



**MARCUS  
OLDHAM**  
We mean business.

# Postgraduate





Marcus Oldham is Australia’s only independent, agriculture-focused higher education institution. For over 50 years, we have been meeting the needs of Australia’s adaptive minds in agribusiness. The Master of Agribusiness sets itself apart from other postgraduate business courses through its dedicated agricultural focus, entrepreneurial content and advanced business knowledge, delivered by leading lecturers from Australian and international agribusiness. Marcus Oldham is industry renowned for advancing the careers and networks of agribusiness professionals

## About Marcus Oldham

Established in 1962, Marcus Oldham College is Australia's leading agricultural and equine business management college. Marcus Oldham has a reputation for providing excellent graduate outcomes through its innovative higher education programs. Our independence allows our courses to be developed in close consultation with industry leaders to incorporate new trends and technology into the teaching programs.

Marcus Oldham's overall mission is to advance agriculture through innovative educational programs in Agriculture, Agribusiness and Equine Management and to prepare motivated, progressive professionals, to excel in the national and global environment.

Our emphasis on business management provides outcomes 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

## Course Structure and Delivery

The Master of Agribusiness is our recommended stream for Postgraduate study. This can be accomplished by direct enrolment into the Masters, or by first completing the nested Graduate Certificate of Agribusiness.

Given the majority of postgraduate students today are working full-time and seeking part-time postgraduate studies, we have designed our postgraduate courses for flexible delivery.

Units are delivered over three 12 week trimesters, running from February to December each year, and you can expect to set aside approximately 10 hours per week for each unit of study. Most students study part-time, with one or two units per trimester.

## Career Opportunities

You need to be passionate about your career in agribusiness and the challenges and opportunities facing the world in this sector, and be driven to succeed.

Australian agriculture employs approximately 318,000 people who produce enough to feed about 61 million people. Australian farmers export about 79% of what they grow and produce, valued at more than \$49 billion per year.

There is currently a shortage of professionals who are equipped with the necessary business skills and requisite creativity, expertise and thought leadership that is needed to drive agribusiness growth for the rest of this century.

Graduates of the Marcus Oldham Master of Agribusiness are highly sought in:

- Commodity trading
- Corporate agriculture
- Food processing industries
- International market development
- Finance industry
- Advisory services to agriculture
- Equity markets
- Business development units of multinational companies
- Export and trade organisations
- Agri-policy/politics



# Postgraduate Course Structure

The postgraduate program is offered online with study guides, text books, tutorial support, library access, administrative assistance and student discussion/chat groups.

Units are delivered over 12 weeks with approximately 10 hours per week study for each unit. Students have the choice of part-time or full-time study. Full-time study is equivalent to four units at 40 hours study per week.

Some units may offer an intensive workshop so as to provide an opportunity to meet and network with your cohort, Marcus Oldham staff, industry and business people.

Students who enrol in the Master of Agribusiness can choose to exit with a Graduate Certificate after successful completion of four units, or exit after the completion of eight units with a Graduate Diploma.

Graduate Certificate of Agribusiness	Four Units	12 Weeks full-time
Graduate Diploma of Agribusiness	Eight Units	1 Year full-time
Master of Agribusiness	Twelve Units	1.5 Years full-time

## Graduate Certificate Core Units

ABM803 Agribusiness Marketing	AFA801 Agribusiness Financial AnalysisSystems	ASA801 Agribusiness Systems Analysis	SMA802 Strategic Management for Agribusiness
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## Graduate Diploma and Master Units

CMI902 Contemporary Managerial Issues in Agribusiness	LDP905 Leadership	NVA902 New Venture in Agribusiness	EAB902 Entrepreneurship in Agribusiness
IAB903 International Agribusiness	HRA904 Human Resource Management in Agribusiness	APE901 Agribusiness Professional Enhancement	SCM901 Supply Chain and Commodity Markets
MCA901 Managing Cyber Security in Agribusiness	MTI901 Managing Tech Innovation in Agribusiness	CAP904 Capstone Project Preparation Proposal	CAP905 Industry project in Agribusiness
TRL905 Research Project in Agribusiness	TRL906 Research Pathway Project	SGA904 Case study in Agribusiness	IRS901 Independant Reading Study

# Entry Levels

Our postgraduate courses offer opportunities for both breadth and depth of knowledge in agribusiness.

Depending on prior qualifications and experience, there is a pathway for you to complete the Master of Agribusiness.

To gain entry to the postgraduate program at Marcus Oldham College you need to:

- Have completed a four-year degree or honours degree -OR- completed a three-year undergraduate degree and have at least two years relevant work experience in agribusiness (or equivalent) -OR- have an equivalent portfolio of professional development courses and significant experience in agriculture or agribusiness or a related industry.

