



Ben Grice - 2012 Graduate  
Property Valuer, CBRE



**MARCUS  
OLDHAM**  
We mean business.

# Agribusiness





Carly Marriott - 2010 Graduate  
Farm Business Manager, Brooks Farms

At Marcus Oldham, our graduates are professionally prepared and ready for business. Our Agriculture, Agribusiness and Equine Management courses provide students with first-hand industry knowledge, business management skills, global opportunities and market-leading entrepreneurship. It is our aim to ensure our students excel as the next generation of innovative, well-educated and passionate industry leaders.

## The Marcus Experience

Life at Marcus is a blend of knowledge, innovation, fun and personal development. Our community of dynamic professionals and students share an understanding of a campus built on strong leadership, commitment and trust. Studying at Marcus is far more than just an education; it's an experience.

Situated on 200 hectares near Geelong Victoria, close to the beaches of the Great Ocean Road and 1-hour from Melbourne, Marcus provides accommodation equipped with private bed/study rooms, internet access, games and TV rooms, outdoor sports facilities, indoor gym and library. All meals are provided daily in our College Dining Room and, during leisure hours, students can enjoy a range of social and sporting activities within Marcus and surrounding universities, clubs and organisations.

Our courses deliver practical, action-oriented programs that prepare students with the knowledge, business skills and confidence to specialise in the industries of Agriculture, Agribusiness and Equine Management.

Marcus delivers relevant, innovative and market-leading entrepreneurship from theoretical and applied perspectives. It is our dual faceted approach and comprehensive consultation with industry partners, program alumni and 'real world' experience that enables our graduates to launch new ventures and business practices.

## The Course

In a world of increasing globalisation and increasing fundamental issues facing food security, agribusiness professionals are in high demand. This course is ideal if you are passionate about the business of producing and supplying food and fibre within our competitive international market. We will provide you with the key skills to deal with the many factors facing agribusiness today including:

- Farm business planning and management
- Strategic marketing and sales
- Corporate finance and investment
- Business law
- Export and trade
- Human resource management
- Management accounting

Designed in consultation with industry leaders within the agribusiness and education professions, this course offers innovative solutions and relevant, up-to-date information to keep you at the forefront of your field. By aligning our theoretical teachings with practical, hands-on experience and case studies, graduates walk away professionally prepared for the workplace with the confidence to apply their agribusiness skills in the real world.

We also offer extensive national and international study tours to expose you to business procedures from a global perspective. Our international study tours have previously taken place in South East Asia, Argentina, China and New Zealand, where students gain insights and experience from progressive farm and agribusiness operators.

## The Opportunities

The agribusiness industry forms a large part of the Australian business landscape.

With an emphasis on management and the advantage of having close links with industry, we ensure outstanding career opportunities for our graduates. The involvement of major companies in seminars, case studies, study tours and work experience ensures our graduates are highly sought after.

Possible employment opportunities include:

- Farm and agribusiness management
- Export and trade
- Sales and marketing
- Consultative services and analysis
- Supply chain management
- Rural accountancy practices
- Multinational agribusiness operations
- Rural banking and finance
- Business manager
- Operations manager
- Agricultural co-operatives
- Merchandising
- Commodity trading
- Marketing
- Property management
- Tourism
- Agri-politics
- Eco-tourism



# The Structure

Our unique course structure features full-time on-campus tuition with a period of industry practical placement.

Students are required to have completed Year 12 or equivalent and at least 1-year of full-time industry experience before commencing the course.

Our pre-entry requirement increases competency levels so students can excel in their management, production and decision making skills.

The Bachelor of Business (Agribusiness) consists of 24 units; each unit has equal weighting and students will be required to complete all 24 units prior to being eligible to graduate at the degree level. The Diploma of Agribusiness (1-year) is nested within the degree program.

The units are offered on the following basis:

**1<sup>st</sup> year**

12 units full-time on-campus delivery (all compulsory)  
4 weeks practical placement

**2<sup>nd</sup> year**

12 units full-time on-campus delivery (all compulsory)  
4 weeks practical placement

# Scholarships & Marcus Assist

At Marcus, we reward ambitious and aspirational students with scholarship opportunities to pursue excellence in their chosen fields. Our scholarships offer the freedom to focus on the future without having to worry about financial implications. In awarding scholarships, there are a number of factors taken into consideration at the interview, including:

- Commitment to agriculture and agribusiness
- Personal presentation
- Ability to communicate
- Academic performance

Scholarships, bursaries and deferred payment plans through our Marcus Assist initiative provide students with fee support during their course at Marcus Oldham.

