



Hugh Landale - 2012 Graduate
Farm Manager, Dahwilly Pastoral Co.



**MARCUS
OLDHAM**
We mean business.

Agriculture



Lachie Wilson - 2002 Graduate
Principal & Farm Manager, Murdeduke Angus

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

Our Agriculture program has been designed specifically for those driven towards management positions in production agriculture. You will learn every facet of managing a farm business in any farm system or enterprise, with skills in the following key areas:

- Farm business management
- Agricultural production systems
- Human resource management
- Marketing management
- Information management
- Production economics
- Agricultural engineering
- Integrated management studies

Designed in consultation with industry leaders within the agriculture and education professions, this course offers the most relevant, up-to-date information to keep you at the industry forefront. By aligning our theoretical teachings with practical, hands-on experience and case studies, graduates walk away professionally prepared for either a domestic or global position within the workforce.

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 agricultural operators.

The Opportunities

With an emphasis on management and the advantage of having close links with industry, we ensure outstanding career opportunities for our graduates. Our Agriculture program has one of the highest graduate employment rates of any similar farm management course in Australia, and many of our graduates excel as dynamic leaders in the industry.

Possible employment 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
- Aquaculture
- Rural employment consultants
- Contract rural services
- Forestry

The Structure

Our unique course structure features on-campus tuition and an extended 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 are equipped to relate theory to management practice.

The Bachelor of Business (Agriculture) consists of 24 units of study; each unit has equal weighting and students will be required to successfully complete all 24 units prior to being eligible to graduate at the degree level.

The units are offered on the following basis:

1st year

12 units full-time on-campus delivery (all compulsory)

2nd year

Compulsory 11-month practical placement

3rd year

12 units full-time on-campus delivery (all compulsory)

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



Carly Marriott - 2010 Graduate
Farm Business Manager, Brooks Farms

YEAR 1

Trimester 1

Introduction to Agricultural Production Systems

Introduction to the key fundamentals of whole farm production systems. You will learn to systematically identify and rate key resources, understand the fundamentals affecting agricultural enterprises, be introduced to livestock physiology & nutrition, principles of agricultural engineering and pasture-based systems.

- Agriculture fundamentals
- Farm profile and resource analysis
- Livestock physiology and nutrition
- Principles of agricultural engineering
- Pasture production systems

Farm Accounting

This unit develops your knowledge to effectively collect and record financial data for farm businesses. 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

Basics of Business Systems

This is a multi-discipline unit which is broken up in topics to cover the many areas which support farm management. You will understand the environments in which farm businesses operate and the fundamental business tools that provide the basis for business management.

- Principles of supply and demand
- Principles of marketing
- Introduction to business software
- Principles of business spreadsheets
- Writing for business

Integrated Studies

Wellbeing strategies are critical to the successful operation of a sustainable farm enterprise. 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
- Farm planning simulation (The Farm Game)
- Professional writing and reporting for business
- Domestic study tour

Trimester 2

Development of Agricultural Production Systems

You will gain an understanding and be able to apply the basic principles of animal production relating to ruminant nutrition, reproductive physiology and management. You will understand soil structure and fertility in the context of crop production and pastures. You will develop an understanding of the efficacy and efficiency of energy use systems in farm operations.

- Livestock reproduction and technology
- Soils and fertilisers
- Crop production
- Pasture production and management
- Agricultural power units and pumps

Developing Financial Proposals

During this unit you will use 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

Developing Business Management Systems

Building on previous units, this unit will give you a wider understanding of the environment that a business operates within, exploring issues of competitor behaviour, environmental scanning, market value chain for food and fibre industries, and understanding behaviour of people managing in these environments.

- External analysis
- Marketing and the value chain
- Conflict negotiation
- Time and stress management
- Negotiation skills

Farm Business 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 farm enterprises to develop a comprehensive understanding of the performance of a property, chosen for the case study. This unit includes an extended international study tour.

- Case study: enterprise profitability
- Intercultural communication
- Comparative farming systems
- International study tour

Trimester 3

Management of Agricultural Production Systems

This unit introduces decision processes in managing farm production systems, including issues of weeds, pest and diseases, feed budgeting, fodder conservation, livestock genetics & breeding. You will be able to apply the decision matrix for introducing technology, electronics and mechanisation in farm operations.

- Weeds, pests and diseases
- Feed budgeting
- Fodder conservation
- Genetics and breeding
- Electronics and mechanisation

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

Management Fundamentals in Agricultural Business

This unit focusses on developing your knowledge of industries and operational issues that are specific to agricultural businesses. You will learn to use tools that are enablers of farm business management decisions.