To be eligible for entry with advanced standing for up to four AQF8 level compulsory foundations subjects, due to cognate area knowledge of agribusiness at Bachelor degree level, you need to:

- Have completed a four-year degree or honours degree in agribusiness (or similar) -OR- completed a Bachelor of Business (Agribusiness) degree at Marcus Oldham College (or equivalent) and have at least two years relevant work experience in agribusiness (or similar).

Candidates with appropriate qualifications and experience may be eligible for recognition of prior learning (RPL) or advanced standing (AS) for units in the Program.

Applicants will be asked to provide documentation to support entry, AS and RPL requests. The documentation will be used to assess your eligibility for any AS and RPL.

# How to Apply

Applications for entry into the Postgraduate Program are completed online on the Marcus Oldham College website. Upon receipt of your application, we will contact you to arrange an admission interview.

The admission interview is conducted via telephone or video call.

Successful applicants will be offered a place in the program and will need to complete the enrolment paperwork to accept their place.

For more information and to apply, please visit our website at

[marcusoldham.vic.edu.au/postgrad](https://marcusoldham.vic.edu.au/postgrad)





# The Curriculum

Compulsory units are marked with a \*.

## ABM803 - Agribusiness Marketing #

This compulsory unit focuses on the application of contemporary marketing theory and practice to agribusiness products and services. It can be applied to all stages of the agribusiness value chain including input suppliers of finance, fertilisers, seeds and farm machinery; primary producers of food and fibre; food processors and food retailers.

The unit uses the market planning process as an integrating feature of learning and the major assignment is the production of a detailed marketing plan for an agribusiness product or service.

## SMA802 - Strategic Management for Agribusiness #

This unit is an introduction to strategic development and management for agribusiness and provides a broad and foundational overview of strategy, structure and culture; mission, goals and objectives; analytical frameworks in strategic planning and management; external environment and industry-level analysis, as well as contemporary strategic issues in agribusiness, including business ethics and social responsibility

## NVA902 - New Ventures in Agribusiness

This unit focuses on how entrepreneurs and entrepreneurial enterprises go about creating a new business venture. It focuses upon the 'business model canvas' approach to help the start-up entrepreneur first create a business model before trying to write a business plan. It encourages experimentation, which is essential to a successful business start-up.

## HRA904 - Human Resource Managment in Agribusiness

This unit details the labour management practices that make up this new thinking. In so doing it sets out a model human resource management programme, noting the problems and prospects of applying the programme within the context of Australia's system of legal governance of the terms and conditions of employment.

## AFA801 - Agribusiness Financial Analysis #

This compulsory unit is an introduction to managerial financial analysis applied in the agribusiness context.

Managerial finance is the firm's funds within the firm, from a single farm through to an integrated agribusiness. It encompasses the functions of budgeting, financial forecasting, credit administration, investment analysis and funds procurement.

Major topics include ratio analysis, time value of money, risk and the required rate of return, cost of capital, capital budgeting techniques, leverage and capital structure and portfolio theory.

## CMI902 - Contemporary Managerial Issues in Agribusiness

This unit is positioned to provide you with an overview of the key issues facing contemporary agribusiness. It is recommended that this unit be taken as early as possible in the program so students can gain a deeper understanding of the national and global socio-political environments in which agribusiness managers make decisions, and government policy makers set policy objectives and formulate programs.

## EAB902 - Entrepreneurship in Agribusiness

This unit examines the development of the entrepreneur within a rural context. It explores the self-awareness that is essential to successful entrepreneurship. It looks at the needs of entrepreneurs and the skill set they must master to consistently meet those needs. It also examines the process that entrepreneurs use to make decisions. These are all topics that pertain to the individual entrepreneur. The unit also sets the context for rural entrepreneurship by defining and mapping rural ecosystems and examining the art of building entrepreneurial networks that support rural entrepreneurship.

## APE901 - Agribusiness Professional Enhancement

This unit focuses on leveraging your qualifications and experience in agribusiness, concentrating on three core areas: Agri-politics, representation, lobbying, corporate governance, directorships and consulting.

## ASA801 - Agribusiness Systems Analysis #

This compulsory unit is generally the first to be taken in the postgraduate program. It is designed to provide a broad overview of agricultural systems, and then detailed attention to the systems, and parts thereof, concerned specifically with agribusiness.

The unit will first introduce students to the systems thinking mindset and provide an overview of purposeful agricultural systems that are foundational, both of which are central to framing agribusiness systems analysis.

## LDP905 - Leadership

This unit examines leadership in all its forms and sets out a series of skills, attitudes, attributes and personal qualities which are required for effective leadership. The unit combines the theory behind aspects of leadership with the development of an understanding of self and others. It also includes practical tools for effective communication and negotiation.

