



**MARCUS OLDHAM COLLEGE**  
Developing Professionals in Agriculture


Bachelor of Business  
(Farm Management)

Advanced Diploma  
of  
Farm Business Management



# Choose your pathway to a career in Farm Business...

Bachelor of Business (Farm Management) exit points



**Advanced  
Diploma of  
Farm  
Business  
Management**  
(Three Years inc. One Year  
Industry Placement)



**Bachelor of Business  
(Farm Management)**  
(Six months on campus  
or by external studies)

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ACN 071 444 409 ABN 50 071 444 409  
CRICOS Provider Code 00306 D



## 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 Bachelor of Business (Farm Management) course to provide an insight into a wide range of current industry issues. This holistic approach to our education programs ensures the development of the student to meet their individual goals.

The extensive use of study tours on both a national and international level provides training that is not available by classroom tuition. Our case study philosophy ensures our students develop an integrated approach to all aspects relevant to the management of a rural business.

Graduates are equipped to manage farms and properties across the full range of livestock, cropping and horticultural industries. Career options in rural business include marketing, trading, consulting and administration.

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

The College is situated on 200 hectares close to Geelong's city centre, Deakin University, the beaches along the Great Ocean Road, and an hour from Melbourne by road or train. Avalon Airport is a 30 minute drive. The College is on a convenient city bus service route.

Students are accommodated in private bed/study rooms with internet access. During term time three meals a day, seven days a week are provided in the College Dining Room, while Games and TV rooms cater for the recreational periods. With 24 hour access, the Library facilities provide internet and email access, current industry publications and videos. The Computer Room also has 24 hour access.

In leisure hours students enjoy a range of social and sporting activities with colleagues, staff, neighbouring students from Deakin University, and clubs and organisations in the Geelong region.

## Lifestyle at the College



## Course Objectives

The objective of the Bachelor of Business (Farm Management) course is to prepare graduates with the skills and knowledge to undertake careers as leading rural business managers, whether on-farm or in the ever expanding range of careers in agribusiness.

The four year Bachelor of Business (Farm Management) offers an exit point at the end of the third year where students graduate with the Advanced Diploma of Farm Business Management.

Graduates of the Bachelor of Business (Farm Management) have one of the highest employment rates of any farm business management course. Through the networks available to students at Marcus Oldham, the majority of Bachelor of Business (Farm Management) students have full time employment directly after graduation.

Many graduates follow a traditional path and return to the family property to undertake a direct management role, while others are combining management employment on the property, with professional roles in marketing, consulting and agribusiness services.

There are an increasing number of graduates finding exciting career opportunities in the agribusiness sector.

## Career opportunities

### Career opportunities include:

- Managing Family or Corporate Farm Operations
- Managing Horticultural Production Units
- Marketing of Agribusiness Commodities and Products
- Finance and Banking
- Rural Suppliers
- Commodities and Futures Traders
- Managing Producer Groups and Organisations
- Financial Advisors
- Farm Business Consultants
- Stock and Station Agents
- Community Program Facilitators
- Land Agents
- Aquaculture
- Rural Employment Consultants
- Contract Rural Services
- Forestry



## Program Structure

Agricultural business managers must be able to set clear and specific goals for their business. To achieve these goals they need sound financial management and marketing skills. They also have to be able to access and use information continually.

Competent managers adopt current technology and are able to manage both people and risk. Managers require highly developed resource management skills to ensure the business they manage is based on systems that are environmentally and economically sustainable in the long term. Above all, successful managers are required to have a thorough understanding of the national and international business environment.

The emphasis of the Bachelor of Business (Farm Management) course is placed on the development of the individual, with specialised training that integrates business management principles with the technical requirements of managing the rural business.

The course produces graduates with skills in eight key areas:

- Integrated Management Studies
- Farm Business Management
- Human Resource Management
- Marketing Management
- Information Management
- Sustainable Resource Management
- Agricultural Engineering
- Agricultural Production Systems

The Marcus Oldham Bachelor of Business (Farm Management) offers students a unique course structure that features on campus tuition, industry placement and a period of flexible external study.

