



**MARCUS  
OLDHAM**

**We mean business.**

Graduate Certificate of Agribusiness

Master of Agribusiness

**Postgraduate Course**

**HANDBOOK**

**2024**

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## Introduction

The Marcus Oldham College postgraduate program has been designed for people wanting to enhance their career prospects in agribusiness. With an emphasis on management and critical thinking, the program is designed to:

- build on professional experience,
- develop high-level analytical skills
- broaden understanding of the agribusiness sector.

We have built the program for those who want to lead in agriculture-related industries in either government or corporate roles. This might include managers of food and fibre production, logistics, commodity trading, banking and finance, property, government regulation, food processing, rural research and development and so forth.

The Master of Agribusiness is less about developing practical skills and instead emphasises business development and management, entrepreneurship and leadership. Our student cohort includes professionals who are managers in superannuation, global accounting, banking, commodities trading, pastoral companies, real estate, rural valuation, among other sectors.

## Postgraduate Educational Objectives

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*The College mission is to advance agriculture through innovative educational programs in Farm, Agribusiness and Equine Business Management and to prepare motivated progressive professionals who will excel in the national and global environment.*

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The following objectives guide the development and deployment of all Marcus Oldham College educational programs to achieve this mission:

- to develop industry leaders who embrace change, demonstrate ethical standards and business best practice;
- to provide an innovative and quality teaching and learning environment that values individual difference and critical enquiry, underpinned by community and industry standards;
- to enhance our position as a premier provider of applied business education in rural and equine studies, informed by scholarly activity and industry relations and driven by continual improvement;
- to cultivate a spirit of empathy and engagement with the community that will enhance each student's personal development;
- to provide a safe and caring collegiate community and an approachable and responsive learning environment that accommodates individual differences;
- to foster an open mind along with progressive thinking and to encourage lifelong learning as a pathway to personal growth.

## Program Outcomes

The unit learning outcomes and graduate outcomes for all College programs are framed by Fink's 'significant learning framework'<sup>1</sup> for higher education teaching and learning.

<b>Program Graduate Outcomes. It is expected that upon completion of these programs, attainment of the following graduate outcomes are demonstrated</b>	<b>Master of Agribusiness</b>	<b>Graduate Certificate of Agribusiness</b>
<p><b>PGPO1 Deep Discipline Knowledge in Agribusiness</b></p> <p>PGPO1.1 Graduates build upon prior knowledge and then apply comprehensive knowledge and understanding of methods to business decision making and management relevant to food and fibre industries. These include: finance; people and stakeholder management; technology; marketing; economics; and strategy.</p> <p>PGPO1.2 Graduates demonstrate an understanding of the sector's particular risk and disruption profiles, leading to the ability to define risks likely to impact specific agribusiness sectors and enterprise types.</p>	<p>Yes</p> <p>Yes</p>	<p>Yes</p> <p>Yes</p>
<p><b>PGPO2 Creative and Critical Thinking, and Problem Solving</b></p> <p>PGPO2.1 Graduates are valuable problem solvers and confidently apply their advanced knowledge of agribusiness to real world applications. They do this by demonstrating critical, creative, and practical thinking to make informed decisions using scarce and variable resources.</p>	<p>Yes</p>	<p>Yes</p>
<p><b>PGPO3 Teamwork and Communication Skills</b></p> <p>PGPO3.1 Graduates have the confidence to connect, articulate and lead discussions, teams and projects using effective communication styles, in person and in virtual settings.</p> <p>PGPO3.2 Graduates integrate and apply their professional knowledge to contribute and collaborate with people and teams of diverse talents and disciplines.</p> <p>PGPO3.3 Graduates can confidently apply a range of persuasive oral, written and interpersonal communication that may inform, motivate and effect change.</p> <p>PGPO3.4 Graduate demonstrate the ability to develop and synthesise strategies to attract and retain people while maintaining a diverse, supportive and inclusive organisational culture.</p>	<p>Yes</p> <p>Yes</p> <p>Yes</p> <p>Yes</p>	<p>Yes</p> <p>Yes</p> <p>Yes</p> <p>Yes</p>

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<sup>1</sup> Fink, LD 2013, "A Taxonomy of Significant Learning" in, *Creating Significant Learning Experiences: An Integrated Approach to Designing College Courses*, Revised and Updated ed, Wiley, pp. 31-65.