## IAB903 - International Agribusiness

This unit examines the factors affecting global food demand and supply. It investigates the efforts being made by importing countries to meet their food demand requirements and of exporters to compete effectively in global food and fibre markets. Overlaying this is to develop a robust understanding of the roles, objectives and outcomes of key global institutions and forums etc. The role of culture, politics, financial and monetary systems, climate and policy on global food and fibre production and trade are all examined. A range of prediction tools and models are also assessed for their value in assisting agribusiness operators in determining the appropriate strategies for their businesses.

## SMC901 - Supply Chain and Commodity Markets

This unit is designed to provide a fundamental understanding of the relationship between the supply chain, cash & futures markets, how those markets are useful to agribusinesses for hedging purposes, and the application of options to hedging programs. Students will not only obtain a working knowledge of agricultural commodity markets, but also receive limited exposure to interest rate, stock index, and foreign exchange futures and option contracts.

## MCA901 - Managing Cyber Security in Agribusiness

The unit is designed to help students gain a robust understanding of the risks and mitigation strategies associated with cyber security and agribusiness.

The learning journey commences with the examination of cybercrime policy related both here and overseas, before exploring the importance of cryptography in understanding root causes of many of today's issues.

## CAP905 - Industry Project in Agribusiness

CAP904 is a prerequisite for this unit.

This unit is option 1 for completing the research component of the Master of Agribusiness.

This compulsory unit follows on from CAP904 and is delivered over 12 weeks to allow the student sufficient time to work on their industry project.

The unit focuses on an investigation using the research and project management skills developed in CAP904. With a focus on exploring an industry-based project in agribusiness.

## SGA904 - Case Studies in Global Agribusiness

This unit is an elective which can be offered based on demand.

The purpose of this unit is to reflect upon key learnings from the units completed so far in the course and to apply them to an agricultural business.

Students will be required to independently interpret and analyse the information provided to build up their case study review.

Students will be encouraged to apply 'blue sky' thinking to the problem/opportunity and then develop the required road map to implementing their solutions. This road map must draw on at least 3 key learnings from other postgraduate units and cover off on the required financial, human resource, marketing, risk, and triple bottom line consideration where applicable.

## MTI901 - Managing Tech Innovation in Agribusiness

This unit utilises contemporary case studies, articles, and news items to help students explore major trends in the management of technology and Innovation in the context of agribusiness. Students will develop a comprehensive understanding of recent local and international developments in technology that have the potential to impact on the efficiency and effectiveness of agricultural practice.

Students will develop and apply strategic innovation and technology management approaches in their assessment tasks enabling them to promote sustainable business performance, research and design solutions that enhance decision making, and effectively lead and manage innovation at an executive level.

## CAP905 - Research Project in Agribusiness

CAP904 is a prerequisite for this unit.

This unit is option 2 for completing the research component of the Master of Agribusiness.

This compulsory unit follows on from CAP904 and is delivered over 12 weeks to allow the student sufficient time to work on their research project. The unit focuses on an investigation using the research design and literature review developed in CAP904.

It is the processes and the outcomes of this investigation that will strategically develop your thought leadership skills. You will also develop skills of dissemination of research outcomes to enable you to leverage your knowledge as a thought leader.

## IRS901 - Independant Reading Study

This unit is an elective which can be offered based on demand.

An Independent Reading Study is an opportunity to conduct a guided independent study to critically review literature on a negotiated topic under the guidance of a subject expert supervisor.

This unit is designed to provide students with flexibility in constructing their Master's program, enabling them to focus on an area of agribusiness directly related to their own interests. It may involve engaging a reading study topic focusing on issues arising from course work and professional interests, or it may (if taken in the latter stages of the program) relate closely to their intended thought leadership project. This unit will advance literature review and critical reflective practice skills.

## CAP904 - Capstone Project Preparation Proposal

This compulsory unit in the Master of Agribusiness is a prerequisite for the two research options:

**Option 1:** CAP905 Industry Project in Agribusiness

or

**Option 2:** TLR905 Research Project in Agribusiness

The unit should be taken at the end of the Master's program because it will draw on content previously learned from other units in the course as well as reflections about work and life experiences of each student.

## TRL906 - Research Pathway Project

This is a double weighted subject by invitation only.

This is an additional unit for students wishing to complete their coursework studies with a Research by Higher Degree studies pathway.

The unit focuses on an investigation using the research design and literature review first developed and tested in CAP904, and will provide you with the necessary tools and understanding to enable you to carry out a piece of primary research, analyse the data and evidence, and use the findings to underpin your claims to thought leadership in your particular area of interest.



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