



MARCUS OLDHAM COLLEGE
Developing Professionals in Agribusiness

Bachelor of Business
(Agribusiness)

Associate Degree
of Agribusiness

Diploma of Agribusiness



Choose Your Pathway to a Career in Agribusiness...

Bachelor of Business (Agribusiness) exit points

1

Diploma of Agribusiness
(First Year)

2

Associate Degree of Agribusiness
(Second Year)

3

Bachelor of Business (Agribusiness)
(Third Year)



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Start Your Career in Agribusiness Here

If you are passionate about the business of producing and supplying food and fibre in a competitive international world and you want to become a professional with the skills to be the best, then the Agribusiness Program is for you.

In a world of increasing globalisation and fundamental issues facing food and fibre security, people with agribusiness skills are in high demand. At Marcus Oldham, Agribusiness graduates gain the required skills to deal with the many factors facing agribusiness into the future.

The Program is structured in a flexible three year program which will allow you to take your qualification as far as you want.

There are three qualifications in the Agribusiness Program.

- **Diploma of Agribusiness – First Year**

This will give you:

- A strong understanding of farm business administration and business planning skills.
- The ability to produce and understand farm financial reports, including budgets, and write business proposals.
- An understanding of modern practices used in agribusiness today.

- **Associate Degree of Agribusiness – Second Year**

This will give you:

- Advanced agribusiness administration skills.
- An understanding of the whole industry and its supply chains.
- A greater depth of business planning and making decisions, including marketing, economics, corporate financial structures.

- **Bachelor of Business (Agribusiness) – Third Year**

This will give you:

- The opportunity to specialise in an area of interest to you, including finance, marketing, human resource management or agribusiness management.
- The ability to analyse the business and make recommendations to improve performance.
- Advanced business planning skills and their application in the real world.

Career Opportunities

The agribusiness industry forms a large part of the Australian business landscape. Opportunities range from a wide selection of career choices from primary production to wholesale and retail as well as input suppliers.

Students leaving Marcus Oldham have a reputation for being industry ready. A few examples of career choices are:

- farm and agribusiness management - large, medium or small
- export and trade
- rural banking and finance
- sales and marketing
- consultative services and analysts
- supply chain management

Study Tours

To broaden your learning, the Agribusiness Program features a number of exciting and intensive national and international study tours.

Day tours will take you to many of Australia's leading agribusinesses and agricultural organisations. This will expose you to up-to-date business management techniques and to listen to progressive agribusiness operators outlining their approach to management.

International tours will provide you with an understanding of agribusiness in another country. You will also gain insight into various cultures. Past international tours have included New Zealand, Hong Kong, Malaysia and China.



Course Overview

Diploma of Agribusiness (First Year)

The Diploma of Agribusiness at Marcus Oldham College is an intensive one year course. The Diploma is attractive to someone who does not wish to be away from their working environment for more than one academic year.

This course comprises eight core units and four weeks professional placement in an agribusiness of interest to you.

Subject Unit Summaries

Managing Human Resources and Business Communication 1

Get the best performance out of yourself and others

This subject will provide you with the knowledge and confidence to manage yourself effectively in a business environment, as well as developing theoretical knowledge of management functions. You will be able to understand the role and responsibilities of managers within a range of professional organisations.

Agribusiness Marketing 1

Become more profitable through better selling and understanding how markets work

Understanding your markets is vital to any business success. This subject will introduce you to the fundamentals of the marketing process and principles, and you will build marketing plans through your understanding of marketing intelligence and concepts. You will be introduced to agricultural economics and understand how various agricultural industries are structured. You will also study the fundamentals of commodity risk management and marketing.

Agribusiness Systems

Broaden your agricultural understanding across a wide range of topics

This will provide you with an understanding of systems thinking and the application of systems analysis to agribusiness. You will develop the theoretical knowledge and skills to identify the issues within both plant and animal production systems that affect the market specifications of the intended product, and understand the on-farm production system of a range of agricultural products.