For a list of scholarships and more information on our Marcus Assist financial support program, please visit our website at [marcusoldham.vic.edu.au](http://marcusoldham.vic.edu.au)



Carl Roger - 2012 Graduate  
Export Sales, JBS Australia



# The Curriculum

## YEAR 1

### Trimester 1

#### Agribusiness Accounting

This unit develops your knowledge to effectively collect and record financial data for agribusinesses. You will understand accounting principles as they apply to farming and producing fundamental reports, such as income statements and statements of financial position.

- Cash accounting
- Cash control
- GST
- Introduction to financial statements
- Agricultural accounting

#### Principles of Agribusiness Marketing and Economics

This unit explores the concept of the customer, supply and demand and the marketing value chain. You will learn the marketing principles – 4P(s) and understand the factors determining price.

- Principles of marketing
- Principles of economics
- Value chain analysis
- Who is the customer?

#### Communicating Farm Land Capability

This unit provides the skills required to assess the resource base of a farm property to determine what the land can produce. You will be introduced to relevant agricultural fundamental principles to communicate the resource's capacity in business settings.

- Introduction to business software (spreadsheets and word processing)
- Farm business profile and resource analysis
- Agricultural fundamentals
- Business communications

#### Integrated Management Studies

Wellbeing strategies are critical to the successful operation of an agribusiness. You will be introduced to the concept of systems thinking and be exposed to real-world examples of how a business decision in one area affects other aspects of the operation. This unit includes a 5-day domestic study tour.

- Health and resilience
- Professional writing and reporting for business
- Domestic study tour

### Trimester 2

#### Developing Financial Proposals

During this unit you will develop your understanding of production systems to build a budget that reflects the proposed production activity. You will develop an understanding of the key drivers of profitability and how they affect the preparation of a budget. You will use your production knowledge and budgeting to prepare a bank finance proposal.

- Gross margin analysis
- Livestock schedules
- Cash flow budgeting
- Sensitivity analysis
- Finance proposals

#### Industry Structures and Commodity Markets

You will understand how industry structures and value chains influence the market. This unit will draw on your previous industry experience to help analyse the role of these structures and their effect in supporting commodity price.

- External environment analysis
- Industry structures
- Micro economics
- Supply and demand

#### Agribusiness Resource Systems

You will understand the nature of agronomic, livestock and human resources and how those systems interact in an agribusiness operation. You will apply your understanding of resource systems to assist in developing production based, cash flow budgets in the concurrent unit *FAA542 Developing Financial Proposals*.

- Self-management
- OH&S in the workplace
- Fundamentals of crop production systems
- Fundamentals of animal production systems

#### Agribusiness Enterprise Performance

You will expand your concepts of systems thinking utilising knowledge gained from all units you have studied. You will synthesise the knowledge obtained from your studies with the experience gained from visiting a range of agribusinesses and develop a comprehensive understanding of the financial performance of an enterprise. This unit includes an extended international study tour where you will explore international markets and demand for Australian agricultural products.

- Case study: enterprise profitability
- Intercultural communication
- Comparative markets
- International study tour

### Trimester 3

#### Enterprise Performance Analysis

You will develop skills to use both financial and non-financial data to analyse business performance. You will determine the value of information held and the means to discover what additional information is necessary to assess performance of a farm business enterprise.

- Farm accounting and budgeting software
- Farm business analysis
- Production economics
- Financial ratio analysis

#### Agribusiness Marketing

You will develop skills to determine appropriate marketing strategies for different entities or products. Understanding marketing strategies will allow you to develop the brand that will define your agribusiness product and how best to communicate with your chosen market.

- Marketing strategies
- Brand development
- Marketing channels
- Websites and e-commerce

#### Agribusiness Enterprise and Technology

During this unit you will be introduced to decision processes that will enable you to allocate scarce resources and develop means of best utilising assets to achieve economies of scale. You will learn about the allocation of land, capital, technology, people & skills as well as enterprises. You will develop modelling techniques to assist the decision process.

- Fundamentals of intensive agriculture
- Agriculture technologies
- Advanced spreadsheet modeling
- Introduction to e-business
- Managing workplace teams

#### Improving Agribusiness Performance

This unit includes a requirement that you undertake a 4-week practical placement in an approved agribusiness. A key objective of the placement is to recognise the interrelated systems within the workplace and how management structures allow the interaction of systems to achieve the performance objectives. You will be able to integrate all of your learning and experience as part of a case study.