Program Graduate Outcomes. It is expected that upon completion of these programs, attainment of the following graduate outcomes are demonstrated	Master of Agribusiness	Graduate Certificate of Agribusiness
<b>PGPO4 Self-Awareness and Emotional Intelligence</b>		
PGPO4.1 Graduates are self-aware and reflective in their professional practice, they act with integrity and take responsibility for their actions. They are flexible and resilient and have the capacity to accept and give constructive feedback.	Yes	Yes
PGPO4.2. Graduates demonstrate insight about contemporary global and local trends and underlying influences impacting agribusiness supply and value chains.	Yes	
<b>PGPO5 Leadership and Lifelong Learning Readiness</b>		
PGPO5.1 Graduates care about their sector and the part they will contribute to it. They are likely to be energised by involvement in agribusiness and the sector that matches their interests, values and passion.	Yes	Yes
PGPO5.2 Graduates will leave the College with a sense of inquiry and the desire to continue to learn, necessary to lead the self and others well. They will be aware of knowledge gaps and seek ways to continually learn and improve by generating strong networks with trusted people and connecting to the information they require.	Yes	Yes
PGPO5.3 As leaders, graduates are expected to claim their own limitations and vulnerabilities, to support themselves and others in developing environments where all might thrive, and to create positive outcomes at work and in the wider community.	Yes	
PGPO5.4 Graduates are expected to critically reflect on the business and research analytic methods, frameworks and tools they have developed over time, and apply these to a range of agribusiness decision making settings.	Yes	
PGPO5.5 Graduates possess the knowledge and ability to synthesise background and contextual information to define directions for timely research and analysis of emerging issues for food and fibre industry and institutions.	Yes	

## Career Progression

Australian agriculture employs approximately 270,000 people which produce enough food to feed about 61 million people. Australian farmers export about 60% of what they produce which is valued at more than \$48 billion per annum. The agribusiness sector has a rapidly increasing requirement for professionals who are not only capable of generating success within their industries but are also equipped with the creativity, expertise and thought leadership to drive agribusiness growth into the rest of this century.

Graduates of the postgraduate program are highly sought after in:

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

## Important Dates for 2024

**Table 1 Important dates for 2024**

	Timing	Deadline for subject selection	Invoices raised for Trimester Enrolments on:	Census Date
<b>Trimester 1 (incl Intra Trimester Break 25 –29 March)</b>	Monday 12 February – Friday 3 May	19 January	12 February	Friday 1 March
<b>Trimester 2 (incl Intra Trimester Break 1 -5 July)</b>	Monday 20 May – Friday 9 August	29 April	20 May	Friday 7 June
<b>Trimester 3 (incl Intra Trimester Break 7-11 October)</b>	Monday 26 August - Friday 15 November	5 August	26 August	Friday 13 September
<b>Blended option for LDP905</b> includes compulsory 5-day Residential Rural Leadership Program at the College	For LDP905 Tri 2 Enrolment, take May residential 5-10 May For LDP905 Tri 3 Enrolment, take August residential 18-23 August			
Graduation	Friday 6 December 2024			

## Entry Requirements

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

have completed a traditional four-year degree or honours degree -OR- completed a three-year undergraduate degree (based on 2 teaching periods per year) or equivalent, 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.

### Advanced Standing (AS)

Candidates with appropriate qualifications and experience may be eligible for recognition of prior learning (RPL) or advanced standing (AS) for units in the Program (aside from the cognate area AS arrangements outlined above).

Candidates with appropriate credentialed qualifications may be eligible for advanced standing (AS) towards units in the Program. Advanced standing will be awarded based on equivalent credentialed learning. That is, for formal study at an equivalent level. It will be awarded as:

- Specified credit for a unit in the Marcus Oldham Postgraduate Program if there is an exact match between previous credentialed study at AQF9 level and a unit in the College's program
- Unspecified credit will be awarded for credentialed study at AQF9 level relevant to the Marcus program but does not match content on any specific Marcus Postgraduate unit.

The College have approved Credit Transfer Arrangements in place for Marcus Oldham College Graduates from the BBus (Agriculture) or BBus (Agribusiness) for guaranteed entry into the Master of Agribusiness with RPL for the first four core foundational units. There are also approved arrangements for graduates from other undergraduate programs (below a Bachelor level) to have guaranteed access into the Graduate Certificate of Agribusiness.

Except for Marcus Oldham graduates, 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.