The structure of the Bachelor of Business (Farm Management) ensures students are no more than eleven months away from the workplace at any given time. Upon graduation, Marcus Oldham graduates have relevant practical experience together with formal qualifications.

The structure of the Bachelor of Business (Farm Management) gives students the flexibility to graduate after three years of study with an Advanced Diploma of Farm Business Management or continue and complete one semester (or equivalent) to obtain a Bachelor of Business (Farm Management).

All students are required to have at least one year's industry experience before starting the course. This may be in a farm or agribusiness position. This pre-entry requirement increases the competency levels of students and gives them an opportunity to observe management skills, production and decision making techniques.

All students must complete a pre-entry report detailing the physical and operational side of an agricultural property on which they have been employed. This pre-entry experience will be complemented with a further eleven months of industry placement in the second year.



## Study Tours

Exciting and intensive national and international study tours feature throughout the Course. The objective of the tours is to expose students to up to date business management techniques, listen to progressive farm and agribusiness operators outlining their approach to management and provide training that is not available by classroom tuition.

The broad objective of the overseas tours is to provide students with an understanding of agriculture and business procedures within another country. Students also gain insight into various cultures of our trading partners.

Day tours take students to many of Australia's leading properties and agricultural organisations, past international tours have visited areas such as New Zealand, Argentina, S.E. Asia and China.

## Industry Links

The Bachelor of Business (Farm Management) offered at Marcus Oldham College has been designed in consultation with industry leaders and professionals associated with agriculture and education. This liaison ensures that the course content and education methods are relevant for the training of future business managers.

The College has a close association with the rural and business sector through its staff, advisory committees, network of past students and links with some of the most outstanding agricultural business people in the country.

A vital aspect of the College's teaching method involves the use of Case Studies. These case studies are based on 'real' businesses and involve students undertaking detailed analysis and appraisal of businesses, which draw together skills and knowledge presented in the individual modules. This "whole business" approach to rural business management is a key component.

Students benefit from guest lecturers who are leaders in their respective fields. This ensures that students have access to relevant and up to date information and ideas.

## Assessment

### Year One to Year Three

Students are assessed on course work by a number of methods. Practical assessments, written assignments, written examinations, oral presentations, major case studies and project reports are used to assess a student's academic performance. Student academic performance is continually monitored through a process of tutorial support by academic staff. Mid year assessment of student performance is provided to all students.

### Year Four

Student assessment in this year may vary according to the unit of study being undertaken. Written assignments, major consultant reports and written examinations are the major forms of assessment. Tutorial support is provided in this year of study by both Marcus Oldham College and Deakin University academic staff. Use of email and bulletin board facilities allows students to contact each other to obtain support from within the study group. Tutors use these facilities to communicate with students in study groups.

# Graduates' Endorsements

Jane Appleby, Graduate 2004

*Agricultural Consultant, PrincipleFocus*

"Completing the Marcus Oldham Farm Management course has been imperative for my career as an agricultural consultant. The year of practical placement provided me with a terrific opportunity to test the water in the consulting industry and I still work for the same company now, six years on. The course topics and material covered are relevant to commercial industry conditions and I have drawn on my study notes from each unit (to varying degrees) during my career. If I hadn't studied at Marcus I wouldn't be where I am today."

Tom Murphy Graduate 2003

*Farm Manager of Warakirri P/L property, "Wyobie" located north of Dalby QLD.*

"I had always dreamt of being a farmer. I chose to study Farm Management at Marcus because I thought it would provide me with the skills needed to achieve my goal. My study paid off as I am now managing a large cropping property on the Darling Downs and I love it! I also had a fantastic time at Marcus and made some great mates from all over Australia."

