of population parameters from sample statistics

Assessments

Topic	Term	Assessment	Limit	Weight
Research Methods and Statistics	1	Exam	1 Hour	20%
Websites	1	Assignment	1000 Words	20%
Research Methods and Statistics	3	Assignment/Presentation	1000 words plus 5 Min Presentation	30%
Computer Modelling	4	Presentation plus model	10 mins + Model	30%

Recommended Readings:

Blaxter L. (1996) *How to research*, Open University Press, Buckingham, UK

Bloomfield, B. P (1997) *Information Technology and Organisations: Strategies, Networks and Integration*, Oxford University Press, Oxford, UK

Carcy. S. (1994) *A Beginners Guide to Scientific Method*, Wadsworth Publishing, Belmont California

Casson, M. (1997) *Information and Organization: A New Perspective on the Theory of the Firm*, Clarendon Press, New York

Cheltenham Computer Training (2002) - Training Manual *MS Excel, XP*, Cheltenham Computer Training, London, UK

Cheltenham Computer Training (2002) - Training Manual *MS Access, XP*, Cheltenham Computer Training, London, UK

Dutton W.H. (ed) (1996) *Information and Communication Technologies: Visions and Realities* Oxford University Press, Oxford, UK

Ermann, M. D. (1997) *Computers, Ethics, and Society*, Oxford University Press, New York, USA

Moore N. (1987) *How to do Research*, Library Association, London

Porter E. (1995) *Ethics and Research*, Deakin University, Melbourne

Romney, M & Steinbart, P (2003) *Accounting Information Systems*, 9th Edn, Prentice Hall, Upper Saddle River

Schratz M. (1995) *Research for social change: new opportunities for qualitative research*, Routledge, London

Spratt P. (1995) *Research Design*, Deakin University, Melbourne

Ticehurst, G.W. and Veal, A.S. (1999) *Business Research Methods: A Managerial Approach*, Longhan

White P. (1995) *Assembling Research Materials*, Deakin University, Melbourne

UNIT: AGRIBUSINESS MANAGEMENT STUDIES 2

Pre-requisites: **AGRIBUSINESS MANAGEMENT STUDIES 1**

Hours: **200 hours comprised of 120 hours Case Studies and 80 hours Tours**

Objectives:

During this unit of study, students will:

- Use a case study approach to integrate the major factors of a selected agribusiness into a business plan.
- Prepare recommendations of management and financial strategies appropriate to the mission of the business.
- Structure and write clear and comprehensive reports to a professional standard.
- Develop practical experience to identify business performance issues under the significant areas of People Management, Marketing, Production Management and Financial Management.
- Develop practical experience in different elements of the marketing chain for a variety of agricultural produce.
- Be exposed to a range of different management styles and philosophies to develop and motivate the student to question and initiate discussion in areas of interest.

Content:

Topics covered in this unit include:

Tours

- Business overview tour Term 1 to provide the student with real cases of both corporate and value adding Agribusiness's in which to build theory and business principles throughout the course
- Major tour in Term 3 to allow the students to witness first-hand the topics and theories learned during the year. Further tours will be conducted as appropriate throughout the year.

Case Studies

- Case studies enabling students to combine knowledge learnt from all disciplines during the year to demonstrate a solution to a practical agribusiness problem.

Assessment:

Topic	Term	Assessment	Limit	Weight
Tour 1	1	Presentation	5 min	20%
Tour 2	3	Report	1000 words	20%
Case Study	4	Case Study	3000 words plus Presentation	60%

Recommended Readings:

Compton, T 2001, *Preparing a business plan*, Wrightbooks, Elsternwick, Vic.

Fich, Brian 2002, *How to write a business plan*, Kogan Page Australia, Mitcham, Vic.

Hubbard, G 2000, *Cases in strategic management*, Pearson Education Australia, Sydney.

Hubbard, G 2008, *Strategic management: thinking, analysis & action*, 3rd edn, Pearson Education, Frenchs Forest, NSW.