- Micro economics
- Occupation health and safety
- Managing work teams
- Business communications
- Advanced spreadsheets

Farm Performance in Action

This unit is delivered over an extended period. You will be able to apply theories and practices learnt in the classroom to farm businesses. This unit includes an 11-month practical placement at an approved farm business, where you can apply and reflect your insight in your assessments. You will develop your analysis and budgeting skills on a selected property.

- Case study: budget and projections
- Approved 11-month practical placement (full-time employment)
- Practical placement case study I: analysis of the farm business
- Practical placement case study II: recommending change to enhance profitability of the farm business

YEAR 3 (YEAR 2 is a compulsory 11 month practical placement)

Trimester 1

Advanced Agricultural Production Systems

Your knowledge of a range of farming systems will be further developed to enhance your decision-making capabilities. You will explore production factors affecting management in a range of intensive and extensive enterprises, including the use of emerging technologies to capture and analyse production performance.

- Winter and summer cropping
- Meat science, production and processing
- Intensive animal systems
- Irrigation systems and methods
- Precision agriculture technologies

Capital Management and the Farm Investment Decision

Using the knowledge gained in profit analysis and cash flow, you will develop knowledge and tools to make investment decisions to increase value. You will evaluate investment risk & return and their relationship with equity.

- Farm financial management
- Discounted cash flows
- Long term decision making
- Capital management and structures
- Portfolio management

Strategy and Farm Business Systems

Utilising the concept of competitive advantage, you will advance your understanding of behaviours of consumers and competitors, develop research skills to help source, analyse and interpret relevant data. You will gain an understanding of price risk management models and derivative tools.

- Strategic thinking for competitive advantage
- Research methods
- Statistical analysis
- Commodity marketing
- Options, futures and forwards

Enterprise Management and Business Performance

This unit is designed to reinforce the learning gained in your practical placement by exposing you to further examples of businesses that are managing complex and interconnected enterprises. You will explore different performance measures and factors limiting potential production and the issues that surround them. This unit includes a 5-day domestic study tour.

- Applied livestock and grazing management
- Reflection of work integrated learning experience
- Assessment of genetic gain and performance
- Domestic study tour

Trimester 2

Farm Production Decision Systems

This unit requires you to understand the decision process as you develop more advanced knowledge of farming systems. You will begin to build complex decision structures around the knowledge and experience that you have gained, seeking more relevant knowledge as you enhance your decision-making skills.

- Advanced winter cropping
- Wool production and processing
- Animal health and management
- Soil resources and water management

Ownership and the Farm Business

The ownership of a farm business has an impact on how the business is structured and how capital is contributed. You will understand ownership structures, their impact on taxation and how the owner will take a dividend.

- Taxation
- Succession planning
- Business structures
- Off-farm investments

International Marketing and Applied Economics

Advance your knowledge of applied economic principles as they apply to commodity price and the influence of domestic and international markets. You will develop an understanding of factors and influences on international trade and how that relates to the farm business.

- International marketing
- International policy and trade
- Applied economics
- Global economic systems

Applied Farm Management

During this unit you will have access to a particular farm where you will explore the management decisions over the course of a production cycle. This will give you opportunities to apply the principles learnt and make recommendations for tactical change. You will integrate your learning through case study to develop a long-term sustainable strategy.

- Site visits to a selected farm
- Workshop ideas and present decisions for change
- Case study: development of strategy

Trimester 3

Advanced Production Systems

Your understanding of managing resources in a farm business requires that you extend your knowledge of production systems to emerging opportunities of capital investment in farming enterprises. You will also explore contemporary issues affecting agricultural systems.

- Intensive cropping
- Animal welfare and behaviour
- Ruminant nutrition
- Farm structures and machinery decisions

The Farm Business Decision Environment

This unit will examine how farm businesses operate in an environment subject to government regulation, law, consumer expectations and risk. You will learn to adapt your decision-making processes to this complex, challenging and uncertain environment.

- Risk management
- Advanced decision making
- Farm business law
- Stochastic modelling

Strategy and People

The single greatest influence on both developing a strategy and implementing a strategy are the people that you work with. You will synthesise the theories and practices of people management for the implementation of successful business strategy.

- Human resource management
- Personnel strategy and workforce planning
- Industrial relations
- Leadership and change management
- Employment law

Integrated Management

This capstone unit is designed to bring all aspects of your experience and learning together. Within this unit you will follow Australian produced commodities as they are exported to international markets, exploring the issues of competitor, consumer and environment. Your final case study will design a growth and development strategy for a corporate agricultural business which meets the owner's investment criteria. This unit includes an extended international study tour.

- Intercultural awareness
- Case study: growth strategy
- International study tour



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