



MARCUS OLDHAM COLLEGE

Developing Professionals in the Horse Industry

Diploma of Horse Business Management







Marcus Oldham College

Aims of the course

Syllabus

Marcus Oldham College is Australia's leading horse business, agribusiness and farm 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 technology into the teaching program.

Our emphasis is on business management, which 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 commercial experience and can relate theory to practice.

The extensive use of study tours at both a national and international level provides training that is not available to students by classroom tuition.

Marcus Oldham College's one year Diploma of Horse Business Management provides students who have a strong interest in the horse industry, with the business skills, training and husbandry knowledge necessary for a successful career in their chosen area of the horse industry.

Internationally recognised by the major sectors of the horse industry, the course offers an intensive year of accelerated learning in the practice and theory of Horse Business Management.

Recognising that no amount of theoretical knowledge can substitute for sound practical experience, the course emphasises practical skills that employers have identified as being essential.

The Diploma of Horse Business Management is divided into three broad areas:

- Business Management
- Equine Science
- Practical Skills / Horse Husbandry

The course commences mid February and concludes with graduation in early December. The first half of the year has a considerable practical component including riding, handling, training young horses, yearling preparation, farriery techniques, feeding and health procedures.

All tuition is "tailored" to a career in the horse industry.



Career opportunities

Marcus Oldham has a strong focus on training people for meaningful careers in the horse industry. The College's network of industry contacts and association with global employment groups means that graduates of the Diploma of Horse Business Management are in a unique position to obtain rewarding positions in the horse industry in Australia and overseas.

Marcus Oldham graduates have developed careers in the following areas:

(a) On the Stud Farm

- Handlers / Supervisors
- Broodmare Manager
- Yearling Manager
- Stallion Manager
- Stud Manager

(b) Training the Equine Athlete

- Riding Instructor
- Thoroughbred Racehorse Trainer
- Standardbred Racehorse Trainer
- Showjumping, Eventing or Dressage Trainer
- Pre-conditioning Racehorses
- Horse Breaking and Horse Psychology

(c) Service Industry Businesses

- Sales representatives for equine pharmaceutical companies, saddlery businesses or horse feed manufacturers
- Equine insurance sales, claims investigations and loss adjustment
- Horse sales companies as auctioneers, sales representatives, pedigree clerks, computer operators, syndication, importing and exporting
- Equine public relations and marketing
- Race club or breed society administration
- Specialised intensive foal care
- Bloodstock leasing
- Horse journalism and photography
- Horse transport by air, sea and road
- Veterinary nursing in an equine practice
- Horse tourism operator
- Freeze branding operator
- Horse dental technician
- Nutrition advisor
- Horse management educator
- Parasite control advisor
- Stable and fence building
- Horse agistment property
- Mounted Police

Graduates' Endorsements

Alex Matheson, Graduate 1995

NZ Dressage Champion

"My year at Marcus Oldham gave me an excellent grounding in a number of academic subjects and life skills that have helped me with my working career.

The equestrian knowledge and contacts gained during my studies has given me a marvellous opportunity to excel with my equestrian career."

Ian Hart, Graduate 1987, Graduate of Excellence 2002

CEO of Thoroughbred Racing South Australia

"Marcus opened the door for me for a career in the racing industry. It provided a much greater understanding of the complexities of the industry. Its business approach sets it apart from other courses as it focuses squarely on management – it promotes leadership. Attending Marcus was the first step in achieving a worthwhile career and was an invaluable experience."

Henry Dwyer, Graduate 2007

2007 Australian Thoroughbred Scholarship winner

Licensed Trainer

"I planned a career in the racing industry and after researching various options decided the impressive Diploma of Horse Business Management was a logical choice."

Tim Amitrano, Graduate 1999

Olympian - Australia

"Riding horses at top level is hard work. Understanding how to manage your finances and make a business out of it can be even harder. At Marcus Oldham, I developed strong business skills complemented by sound practical and horse husbandry knowledge. It was a very intense year of study but just what I needed to help me succeed."

Fleur Cushman, Graduate 1993

Editor Racing Post Weekender, UK

"I have a superb career working in an industry that I'm fanatical about. This would not have been possible had I not had a head start with the knowledge gleaned from my time at Marcus Oldham. This gave me a terrific advantage and one that has allowed me to get closer to becoming an expert in my field."