### Recognition of Prior Learning (RPL).

Those with significant relevant industry experience and associated learning outcomes may be eligible for Recognition of Prior Learning (RPL). To obtain Recognition of Prior learning a student will be required to submit a portfolio of evidence that demonstrates achievement of a level of competence and knowledge that would warrant exemption from one or possibly more units in the Marcus program. This evidence could include appropriate work experience, short course attendance, credentialed learning and other forms of evidence that may be appropriate. It is unlikely that RPL will be granted for a specific unit but a student may receive RPL that would allow them to receive exemption from one or more unspecified unit of study. For example, a student enrolled in the Graduate Certificate may be granted RPL for the equivalent of one unit and hence be required to complete three rather than four units to be awarded the Graduate Certificate. He or she will have to complete the two core units and one other.



## Academic Integrity and Artificial Intelligence technologies

The College's [Academic Integrity Statement](#) was amended in May 2023 to include the following passage about the use of generative artificial intelligence.

### Artificial Intelligence Technologies (AI)

The College supports the responsible and ethical use of generative AI. The process of preparing assessment material is an important part of the learning experience, allowing students to demonstrate their understanding of key concepts, ability to apply those concepts, analytical skills, and evaluative judgement.

Students acknowledge that all work submitted for assessment must be their own. When a student uses AI generated material to assist in the preparation and setting up for an assessment submission, this must be appropriately acknowledged and cited, just as any other source cited, as per the College's Referencing Guidelines (note AI prompts are to be cited and listed using the Personal Communication list).

If a student uses AI software to generate material, ideas and/or analysis for assessment and submits this as if it was their own work, and without citing this use, the College will consider this as an act of deliberate cheating and an example of academic misconduct.

## Fees

### Tuition Fees

All fees and charges are levied by and payable to Marcus Oldham College. The fee is \$3,490 (GST exempt) per unit for all units except *Leadership* (LDP905). LDP905 has a fully catered on-campus workshop and series of guest speakers, and the fee for LDP905 in 2024 is \$4,490.

### Fee-HELP

The tuition fees can be put onto Fee-HELP if so desired. Further information on this form of funding is available from the Finance Officer, Cathy Dearing, [dearing@marcusoldham.vic.edu.au](mailto:dearing@marcusoldham.vic.edu.au) (03 5247 2905) or at the [www.studyassist.gov.au](http://www.studyassist.gov.au) website. Students who wish to place the tuition fees onto Fee-HELP should indicate this when applying for units.

- Fee-HELP needs to be applied for at the start of each Trimester.
- Fee-HELP forms must be obtained from the Finance Officer (Cathy Dearing [dearing@marcusoldham.vic.edu.au](mailto:dearing@marcusoldham.vic.edu.au) Direct line 03 5247 2911) completed and returned by the date nominated on the form.

## Postgraduate Program Structure

The postgraduate program is offered online with study guides, textbooks, tutorial support, library access, administrative assistance and student discussion/chat groups. Each unit will also offer a series of live webinars (these are recorded). Students can design a tailored study plan which can include a combination of part-time and full-time study and the flexibility to choose the order in which units are studied.

Three trimesters of study are offered each year from mid-February to mid-November. Units are delivered in twelve-week periods (comprising of 10 weeks of tuition, one mid trimester week and Week 12 set aside solely for students assessments).

Full-time study is equivalent to 4 units and setting aside 10-12.5 hours per unit per week for each unit. Part time is anything less 4 units, and for the purpose of Table 2 below, half-time is regarded as two units per trimester.

**Table 2 Course Duration**

Postgraduate course	Units per trimester	Half time <sup>a</sup>	Full time
Graduate Certificate of Agribusiness	4	2 trimesters	1 trimester
Graduate Diploma of Agribusiness (generally only used an early exit option from Master of Agribusiness)	8	4 trimesters	2 trimesters
Master of Agribusiness	12	6 trimesters	3 trimesters
<sup>a</sup> Students may choose to complete their course of study at a pace less than half time, thus taking longer to complete the program.			

Four compulsory foundation units are offered in the Graduate Certificate of Agribusiness, and these same units are also nested within the Master of Agribusiness. This means that you can take these compulsory units in a stand-alone Graduate Certificate of Agribusiness, or within the 12-unit Master of Agribusiness.