Chris Warrick Graduate 2008

*2009 - Studying for Bachelor of Business (Farm Management)*

I have a passion for agricultural but am well aware of the financial challenges the industry faces. Marcus Oldham College offered me the best balance of business management skills in the areas of finance, production and resources. I found the local and international tours included in the course to be a unique and valuable experience, which broadened my perception of the industry and equipped me with some very useful skills for my career.

William Gurry, Graduate 2005

*Rural Analyst, Mutual Trust Pty Ltd*

Completing the Marcus Oldham Farm Management Course was a fulfilling experience that enabled me to develop the skills I needed to pursue a career in agribusiness. The industry tours, practical year and guest lectures provided a great balance of classroom and practical learning and also introduced me to career options I had not previously considered.

The Bachelor of Business (Agricultural Management *now known as Farm Management*) helped me secure employment at Mutual Trust Pty Ltd where I am now a Senior Rural Analyst. Mutual Trust is a financial advisor providing a wide range of services to predominantly family clients. These services include family governance and succession, accounting, investment and rural consulting to clients throughout NSW, SA and Victoria.

Claire Bibby, Graduate 2006

*Agribusiness Lending Officer, Rural Finance*

Marcus Oldham is renowned for its quality staff, education, facilities and courses. This is part of the reason I chose Marcus. Furthermore its course structure with farm tours, international study tours, experienced lecturers and immense networking facility appealed to me.

The Bachelor of Business studies provided me with a sound understanding of business and finance management which held me in good stead for my current vocation. The course allowed me to develop perspective in all aspects of agriculture which is fundamental basis of any Agricultural occupation.

The skills that I developed whilst completing the course have assisted me in my role now in delivering finance in the Agricultural Industry. I recommend Marcus Oldham to anyone looking to pursue a career in agriculture.

Tim Croagh, Graduate 1982

*Western Plains Pork, Mt Mercer, Vic*

The years spent at Marcus Oldham have proven to be invaluable to me. The business approach to the course and the different skills needed to run an agricultural business sets Marcus Oldham apart from other courses on offer. This knowledge learnt was critical in my approach to look at all different types of agriculture. Marcus has also created an enormous network of contacts for me since graduating and so has given me the advantage I was looking for.





## Units

### **Integrated Management Studies 1**

IMS101 Farm Management Case Studies

IMS102 Industry Study Tours

### **Farm Business Management 1**

FBM101 Introduction to Farm Business Management

FBM102 Farm Planning and Accounting

FBM103 Farm Financial Management

### **Human Resource Management 1**

HRM101 Managing Self

### **Marketing Management 1**

MM101 Marketing Principles and Practice

### **Information Management 1**

IM101 Managing and Researching Information

## Year One: Farm Business Management Principles

Requires students to solve problems associated with managing a real farm business using an integrated case study approach. Students complete two major case studies designed to draw together and apply all the academic disciplines taught during the first year of the program.

Students travel on two major study tours, exposing them to many different agricultural businesses. Tours are used to focus on new and developing production and management systems in Australia and overseas. Students have visited Queensland, New South Wales, Tasmania, South Australia, Northern Territory and New Zealand.

Provides students with the basic skills to assess a farm business, including the preparation of a physical resource analysis and enterprise gross margins.

Designed to teach students how to prepare and interpret the principle financial statements for a business and how to the current performance of the business and plan for changes within the business.

Focuses on developing student's skills in managing business finances. Students learn how to: design, maintain and utilise a cashbook, calculate the tax liability for a business and evaluate the time cost of money.

Identifies the key skills of professional business managers and provides opportunities for students to identify and develop their own skills. Time management, stress management, negotiation skills and sound written and oral communication skills are developed in this module.

Relates the knowledge of marketing and economics to the principles of business management. Students are introduced to the concepts of supply and demand, the key attributes of the major agricultural industries and prepare a basic marketing plan for a given case study situation.

Develops an understanding of appropriate research methods and proficiency in a range of software packages to assist decision-making within the business. Students will gain competency in word processing, spreadsheets, databases and the internet.