Jim Paltridge, Graduate 1979

Managing Director, Newmarket, UK office of Melbourne based International Racehorse Transport.

"I have probably had a hand in arranging to fly well over 50,000 horses around the world - to and from most continents. The Marcus course has proven invaluable to me in many walks of my life, and no doubt will continue to do so."

Jill Smolenski, Graduate 1989

Manager breeding operation New Zealand, caring for approximately 30 mares and preparing their offspring for sales.

"Marcus gave me the confidence to take on management positions and I encourage anybody who has a passion for horses, to go to Marcus Oldham. Attending the College shaped my future, instilling the confidence and knowledge I required to achieve my goals."

Imtiaz Anees, Graduate 1995

Olympian - India

"Marcus Oldham gave me a unique opportunity to realise my dreams of competing at the elite level. I owe much of my success to Marcus Oldham, and will never forget the amazing start it gave me to my international career."

Emily Butcher, Graduate 2000

Shortlisted for 2008 New Zealand Olympic Team

"Marcus Oldham was a fantastic experience for me. One that I feel privileged to have experienced, and that gave me the knowledge and opportunities that have helped me to get where I am today. The course not only gave me the practical and life skills required to be successful, but also the business management skills to run an Equine business that is helping to support my dream of representing NZ in Eventing."





Unit Description

Equine Business Systems 1

The course is designed in a unit format and consists of eight units. There are elective units within the course from which the students must select one.

This Unit has two main areas, the first deals with small business establishment and practices, cash control, cash books, taxation, payroll and law.

The second area focuses on business analysis, resource appraisal, allocation of costs, cash budgeting, cash flow analysis, profit and loss, depreciation, balance sheet, and case study one.

Equine Business Systems 2

Involves business planning, discounting, finance, investment and profit and management. It also includes horse property planning, pasture management and fodder conservation, facilities design and planning, and culminates in a second case study.

Human Resource and Information Management

Covers principles of communication, report writing, study skills, time management, stress management, conflict resolution and negotiation skills, letters, resumes and employment interviews, public speaking and the principles of marketing and public relations. Also involves occupational health and safety, workplace legislation, staff recruitment, selection and induction, staff motivation, training and performance review.

This Unit deals with computer systems, internet and email, word processing, spreadsheets, databases, PowerPoint presentations, web page design and horse industry application software.

Equine Science 1

This is a comprehensive unit which involves assessing and monitoring horse health - clinical examination, pre-purchase inspection, horse first aid, principles of disease control, vaccination and parasite control programs, basic anatomy, conformation and conformation analysis, lameness - conditions and diagnosis, quarantine and epidemiology, blood components and blood tests, drug regulations and uses, skin diseases and wound management, digestive system and digestive disorders, respiratory system and respiratory disorders, neurological and eye disorders, disorders of urinary systems, castration, foal disorders, medicine and surgery and a veterinary case study.

Equine Science 2

Develops knowledge of the principles of genetics, stud management practices and general nutrition and feeding, as well as exploring exercise physiology, training techniques and alternative therapies / therapeutic techniques.



Horse Business Management

This unit consists of the following areas –

Special Interest Study Contract (SISC)

Each student develops their own independent learning contract in a particular area of interest with the consultation of staff and specialists within the horse industry.

Practical Placement One

Is two weeks work experience in the equine training and service industry.

Practical Placement Two

Is three weeks work experience in the stud industry.

The Practical Placements can be undertaken in Australia and New Zealand.

Equine Husbandry and Management

Involves applying occupational health and safety procedures, emergency procedures, horse and human first aid, horse identification/description, record keeping, grooming, presentation, gear and equipment, bandaging and stable routine and management.

It also covers horse health and condition, applying horse health procedures, assessing hoof condition and applying basic farrier techniques and horse dentistry.

This unit incorporates the principles of horse behaviour, basic handling behaviour, horse transport techniques, handling foals, weanlings and yearlings, yearling preparation and the education of a young horse.

Horse Industry Elective

Both elective units incorporate horse industry structure, horse sport administration and event management, buying and selling horses and career development. Both electives also cover lunging practices, basic riding practices, an introduction to track riding, and driving a harness horse.