UNIT: AGRIBUSINESS PROFESSIONAL EXPERIENCE

Pre-requisites: **AGRIBUSINESS MANAGEMENT STUDIES 1**

Length: **10 weeks**

Objectives:

The overall objective of the Professional Experience is to give students an understanding of the environment in which the an agribusiness operates within, both internal and external to the business and to provide the student with a practical reference point in which they can apply future theories taught during the course.

Further to this students will:

- Gain experience in seeking and obtaining employment in an agribusiness.
- Gain experience working as part of a staff team in an agribusiness.
- Apply the knowledge and skills obtained in the course to a working environment.
- Build upon the theoretical and practical skills learned during the course.

Content:

Topics covered in this unit include:

- Application and Placement
- Staff Selection Techniques
- Business Operations
- Presentation
- Communication in the Workplace
- Management Structure
- Performance Appraisal
- OH and S in the Workplace
- Report Preparation
- External environment analysis

Assessments

Topic	Term	Assessment	Limit	Weight
Professional Placement	2	Report & Length of Placement	3000 Words	80%
Professional Placement	3	Presentation	10 Minutes	20%

Recommended Readings:

Cava, R 2000, *Dealing with difficult people*, rev. edn, Pan Macmillan Australia, Sydney.

Dwyer, J 2009, *The business communication handbook*, Pearson Education, Frenchs Forest, NSW.

Cohen, H 1989, *You can negotiate anything*, Angus & Robertson, Sydney.

Hamilton, E 1986, *Speak for yourself*, Oxford University Press, Melbourne.

BACHELOR OF BUSINESS (AGRIBUSINESS) – THIRD YEAR COMPULSORY UNITS

UNIT: FINANCIAL MANAGEMENT FOR AGRIBUSINESS

**Pre-requisites: AGRIBUSINESS ACCOUNTING AND BUSINESS LAW
 AGRIBUSINESS FINANCE**

Contact: 120 hours

Objectives:

During this unit of study, students will:

- Develop the ability to use a range of analytical processes in order to appraise the investment characteristics of a business.
- Develop knowledge of current trends in the major agricultural industries.
- Choose appropriate analytical tools for the appraisal of agricultural enterprises.
- Identify appropriate models for farm businesses, which demonstrate sustainable growth and have economies of scale.
- Design profitable rural property portfolios for different areas of rural Australia.
- Develop programs for the design, financing, supervision and control of rural businesses.

Content:

Topics covered in this unit include:

- Tools for investment appraisal – including balance sheet analysis, profit and loss analysis, cash flow analysis, gross margin analysis, risk analysis, internal rate of return, net present value, taxation analysis.
- Characteristics of major rural industries – including trends in production location, marketing trends, future market projections.
- Benchmark studies – including the comparison of the physical and financial performance of major rural industries.
- Analysis of the annual reports of major public companies, which invest in rural property and agribusiness.
- Portfolio and risk theory – application to the design of complex rural businesses.
- Models of complex rural businesses - analysis of the systems of design, finance, control, management and supervision.

Assessments

Topic	Assessment	Limit	Weight
All	Test	2 Hours	40%
All	Assignment	3000 Words	60%

Recommended Readings:

Carroll, M 2003, *Farm Performance from a Wealth Creation Perspective*, National Australia Bank

Caspar, C., Dias, A.C. & Elstrodt, H. 2010, *The five attributes of enduring family businesses*, McKinsey Quarterly, McKinsey and Company

Damodram, A. 2006, *Applied Corporate Finance*, 2nd edn, John Wiley & Sons Inc.

Gitman, Juchau & Flanagan 2002, *Principles of Managerial Finance* 3rd Ed, Addison Wesley, Sydney.

Hardaker, J.B., Hurirne, R.B.M, Anderson, J.R. & Lien, G. 2007, *Coping with Risk in Agriculture*, 2nd edn, CABI Publishing, Cambridge, USA.

Luehrman, T.A. 1998, *Investment Opportunities as Real Options, Getting Started on the Numbers*, *Harvard Business Review*, July-August 1998.

Morris, S and Cranston, M. 2009, *Seed Capital Makes Hay on Family Farms*, *The Financial Review*.