After completing the 4 compulsory foundation units, a further 4 units are compulsory at Master of Agribusiness level, leaving 4 electives choose from to complete the Master of Agribusiness<sup>2</sup>. Note that from 2024 the number of electives offered by the College has been reduced to coincide with the offering of face-to-face short courses as micro-credentials that can stack into<sup>3</sup> up to two of the four elective slots available in the Master of Agribusiness.

Table 3 below shows the compulsory foundation units; Table 4 shows the additional compulsory units for the Master of Agribusiness; Table 5 provides a list of electives on offer in 2024; and Table 6 shows the optional Research Higher Degree pathway units.

<sup>2</sup> To exit early from the Masters with a Graduate Diploma of Agribusiness, all four compulsory Graduate Certificate units, as well as CMI902 and LDP905 and 2 electives must be completed.

<sup>3</sup> Independent Reading Study IRS901 elective can be used as the 'container' to stack several College short courses into (or indeed other short courses offered elsewhere), as agreed prior to the start of the unit.

**Table 3 Compulsory Foundation Graduate Certificate units**

Unit Code	Unit Title	Prerequisites and course sequence	Trimester of Offer
<b>ABM803</b>	Agribusiness Marketing	Students are required to complete these four units first	Trimesters 1 and 3
<b>AFA801</b>	Agribusiness Financial Analysis		Trimesters 2 and 3
<b>ASA801</b>	Agribusiness Systems Analysis		Trimesters 1 and 3
<b>SMA802</b>	Strategic Management for Agribusiness		Trimesters 2 and 3

**Table 4 Table 3 Additional Compulsory Master of Agribusiness units**

Unit Code	Unit Title	Prerequisites and course sequence	Trimester of Offer
<b>CMI902</b>	Contemporary Managerial Issues in Agribusiness	This is a compulsory subject for the Master of Agribusiness and is to be taken as early as possible in the program.	Trimesters 1 and 3
<b>LDP905</b>	Leadership	This is a compulsory unit for the Master of Agribusiness and Graduate Diploma and is to be taken as early as possible in the program.	Trimesters 2 and 3
The following capstone units are generally taken last in the Master of Agribusiness			
<b>CAP904</b>	Capstone Project Preparation and Proposal	Prerequisite for CAP905	Trimesters 1, 2 & 3
<b>CAP905</b>	Capstone Project Investigation	CAP904 Capstone Project Preparation and Proposal is a prerequisite for this unit	Trimesters 1, 2 & 3

**Table 5 Table 4 Master of Agribusiness elective units**

Unit Code	Unit Title	Prerequisites and Course Sequence	Trimester of Offer
<b>APE901</b>	Agribusiness Professional Enhancement	Elective	Trimesters 1 and 2
<b>HRA904</b>	Human Resource Management in Agribusiness	Elective	Trimesters 1 and 3
<b>IAB903</b>	International Agribusiness	Elective	Trimesters 2 and 3
<b>IRS901</b>	Independent Reading Study	Elective	Trimesters 1, 2 & 3

### **Table 6 Optional Master of Agribusiness Research Higher Degree Pathway**

After completing CAP904 and CAP905 at Distinction level or above, an additional double-weighted research unit TLR906 is offered by invitation. This fulfils the requirements for a coursework Master's program to offer a pathway to Research Higher Degrees. TLR906 can be taken within the Master's program (by foregoing 2 elective units) or as a stand-alone unit after the completion of the Master of Agribusiness.

<b>Unit Code</b>	<b>Unit Title</b>	<b>Prerequisites and course sequence</b>	<b>Trimester of Offer</b>
<b>CAP904</b>	Capstone Project Preparation and Proposal	Prerequisite for CAP905 and TLR906	Trimesters 1, 2 & 3
<b>CAP905</b>	Capstone Project Investigation	Prerequisite for TLR906	Trimesters 1, 2 & 3
<b>TLR906</b>	Thought Leadership through Inquiry – Research Project <b>(double weighted unit at \$6980 )</b>		Offered as needed over 2 trimesters of study

#### **Unit Selection**

Units rarely run across all three trimesters per year, and the College reserves the right to withdraw a unit from offer if enrolments are below 3-4 students. If this occurs, the Director of Professional Development (or representative), will work with each student to find a suitable study plan.

You will be asked to complete a subject selection/enrolment form each trimester and the deadlines for return of these are noted in the key dates section in Table 1. Links to subject selection forms can be on the PG homepage at <https://d2l.marcusoldham.vic.edu.au/d2l/le/lessons/6646/units/70071>.