### **Sustainable Resource Management 1**

SRM101 Sustainable Resource Management Principles

Identifies the key resources of a sustainable production system and relates the principles of climate, soil and water management to the management of a sustainable farm. Students develop their practical skills in soil management, farm water supply design and whole farm planning.

### **Agricultural Engineering 1**

AE101 Agricultural Engineering Principles

Introduces students to the basic concepts of engineering and demonstrates how to apply them to mechanisation and agricultural machinery. Students apply the principles of soil mechanics to irrigation and soil conservation programs.

### **Agricultural Production Systems**

APS101 Plant Production Principles

Provides students with an understanding of the factors influencing pasture and crop production, such as climate, soil, fertility, weeds, pests and diseases. Students also have the opportunity to obtain a certificate of competency in chemical handling.

APS102 Animal Production Principles

Introduces students to the key principles of animal structure and physiology, nutrition, reproduction, genetics and breeding as it relates to animal production and the profitability of the animal system within a farm business.

APS103 Crop and Pasture Management

Is designed to teach students to develop a thorough understanding of the major cropping and pasture systems throughout Australia. The primary focus of the module is on developing the students' knowledge and skills in managing these production systems.

APS104 Animal Management for Profit

Focuses on the application of the key principles of animal production to the management of grazing systems. Students will develop their knowledge and skills in managing animals for meat, milk and fibre production.



## Units

# Year Two: Industry Placement

In order to complete the second year of the Bachelor of Business (Farm Management) students are required to undertake and complete a period of approved industry placement. This will involve a minimum of eleven months in an industry position that is approved by the College.

During this placement students complete two major case studies, which analyse the current and potential future performance of the business.

The year away from the College aims to expose students to a range of agricultural and business environments. It is an important component in developing the integrated approach to decision making, which is the hallmark of a Marcus Oldham graduate.

Each student is assigned a tutor who maintains regular contact with the student and employer throughout the year, including a visit to their place of employment. Importantly, tutors provide both academic and pastoral support during this exciting and challenging year.

Students may select a placement from a broad range of approved employers located throughout Australia. Placements are available in a wide diversity of industries and operating environments. Approved employers provide a unique environment for the student to develop their management and practical skills.

Requires students to complete a minimum of eleven months of approved industry placement.

During this period of industry placement students:

- Will further develop their practical skills in a wider range of industries.
- Participate in the full production cycle of the business.
- Increase their understanding of business management through integrating the knowledge gained in the first year of the program with their practical experience of the business' operation.

Utilises an integrated case study approach to examine the current performance of the business in which the student is working. Students are required to analyse the current physical and financial performance of the business in relation to the goals and objectives of the owner/manager.

Complements IMS202, applying the integrated case study approach to the future potential performance of the business in which the student is working. Students are required to identify all the potential opportunities for improving the business and analyse the impact on the business of implementing one of these opportunities.

### **Integrated Management Studies 2A**

IMS201 Industry Placement

### **Integrated Management Studies 2B**

IMS202 Industry Case Study 1

IMS203 Industry Case Study 2



## Units

### **Integrated Management Studies 3**

IMS301 Business Planning Case Studies

IMS302 Industry Study Tours

### **Farm Business Management 3**

FBM301 Farm Business Analysis:

FBM302 Farm Finance

FBM303 Farm Business Environment

### **Human Resource Management 3**

HRM301 Managing People and Organisations

### **Marketing Management 3**

MM301 Marketing Agricultural Products and Services

## Year Three: Farm Business Management Applications

Requires students to prepare integrated business plans for farm businesses. On-farm visits enable students to obtain the necessary information to complete a business plan.

Effective problem solving and integration of the disciplines taught throughout the program are a major theme of this module.

Students travel on two major study tours, exposing them to many different agricultural businesses. Tours are used to compare production and marketing systems and develop an understanding of global agricultural production and marketing. International tours have been undertaken to New Zealand, Argentina, S.E. Asia and China.

Is designed to develop the students' understanding of the basic principles of strategic management as it applies to a farm business. Students also develop skills in investment analysis which they apply to key strategic decisions, such as land and machinery purchase.