Ross, SA, Thompson, S, Christensen, M, Westerfield, RW & Jordan, BD. 2007, *Fundamentals of Corporate Finance*, 4th edn, McGraw Hill Irwin, New York

Standards Australia International Limited, 2004, *Risk management : AS/NZS 4360:2004 / Standards Australia, Standards New Zealand*, 3rd edn, Standards Australia International, Sydney, NSW.

Turvey, C.G. 2003, *A Primer on the Real Options' Valuation of Capital Projects*, Department of Agricultural, Food and Resource Economics, Rutgers University

Wilson, C. et al (2007) *Financial Management, Principles and Application* 5th Ed, Pearson Education, Sydney

UNIT: AGRIBUSINESS MANAGEMENT STUDIES 3

Pre-requisites: Agribusiness Management Studies 2

Contact: 120 hours

Objectives:

On completion of this unit students will be able to:

- To develop capability and confidence in the wider business planning process and associated business plan development and implementation/management.
- Develop a comprehensive medium term business plan for a large agribusiness operation focussing on the integration of complex production, marketing, human resource, organisational, legal and financial factors.

Content:

The course is delivered across six key study areas, culminating in students developing an integrated business management and development plan. The six study areas are:

- business planning
- understanding the macro environment - industry analysis
- strategic analysis and measurement - tools and measures
- resource base and capability - individual firm
- analysis and strategic options - embarking on the future
- business plan development

Assessments

Topic	Assessment	Limit	Weight
All	Case Study Analysis	1000 Words	20%
All	Integrated Business Plan	3000 Words	80%

Recommended Readings:

Frederick, HH and Kuratko, DF 2010, *Entrepreneurship : theory, process, practice*, 2nd Asia-Pacific edn, Cengage Learning Australia, South Melbourne, Vic.

Hubbard, G 2000, *Cases in strategic management*, Pearson Education Australia, Sydney.

Hubbard, G 2008, *Strategic management: thinking, analysis & action*, 3rd edn, Pearson Education, Frenchs Forest, NSW.

Mahoney, D, Trigg, M, Griffin, R and Pustay, M 2001, *International business: a managerial perspective*, 2nd edn, Pearson Education Australia, Frenchs Forest, NSW.

Scarborough, NM, Wilson DL and Zimmerer ,TW 2009, *Effective small business management : an entrepreneurial approach*, 9th edn, Pearson Prentice Hall, Upper Saddle River, N.J.

Smith, RL and Smith, JK 2004, *Entrepreneurial finance*, 2nd edn, John Wiley, New York.

Standards Association of Australia 1999, *A basic introduction to managing risk*, Standards Association of Australia, Strathfield, NSW.

Standards Association of Australia 1999, *Risk financing guidelines*, Standards Association of Australia, Strathfield, NSW.

Standards Australia International Limited, 2004, *Risk management : AS/NZS 4360:2004 / Standards Australia, Standards New Zealand*, 3rd edn, Standards Australia International, Sydney, NSW.

BACHELOR OF BUSINESS (AGRIBUSINESS) – THIRD YEAR ELECTIVE UNITS*

Human Resource Management	MMH349 Industrial Relations MMH230 Strategic Human Resource Management MMM240 Organizational Behaviour MMH232 Human Resource Development MMH356 Change Management
Law	MLC203 Corporations Law MLC206 Marketing Law MLC 206 Principles of Income Tax Law MLC 305 Business Tax Law (prerequisite MLC 206)
Marketing	MMK358 International Marketing MMK325 Strategic Marketing MMK265 Marketing Research MMK266 Consumer Behaviour MMK277 Marketing Management MMK393 Advertising and Public Relations MMK 380 Brand Management
Finance	MAF302 Corporate Finance MAF384 Financial Modelling MAF306 International Finance and Investment
Information Technology	MSC220 Small Business Systems
Management	MSC388 Strategic Supply Chain Management MMM282 International Business MOC Sustainable Resource Management MMM 385 Business in Asia
Accounting	MAA202 Accounting for Planning and Control MAA301 Financial Accounting Theory and Practice

*Choose six elective Units.