Equestrian and Sporthorse Training Elective

This elective involves developing personal riding skills, riding and training for equestrian competition, schooling techniques, equestrian competition and the role of regulatory organisations, types of competition, rules and regulations, planning a competition schedule, preparing the horse and rider for competition including sports psychology, fitness and conditioning, sport horse bloodlines and pedigree analysis, teaching and coaching riding.

or

Racing and Thoroughbred Breeding Elective

Deals with the Australian Racing Industry's structure and regulations, racing administration, licensing requirements, racing calendar, classes of races, handicapping, training for racing by analysing and designing training programs, planning racing programs, syndication and leasing, the Australian breeding industry and its structure and regulations, the role of the Australian Stud Book, the Principles of Stud Breeding, bloodlines and pedigree analysis and stallion marketing and promotion.



Assessment

Case Studies

Students must acquire all the essential stud and stable management skills listed in the syllabus, unaided and at a commercially acceptable speed, before graduating.

This gives employers confidence about the practical skills and employability of every Diploma of Horse Business Management graduate.

Assessment is continuous throughout the year and includes: case studies, written, oral, practical and computer exercises.

Case studies give students the opportunity to deal with current industry issues on real properties.

Students visit a horse property and collect relevant information from the owner or manager about the operation of the business.

The information is used to make recommendations on what enterprises to run, produce a projected cash flow budget, a marketing plan and an application for finance that they present to a bank manager as part of their assessment.

Lecturing Staff

The lecturing staff at Marcus Oldham have both 'real world' commercial experience and formal qualifications.

Industry leaders and instructors are a feature of the course and deliver specialised lectures throughout the year. This reinforces the strong links the College has with industry and allows students to develop their own network of national and international contacts.

An Advisory Board of industry professionals reviews the Diploma of Horse Business Management course.

Industry Links

One of the keys to the success of Marcus Oldham graduates is the College's industry links which open up an array of exciting career opportunities.

During the course students are exposed to the 'Who's Who' of the horse industry. Specialist guest lecturers and instructors from around Australia and overseas regularly visit the College.

Students have the opportunity to meet potential employers during work experience, study tours and by attending major horse events such as the Easter Yearling Sales, Dressage Championships, Three Day Events and race meetings. Students are also actively encouraged to participate in industry seminars, many of which are held at the College.

Overseas Representation

The Marcus Oldham College Diploma of Horse Business Management is recognised internationally with graduates gaining employment in horse enterprises around the world. A strong contingent of overseas students each year ensures that the College maintains a high profile internationally and that all students have the opportunity to develop their own network of contacts.



Tours

Leading up to Easter, students undertake a two week tour to major horse centres in Australia such as the Hunter Valley of New South Wales.

The students visit Thoroughbred, Standardbred and sport horse training and breeding enterprises and equine service businesses, eg horse insurance, transportation, tourism, pharmaceutical, feed, veterinary, bloodstock agencies and marketing companies.

Students have the opportunity to 'shadow an expert' such as a bloodstock agent, vet or trainer at the Australian Easter Yearling Sales at the end of the tour.

This is an excellent way for students to improve their knowledge of conformation, pedigree lines and make valuable industry contacts.

Students also undertake a two week tour to New Zealand in September, visiting a range of horse establishments. Comparisons between the Australian and New Zealand horse industry are a central theme of the study tour.

Work experience

Students have the chance to gain relevant work experience on prominent horse establishments throughout Australia and New Zealand.

The two week Practical Placement One session takes place during June. Students can choose to work in racing, pacing, dressage, eventing or showjumping stables, race clubs or breed society administration, insurance, horse transport, horse breaking, horse agistment, veterinary practices, feed, marketing, media and promotional companies or financial institutions.

The three week Practical Placement Two session follows the New Zealand tour in September. Students can stay in New Zealand after the tour to gain experience on leading Thoroughbred or performance horse studs during the foaling and breeding season, or return to Australia for this requirement.

Facilities

The College is located on 200 hectares, close to the city of Geelong and the Great Ocean Road. Only one hour from the city of Melbourne, students have easy access to metropolitan racetracks and major equestrian facilities such as Werribee Park.

Teaching resources on the farm include a 65 metre by 23 metre Indoor Riding School, an Outdoor Menage 60 metres by 30 metres, an undercover round yard, stable block, floodlit post and rail foaling paddock, mare and foal crush and cross country course.

Students are involved in weaning, yearling preparation and breaking in. Students are actively encouraged to take part in training and selling College horses throughout the year.

The College also regularly utilises local studs and training stables for 'hands on' practical training to ensure that students are trained to an industry acceptable standard.