Focuses on developing the students' knowledge and understanding of the financing options available to farm businesses in Australia. Students are required to prepare and present an application for finance, investigate the range of financial risk management products available and examine alternative investments outside agriculture.

Focuses on developing students' understanding of the regulatory and policy environment in which farm businesses operate. Students study business law, taxation and the major economic issues which affect both agriculture and the domestic and international economy.

Develops students' understanding of organisational structures and how this influences staff performance, managing staff, working in groups, managing effective communication in organisations and other issues which impact on the workplace.

Requires students to apply the principles of marketing to key strategic and international agricultural marketing issues. Market research, consumer behaviour, product differentiation, forecasting and analysing market trends and managing price risk through the use of futures and options are all studied.



### **Information Management 3**

IM301 Information & Research Applications

Develops the students' key information management and research skills. Students explore a range of agricultural software programs and compare their management application. Students review relevant research, visit research projects and gain an appreciation of the role research plays in developing agricultural business opportunities.

### **Agricultural Engineering 3**

AE301 Mechanisation and Facility Development

Focuses on the broad range of engineering applications used in farm management. Students develop a thorough knowledge and understanding of the principles of design of farm structures and facilities, economic decisions relating to farm machinery systems and the key elements involved in project management.

### **Sustainable Resource Management 3**

SRM301 Sustainable Resource Management Systems

Applies the principles taught elsewhere in the program to the development of an economically sustainable farming system. Effective water usage, irrigation and drainage, soil conservation, salinity control, catchment management and the use of environmental management systems are key issues discussed in this module.

### **Agricultural Production Systems 3**

APS301 Crop Production Systems

Provides students with the opportunity to develop their knowledge of crop production systems and apply it to an area of personal interest. Students have the choice of studying winter, summer or intensive cropping systems, and the opportunity to undertake a Special Interest Study Contract (students must complete three of these four topics). Integrated Pest Management is a core element of this module.

APS302 Animal Production Systems

Provides students with the opportunity to develop their knowledge of animal production systems and apply it to an area of personal interest. Students have the choice of studying meat and milk, fibre or intensive animal production systems, as well as the opportunity to undertake a Special Interest Study Contract (students must complete three of these four topics). Animal Health Management is a core element of this module.



## Units

# Year Four: Business Integration And Development

Units of study with a MOC prefix are offered either on campus or by external study through Marcus Oldham College. All other units are offered either on campus or by external study through Deakin University. Students must complete six units to complete the fourth year.

### Compulsory Units

Students must complete the following three units:

MOCFBM4 Farm Business Management 4

Evaluates the investment characteristics of rural businesses, develops and applies appropriate benchmarks for a given rural business, develops models for farm businesses which demonstrate sustainable growth and develops programs for financing, supervision and control of large scale rural businesses.

MOCIMS4 Integrated Management Studies 4

Develops a comprehensive medium term business plan for a large business operation focussing on the integration of complex issues associated with production, marketing, human resource management, organisational structure, legal and financial operations.

MOCHRM4 Human Resource Management 4

Examines a model HRM Program, considering the labour management functions are included and what relationships exist between them. Students will gain an understanding of how an HRM Program differs to other modes of labour management. Finally, students will understand how to implement and apply an HRM Program.

### Elective Units

Students must complete at least three of the following units:

MOCSRM4 Sustainable Resource Management 4

Evaluates the feasibility of introducing technological changes into an existing agricultural production system. The impact of implementing this change will be evaluated from economic, technical, human and environmental view points.

MMH230 Strategic Human Resource Management

Studies the role of HRM in organisational effectiveness and employee satisfaction, analyses the importance of job analysis, training and career development, employee relations and evaluates the effectiveness of HRM processes in an existing business.

MMM240 Organisational Behaviour

Examines behaviour in organisations, considers the impact of change in an organisation, evaluates issues of job productivity and job satisfaction and then develops models to optimise these issues in an existing organisation.