Please return the completed subject selection form, which also contains your Fee Payment Advice form and payment option to this email: [courses@marcusoldham.vic.edu.au](mailto:courses@marcusoldham.vic.edu.au)

#### **Sequencing of units**

Units are not generally offered across all three trimesters, so please choose your units and the timing carefully. The College will make every effort to accommodate student requests. However, some flexibility may be required as the College allocates the necessary resources before the start of each trimester.

#### **Withdrawing from a unit**

To avoid financial penalties, it is very important that withdrawals occur prior to the unit census date. When choosing to withdraw from a unit, a student should be aware of the potential for both financial and academic penalties.

All requests for withdrawals must be made in writing and lodged with the Students Services Officer. A notification should also be sent to the Centre for Professional Development Program Coordinator) representative). A withdrawal will not be considered to have occurred until this written advice is received and acknowledged by the College. [Table 7](#) shows the liabilities and unit grades associated with the time of withdrawal from units.

*Note: The study guide and textbook/s must also be returned to Student Services prior to the census date or else students will be liable for the cost of the textbook.*

**Table 7 Unit Withdrawal, Fee and Grade penalties**

<b>Withdrawal Timing</b>	<b>Fee</b>	<b>Code</b>	<b>Grade</b>
Withdrawal prior to Census Date for that trimester	100% refund of unit fees less any liability for textbooks	WE	Withdrawn Early
Withdrawal after Census date for that trimester	NIL refund	WL	Withdrawn Late
Failure to meet a pass standard	NIL refund	F	Fail

### **Deferring a unit**

The College does not provide a facility for deferring units of study. If a student wishes to defer a unit of study before the commencement of that trimester, the student should withdraw from that unit and re-apply in a subsequent trimester when that unit of study is being offered.

### **Postgraduate late assessment policy**

Students must email their lecturers prior to the due date if they require additional time to complete their assessments. The unit lecturer will determine if an extension of time will be granted for individual assessments. After the due date has passed; no permission will be granted unless the request is accompanied by a valid medical certificate or written evidence of extreme personal circumstances. If an assessment is submitted within 7 days of the due date without permission, the highest grade possible will be 50%. Submissions made beyond 7 days, will not be assessed and a fail will be recorded against that assessment.

The above policy is a guide to managing late assessments. However, the final decision will be based on the discretion the Director of Centre for Professional Development (or representative) and the Unit Lecturer.

**Table 8 Postgraduate Unit Delivery Calendar For 2024**

The units are offered in the trimesters with the 'X' mark

#	UNIT TYPE	UNIT ID	UNIT NAME	T1 2024	T2 2024	T3 2024
1	Compulsory Foundation Units	ABM803	Agribusiness Marketing	X		X
2		AFA801	Agribusiness Financial Analysis		X	X
3		ASA801	Agribusiness Systems Analysis	X		X
4		SMA802	Strategic Management for Agribusiness		X	X
5	Additional Masters Core Units	CMI902	Contemporary Managerial Issues in Agribusiness	X		X
6		LDP905	Leadership		X	X
7		CAP904	Capstone Project Preparation and Proposal	X	X	X
8		CAP905	Capstone Project Investigation	X	X	X
9	Electives	APE901	Agribusiness Professional Enhancement	X	X	
10		HRA904	Human Resource Management in Agribusiness	X		X
		IAB903	International Agribusiness		X	X
12		IRS901	Independent Reading Study	X	X	X
13	Optional RHD Pathway Unit	TLR906	<b>Research Pathway Project (Double weighted unit) Can be taken in lieu of 2 electives with Master of Agribusiness, or after completion of the Masters as a single subject enrolment.</b>	By Invitation Only (entry conditions apply)		