Students have twenty four hour access to the computer centre and the library, providing Internet and email access, current industry publications and videos. Internet access is also available in all student bed/study rooms.



Entry requirements

Marcus Oldham College maintains a flexible policy in relation to entrance criteria and judges each applicant on their individual merits. Consideration is given to:

- Enthusiasm and commitment to a career in the horse industry.
- Previous experience with horses, including minimum practical skills.
- Maturity - students must be at least 18 years by 1 February in the year of entry.
- Academic record, to determine the student's ability to handle the course.
- Impression at an interview, references and, where necessary, a pre-entry test.

Applicants are required to have successfully completed the Victorian Certificate of Education (VCE) or equivalent. The College looks favourably on mature age students who have not completed year 12, but who have extensive practical experience with horses or experience in business through their previous employment. All students are required to have a horse and associated equipment at the College. A limited number of College horses are available for lease by interstate and overseas students. Grass agistment is provided but students are responsible for all supplementary feeding, farriery and veterinary costs.

Scholarships and Financial Assistance

The equine industry has long recognised the excellence of the Marcus Oldham Diploma of Horse Business Management through the provision of valuable scholarships. These scholarships recognise the industry need to reward student excellence and to encourage students to strive for a professional career in the horse industry. The industry support for these scholarships represents a vote of confidence in the College. In awarding scholarships, there are a number of factors taken into consideration at the interview.

- *Commitment to the Horse Industry*
- *Personal Presentation*
- *Ability to Communicate*
- *Academic Performance*

More information on these scholarships is available from the Student Services Officer.

FEE-HELP, a loan given to fee-paying students to help pay part or all of their tuition fees is available for this course. Students repay their loan through the tax system once their income is above the minimum threshold for compulsory repayment. Full details on www.goingtouni.gov.au.

For more financial information, contact the Deputy Principal (Business & Development). The Marcus Oldham Diploma of Horse Business Management course is Youth Allowance and Austudy approved and accredited by the State Training Board.



The Equestrian Federation
of Australia
Victorian Branch Inc



Further Information

Arrowfield's position as an industry leader is based on a commitment to achieving world-class standards right across the whole company from day to day operations, to facilities, quality of our horses, and ultimately the people. This is the 'Arrowfield Advantage' and is why we support the Australian Thoroughbred Scholarship.

Racetrack Magazine is proud to be a sponsor of Marcus Oldham College. The staff and friends of Marcus Oldham give unconditionally to prepare students at one of the finest institutions for equine education in Australia and we consider it a privilege to be involved.

Woodlands Stud acknowledges the contribution that Marcus Oldham is making to the Thoroughbred industry of Australia by producing graduates with both theoretical background and practical experience.

Coolmore Stud The Australian Thoroughbred industry is one of the major employers of people in Australia, and as such there needs to be excellent training to complement the industry. Marcus Oldham College provides education that maximises employment potential in a global industry.

Moonee Valley Racing Club As Australia's most innovative race club, we strongly believe in Marcus Oldham's commitment to Thoroughbred education.

Virbac Animal Health A professional approach is essential to maintain global leadership and Virbac encourages the professional development of the Australian Thoroughbred industry through the education embodied in this scholarship.

Equestrian Federation of Australia (VIC) The Diploma of Horse Business Management course at Marcus Oldham College is an ideal partnership to foster the growth of the equine industry.

Horseland Australia's leading saddlery retailer with 54 stores nation wide, is proud to support Marcus Oldham College.

Kentucky Equine Research wish to support the activities of Marcus Oldham College and its horse management course which provides training that will support the horse industry in the 21st century.

International Racehorse Transport (IRT) is the equine industry's largest transporter of horses. IRT began an important link between the industry and its future participants by sponsoring the IRT International Equine Scholarship. Most importantly, this association has kept one of the business leaders in the horse industry in touch with the leader in its education.

MARCUS OLDHAM COLLEGE

145 Pigdons Road Waurn Ponds Geelong Victoria Australia 3216
Postal address: Private Bag 116 Geelong Mail Centre Victoria Australia 3221

Ph: 03 5243 3533 Fax: 03 5244 1263 Freecall: 1800 623 500
International: +61 3 5243 3533 Fax: +61 3 5244 1263

Email: courses@marcusoldham.vic.edu.au

Web site: www.marcusoldham.vic.edu.au

ACN 071 444 409 ABN 50 071 444 409
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