MMH706 Advanced Human Resource Management

Prepares students for organisational staffing by detailed study of recruitment, selection, performance management and appraisal, separation, rewarding and evaluation of the impact of rewarding staff.

MMH349 Industrial Relations

Develops a practical understanding of the Australian system of employee relations, analyses employee relations concepts, issues and outcomes and compares the systems used in Australian with overseas models.



MMK358 International Marketing

Develops an understanding of the issues and problems of international marketing and develops appropriate marketing strategies and objectives to successfully service international markets.

MAA202 Accounting for Planning & Control

Teaches students an understanding of the role of management accounting in assisting management to achieve their objectives in today's highly competitive and constantly changing global environment.

MAF302 Corporate Finance

Develops techniques for managing business costs, develops skills in strategic planning and budgeting, develops reporting systems to provide managers with information to assist in improvement of the business operation.

MLC203 Corporations Law

Teaches the principles of Australian Company Law and applies these in relevant commercial and business situations.

MSC245 eSystems for Business

Studies eSystems approaches to supply chain management, electronic data interchange, electronic procurement, eSystems business models and building and maintaining trust in eSystems relationships.

MSC347 Information Systems Management

Develops an understanding of the role and strategic use of information systems and technology in a business. Reviews current and future trends in Information Technology (IT) and IT systems. Develops pathways for the adoption of improved IT within an existing business operation.

MAE322 The Economics of the Environment

Introduces the use of economic tools to evaluate environmental issues. Is designed to develop an awareness of the socio-economic issues relevant to natural resource management.

MAF255 Financial Planning

Introduces students to financial and estate planning. Covers the financial planning process and its implementation; an introduction to estate planning providing an understanding of its necessity in the financial planning process. The unit also develops an understanding of the economic, political, social and legal environment for financial planning.

MMK265 Marketing Research

Studies problem definition to determine research design, exploratory and secondary research, data collection, measuring attitudes, questionnaire design, sampling techniques and data analysis.

MMK325 Strategic Marketing

Examines the concepts and processes involved in market strategy planning and links these to the current marketing practices of a business. Problem solving and analytical skills enable students to translate marketing theory into marketing plans to gain competitive advantage for the business.

MSC220 Small Business Systems

Designed to provide students with the background knowledge and practical skills necessary to investigate and recommend information systems and technology to support the operation of a small to medium-sized business. Students will study real businesses over the trimester. Particular emphasis is placed on business information management, information systems and information technology to support business planning and operations. Recent developments in electronic commerce, the Internet, networking and mobile communication which can benefit businesses are also covered.



## Entry Criteria

Marcus Oldham College maintains a flexible policy in relation to entry criteria and judges each applicant on their individual merits. The most important criteria for entry, which are assessed at interview, are the student's:

- Enthusiasm for a Marcus Oldham College education.
- Commitment to a professional career in farm management.

Applicants who wish to study the Bachelor of Business (Farm Management) course must also:

- Have at least one year of full time industry experience post school.
- Have completed the Victorian Certificate of Education (VCE) or the interstate equivalent.

The College encourages mature age students who have not completed the VCE or the interstate equivalent, but who have relevant industry experience, to apply.

## Scholarships And Financial Assistance

Industries have 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 at the interview:

- Commitment to Agriculture and to Agribusiness
- Personal Presentation
- Ability to Communicate
- Academic Performance

Scholarships, bursaries and deferred payment plans are available to provide financial support for students attending Marcus Oldham College. A list of scholarships and other methods of financial support are available on the Marcus Oldham College website at [www.marcusoldham.vic.edu.au](http://www.marcusoldham.vic.edu.au).

## FEE-HELP

Australian students studying the Bachelor of Business (Farm Management) program 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 the 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. Information is set out at [www.goingtouni.gov.au](http://www.goingtouni.gov.au) website. Further information is available from the College.

The Bachelor of Business (Farm Management) is an approved Youth Allowance / Austudy eligible course. Students do not pay fees under the Higher Education Scheme (HECS).