Introduction to Agribusiness Accounting

Prepare and understand farm financial reports to make better decisions

This subject will develop your knowledge on how to design and manage control systems for the business. You will investigate the specific accounting issues that impact on agribusinesses and gain an insight into the Australian tax system in relation to the specific issues which affect primary production.

Agribusiness Accounting – Planning

Develop and use tools to make better planning decisions

This subject is aimed at developing your knowledge and skills to analyse the business and prepare a range of tools to make better planning decisions. It will include both short-term and long-term decisions based on production forecasts and estimated prices, allowing for risk, and incorporating production schedules and different business finance structures. You will be able to identify the main strengths and weakness of a business through your business analysis skills.



Agribusiness Information Systems

Be more productive in the office and field through the use of technology

You will gain the skills required to use computers effectively to improve business efficiency and develop your knowledge and practical skills to use a range of software packages. This will include making use of the interaction between software programs to assist with data entry and capture, as well as presenting information for decision making purposes.

Agribusiness Information Applications

Be more productive in the office and field through the use of computer programs for agribusiness

This subject will provide you with the practical knowledge and skills to be able to identify features in a range of different software packages. You will be able to enter and analyse data to produce management and accounting reports. The subject will also equip you with the tools to enable sound decision making regarding the establishment of information processing and recording systems in the workplace.

Agribusiness Management Studies 1

Learn how to establish and report on what is driving business profit across a broad range of areas

This subject is designed to integrate the learning from all units into a comprehensive application to an existing business. Through case studies, tours and professional placement you will have the opportunity to identify business performance issues and develop business plans in a wide range of business.





Associate Degree of Agribusiness (Second Year)

In this year you will build upon the theoretical and practical skills you developed during the Diploma year by undertaking additional units in the Program. The second year has a more holistic industrial approach to give you an understanding of the broad aspects of agribusiness.

There is ten weeks of professional work in the industry which provides experience in seeking and obtaining employment in industry.

Students need to have successfully completed the Diploma of Agribusiness or equivalent course to gain entry into the Associate Degree of Agribusiness – the second year of the Program.

Subject Unit Summaries

Managing Human Resources and Business Communications 2

Learn how to make strategic decisions regarding your staff to ensure your business grows

There are three parts to this subject; Human Resource Management, Industrial Relations and Business Communications.

Human Resource Management is typically applied in contemporary organisations and details the functional activities of managing people and how these can be integrated and linked to the business strategies.

Industrial Relations examines 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.

Business Communications studies focus on communication external to the business. This includes working with the media, negotiation and mediation.

Agribusiness Marketing 2

Identify strategies to ensure the growth of your business in a global market

Extending the knowledge gained in the first year Diploma of Agribusiness, you will explore concepts and recognise the skills required to analyse markets, select targets and develop product, price, promotion, as well as distribution strategies (export practices and procedures) in the domestic and international arena. Commodity marketing will give you a comprehensive understanding of the futures markets and derivative products with hedging and risk management strategies.

Agribusiness Economic, Policy and Legal Systems

Discover what issues could impact your business, and develop strategies to minimise them

You will gain a detailed understanding of the issues in the wider business environment covering economics, policy making and the legal system. Macro economics examines the impact of government policy and the global economic environment on agribusiness. You will develop an awareness of the legal requirements of operating an agribusiness.

Agribusiness Management

Implement systems and controls to strategically place an agribusiness

Agribusiness management covers three main areas: Management Accounting, Supply Chain Management and Strategic Management.

Management Accounting will increase your decision-making techniques. This will include understanding cost behaviour, decision-making tools, and detailed analysis of finance accounts.

Operations Management gives you an understanding of the decision making process in the supply of goods and services within the agribusiness industry. This includes logistic systems, retail organisation and service systems.

Strategic Management will equip you with the skill and tools to position your business for long-term sustainable growth.



Agribusiness Finance

Learn different ways to finance an agribusiness and how to invest for wealth creation

It is essential that the modern agribusiness manager understands the concepts, and has the financial management skills, to create value through the finance function. You will develop an understanding of different business structures and sources of capital. You will also develop an awareness of capital structures of businesses, the management of capital and an understanding of risk management and investment strategies for agribusinesses.