- Practical placement
- Case study: performance improvement

## YEAR 2

### Trimester 1

#### The Value of Capital and the Investment Decision

This unit will provide you with the skills to select, use and manage the appropriate decision-making tools for valuing capital, for analysing investment decisions and to undertake valuations of business operations.

- Introduction to corporate finance
- Discounted cash flows
- Introduction into decision making in an uncertain environment
- Agribusiness valuations
- Portfolio management

#### International Marketing and Supply Chain

Australia exports over 70% of its agribusiness product. You will be able to identify elements of the international supply chain, efficiencies within those systems, and how they affect price. You will understand the effect of external factors on the supply chain, such as government policies & agreements, cultural, economic and competitor issues.

- Operations management and supply chains
- Logistics management
- International business management
- International marketing

#### Research Methods and People Management

You will develop the skills to design and conduct research and analyse data to complement your business skills. You will learn how to manage people (their time, skills and experience) to achieve the objectives of the business.

- Research methods
- Experimental design
- Statistical analysis
- Human resource management

#### Developing the Value Proposition

During this unit you will be exposed to a range of agribusinesses that have invested in developing their value proposition. Some will have achieved growth through acquisition, some organically and others through product development. You will have an opportunity to follow the process of market development with real agribusinesses. This unit includes a 5-day domestic tour.

- Engagement with selected agribusinesses
- Workshop ideas and present decisions for change
- Domestic study tour

### Trimester 2

#### Business Structures, Tax and Equity

The choice of business structure impacts the manner in which capital is contributed or withdrawn, how assets can be transferred and how taxation is applied to profits. During this unit you will learn the fundamentals of income tax. You will compare, contrast and assess a range of business structures, considering the impact of taxation, inter-generational transfer of assets and transactions with the owners.

- The Australian tax system
- Applied agribusiness corporate finance
- Succession planning
- Business structures

#### Price Risk and Competitive Advantage

The strategic direction of a business can be determined by analysis of factors within and external to the business. During this unit you will learn how external factors affect strategy. You will apply price risk management tools to strategically manage external factors.

- Commodity marketing
- Understanding marketing derivatives
- Introduction to business strategy
- Applied economics
- Forwards, futures and options

#### Technology in Agribusiness

During your study of this unit you will refine your skills in technology management and develop discernment skills to evaluate the role of new technologies in agribusiness. You will then focus on how technology can enhance profitability, either through cost savings, increased efficiency or comparative advantage.

- Create computer models for agribusiness
- e-Business
- Precision agriculture
- Capture and analysis of production data
- Database design and management

#### Managing for Change

Within this unit you will compare the development of business through financial management, market development, the development of the workforce and capital investment. Your case study will seek to implement strategic change in an agribusiness to improve its performance against its own objectives. This unit includes an extended international study tour.

- Case study: implement a strategic change
- International study tour

### Trimester 3

#### Risk Management and the Investment Decision

During this unit you will enhance your decision-making skills by mastering risk evaluation and pricing methods and applying them to complex investment decisions. You will consider a wide range of risk factors affecting the investment decision.

- Further decision making in an uncertain environment
- Risk management
- Investment decisions
- Stochastic modelling

#### Implementing Strategy and Agribusiness Law

In the process of strategic thinking, managers must be able to develop tactical strategies and action plans. Whilst developing action plans, more research, technical assistance or other information may be required. In this unit you will develop an action plan to give effect to a business strategy. You will be required to consider matters of law, marketing plans, factors both internal and external to the business.

- Implementing business strategy
- Strategic marketing decisions
- Agribusiness law
- Contract law
- Leases

#### Negotiation for Agribusiness Advantage

This unit will develop your approaches for negotiation in agribusiness and will provide you with skills to be successful in different business contexts. You will delve into the industrial relations (IR) environment; understanding employment laws and how IR negotiation can be quite specific.

- Industrial relations
- Negotiating in an agribusiness environment

#### Applied Management

This capstone unit is designed to bring all aspects of your experience and learning together. It will draw on the experience gained in a second 4-week practical placement. During the placement, you will be required to analyse the agribusiness you are working with to select the most appropriate growth strategy. Your case study on a selected corporate agribusiness will build on your placement experience to promote the implementation of a development strategy.

- Case study: growth and development
- Practical placement



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145 Pigdons Road, Waurn Ponds VIC 3216  
FreeCall: 1800 623 500  
International: +61 3 5243 3533  
Email: [courses@marcusoldham.vic.edu.au](mailto:courses@marcusoldham.vic.edu.au)  
[marcusoldham.vic.edu.au](http://marcusoldham.vic.edu.au)

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