Agribusiness Systems

Ensure your business is more productive through the use of technology and research

Agribusiness Systems covers two main areas: Research Methods and Systems Analysis and Design. An understanding of research methods will allow you to gather and analyse data so that you can make systematic and informed decisions. Systems Analysis and Design provides you with the practical skills needed when investing in technology to improve the efficiency of ecommerce.

Agribusiness Professional Experience

Apply your skills in an agribusiness work environment of your choice

To develop your career you will, in conjunction with the College, seek and obtain employment in a business for ten weeks. This gives you the opportunity to try various career paths as well as build up your experience in the agribusiness industry.

Agribusiness Management Studies 2

Bring together all aspects of the course to understand and develop clear and concise business plans that suit the modern agribusiness environment

Case studies and tours will give you the opportunity to analyse, identify and integrate the aspects you have learned during the course into a report that makes recommendations on management and financial strategies that a business should adopt.





Bachelor of Business (Agribusiness) (Third Year)

The third year of the Program gives you the opportunity to uniquely tailor your learning to a specialised area or to maintain a broad focus. The final year of the Bachelor of Business (Agribusiness) may be completed on campus, or by distance learning which allows you to return to the workforce.

Students must complete two compulsory subjects and six elective subjects. The elective subjects are offered both at Marcus Oldham and Deakin University.

To gain entry into the Bachelor of Business (Agribusiness) students need to have successfully completed the Associate Degree of Agribusiness or equivalent course.

Compulsory Marcus Oldham College Subjects

Students are required to complete the following two subjects:

Financial Management for Agribusiness

Identify the options and select the models to create real value to your business

You will use a range of analytical processes in order to appraise the investment characteristics of a business and apply the appropriate model which provides for sustainable growth and wealth creation.

Agribusiness Management Studies 3

Develop an appreciation of strategic planning techniques and the role of entrepreneurship

You will build on your capabilities and confidence in business planning and strategic implementation. You will develop a comprehensive medium-term business plan for a large agribusiness operation, focusing on the integration of complex production, marketing, human resources, organisational, legal and financial factors.

Elective Subjects

There are a number of elective subject available in a number of business disciplines which allow you to specialise in a particular area of interest. Further details on any of these subjects can be found on the web site. www.marcusoldham.vic.edu.au

Human Resource Management

Industrial Relations
Strategic Human Resource Management
Organisational Behaviour
Human Resource Development
Change Management

Law

Corporations Law
Marketing Law
Principles of Income Tax Law
Business Tax Law

Marketing

International Marketing
Strategic Marketing
Marketing Research
Consumer Behaviour
Marketing Management
Advertising and Public Relations
Brand Management

Finance

Corporate Finance
Financial Modelling
International Finance and Investment

Management

Strategic Management
Small Business Systems
Strategic Supply Chain Management
International Business
Sustainable Resource Management
Business in Asia

Accounting

Management Accounting

Graduates Say

Rob McGavin, Graduate 1993, Graduate of Excellence 2000

Executive Chairman Boundary Bend Limited, Australia's largest vertically integrated olive company. 2007 Australian Agribusiness Exporter of the Year

“What really struck me about Marcus was the philosophy and culture of the place and its students. The buzz of aspiration and purpose surrounding Marcus Oldham rubs off on all who are lucky enough to attend. Marcus will stimulate the apathetic and ensure the majority of students, by the time they graduate, are focused and determined about their ambitions.”

Prue Branagh, Graduate 2003

Agribusiness Analyst, NAB Agribusiness, Geelong, Victoria

“Enrolling in the Diploma of Agribusiness at Marcus Oldham College was one the best decisions I have ever made. The course provided me with the opportunity to draw on practical experience while developing valuable agribusiness skills. Studying with a dynamic group of students representing diverse agricultural sectors and geographic locations also broadened my knowledge and outlook. During my time at Marcus Oldham, I established a strong network of industry contacts and lifelong friends. The Diploma of Agribusiness equipped me with the excellent knowledge and values for which Marcus graduates are renowned.”

Ben McTaggart, Graduate 2006

Farmer, Dandaragan, WA

“My time at Marcus gave me a great opportunity to broaden my horizons into different fields of agribusiness that I previously had very little exposure to. The friendships and networks developed at Marcus are probably the major strength of the course, and during my time as an agribusiness investment analyst in Melbourne I was continually meeting Marcus graduates working in a range of different fields. Since moving back to manage the family property in Western Australia, the skills developed at Marcus have been invaluable in allowing me to critically analyse the business and develop strategies to maximise the efficiency of our operation.”





Entry Criteria

Marcus Oldham College maintains a flexible policy in relation to entry criteria and judges each applicant on their individual merits.

The entry requirements into the Agribusiness Program are:

- Satisfactory completion of Year 12 or equivalent.
- Undertaken the equivalent of at least 12 months Industry Experience before commencement of the course.
- Demonstrated commitment to a career in agribusiness.

The College looks favourably on mature age students who have not completed secondary education to Year 12 level, but who have relevant industry experience.

Scholarships and Financial Assistance

Industry has long recognised the excellence of a Marcus Oldham College education by supporting worthy scholarships. In awarding scholarships, there are a number of factors taken into consideration:

- commitment to agriculture and to agribusiness
- personal presentation
- ability to communicate
- academic performance

A list of scholarships and closing dates is available at:

www.marcusoldham.vic.edu.au

Bursaries and deferred payment plans are available which provide financial assistance for students to attend Marcus Oldham College.

The Diploma of Agribusiness, Associate Degree of Agribusiness and Bachelor of Business (Agribusiness) are approved Youth Allowance / Austudy eligible courses. Students do not pay fees under the Higher Education Scheme (HECS).

FEE-HELP

All students studying in the Bachelor of Business (Agribusiness), Associate Degree of Agribusiness and Diploma of Agribusiness are eligible for FEE-HELP assistance.

FEE-HELP is a loan scheme that assists students to pay their tuition fees. FEE-HELP can cover all or part of a student's tuition fees. Over their lifetime, a student may borrow through FEE-HELP an amount up to the FEE-HELP limit to pay their tuition fees. The FEE-HELP limit is indexed each year.

The Australian Government pays the amount of the loan direct to Marcus Oldham College. Students repay their loan through the tax system once their income is above the minimum threshold for compulsory repayment. Voluntary repayments may be made at any time, regardless of income.



Marcus Oldham College

Marcus Oldham is Australia's leading farm business management, agribusiness and equine business management college with a national and international reputation for providing quality education. Being independent allows our courses to be developed in close consultation with industry, and to incorporate new trends and technologies into the teaching program, which ensures our curriculum is relevant to the needs of our students.

Our emphasis on business management provides skills that are readily transferable across a wide range of careers, resulting in highly employable graduates who are at the leading edge of their chosen fields.

Studying at Marcus Oldham College means you experience so much more than simply an education. Courses are delivered in small classes by lecturers who have extensive commercial experience and can relate theory to practice. The mix of tertiary qualifications and industry experience ensures that theory taught in the classroom is continually related to commercial business management.

Prominent industry leaders take part throughout our courses to provide an insight into a wide range of current industry issues. This holistic approach to our education program ensures the development of the student to meet their individual goals.

Students from all states and territories of Australia and overseas countries, live on campus in an environment that establishes a wide network of friends and contacts.

Lifestyle at Marcus Oldham College

The College provides a picturesque and central location for study. The campus is on 200 hectares in the Barrabool Hills, close to Geelong's city centre, Deakin University, Geelong Ring Road, Avalon Airport and the beaches along the Great Ocean Road. Geelong is a one-hour drive from Melbourne.

Students are accommodated in private bed/study rooms, which are equipped with internet access. During term, three meals a day, seven days a week are provided in the College dining room, and games and TV rooms cater for the recreational periods. Computer room and library facilities are available 24 hours. A range of social, cultural and sporting activities are on offer in the region.

Further Information

For more information please contact:

Student Services Officer Free Call: 1800 623 500 Email: courses@marcusoldham.vic.edu.au

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