## Unit descriptions (in unit code alphabetical order)

### ABM803 Agribusiness Marketing (AQF8)

<p><b>Content</b></p>	<p>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.</p> <p>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. The unit has five main sections:</p> <ul style="list-style-type: none"> <li>• Marketing concepts</li> <li>• The marketing management process</li> <li>• Analysis for marketing decisions</li> <li>• Strategy and planning for marketing decisions</li> <li>• Implementing marketing strategy</li> </ul>
<p><b>Learning outcomes</b></p>	<p>Upon the completion of this unit graduates will be able to:</p> <ul style="list-style-type: none"> <li>• Develop competence to apply advanced knowledge and application of analytical concepts and techniques relevant for marketing decision making, with an emphasis on creating, capturing, and sustaining customer value.</li> <li>• Acquire specialised technical and cognitive skills to demonstrate advanced knowledge of the important concepts, processes, and managerial frameworks of marketing as a discipline.</li> <li>• Demonstrate insight and apply independent judgement into the importance of the marketing concept in the strategic direction of modern organisations.</li> <li>• Compare and contrast various marketing theories and practices and develop recommendations for strategic action.</li> </ul>
<p><b>Assessment</b></p>	<p>Assessment 1: Agribusiness Essay - 2000 words (40%) Assessment 2: Marketing Plan - 3000 words (60%)</p>
<p><b>Prescribed Text</b></p>	<p>Kotler, P and Keller, K. (2021) <i>A Framework for Marketing Management</i>. Pearson.</p>
<p><b>Offered in 2024</b></p>	<p>Tri 1, 12 Feb to 3 May Tri 3, 26 Aug to 15 Nov</p>

**AFA801 Agribusiness Financial Analysis (AQF8)**

<b>Content</b>	<p>This compulsory unit is an introduction to managerial financial analysis applied in the agribusiness context.</p> <p>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.</p> <p>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.</p>
<b>Learning outcomes</b>	<p>Upon completion of this subject graduates will be able to:</p> <ul style="list-style-type: none"><li>• Develop a critical approach to the analysis of the financial performance of the business.</li><li>• Understand and use the key financial performance indicators as a measure of business health.</li><li>• Apply specialised technical knowledge and skills about analytic tools to confidently recommend strategic investments that will likely increase customer's wealth.</li><li>• Understand and differentiate various theoretical and practical issues in business finance and the range of funding alternatives which may suit business development.</li><li>• Review, analyse, synthesise, and apply knowledge of optimal capital structures of debt and equity finance, and operating and financial leverage.</li><li>• Understand and consolidate knowledge of applications in areas of specialised business financing such as leasing and capital budgeting.</li><li>• Think critically to apply knowledge of portfolio theory and the relationship between required returns and the decisions regarding capital structure, capital budgeting and capital management.</li></ul>
<b>Assessment</b>	<p>Assessment 1: Interim Case Study Analysis 1 - 1000 words (20%) Assessment 2: Interim Case Study Analysis 2 - 1000 words (20%) Assessment 3: Major Analytic Report - 3000 words (60%)</p>
<b>Prescribed Text</b>	<p>Zutter CJ &amp; Smart, SB (2021) Principles of Managerial Finance, 16th ed, Pearson, Boston, USA.</p>
<b>Offered</b>	<p>Tri 2, 20 May to 9 Aug Tri 3, 26 Aug to 15 Nov</p>



## APE901 Agribusiness Professional Enhancement (AQF9)

<b>Content</b>	<p>This elective unit focuses on leveraging qualifications and experience in agribusiness, concentrating on three core areas:            Agri-politics, representation, lobbying, corporate governance, directorships and consulting.            Wherever possible guest speakers shall be utilised to enhance the understanding of student.</p>
<b>Learning outcomes</b>	<p>At the completion of this unit graduates will be able to demonstrate expert and specialised knowledge, i.e.:</p> <ul style="list-style-type: none"> <li>• Understand where experience and expertise in agribusiness can be utilised for career enhancement.</li> <li>• Leverage skills to open new opportunities in consulting, agri-politics, and corporate governance.</li> <li>• Understand and manage risk, legal liability, and professional indemnity requirements.</li> <li>• Understand and work to relevant professional standards, values and ethics expected of an agribusiness professional.</li> <li>• Interpret, analyse, and transmit knowledge, skills and ideas to audiences using real-life case studies</li> <li>• Demonstrate how to build skills and networks to enhance career development (including use of mentors and social media).</li> </ul>
<b>Assessment</b>	<p>Assessment 1: Agri-politics Report, 1500 words, (30%).            Assessment 2: Corporate governance report, 1500 words, (30%).            Assessment 3: Consulting - business plan, 2000 words, (40%).</p>
<b>Prescribed Text</b>	<p>Chan, G. (2021), <i>Why You Should Give a F*ck About Farming: Because You Eat</i>, Australia, Random House.</p>
<b>Offered in 2024</b>	<p>Tri 1      12 Feb to 3 May            Tri 2      20 May to 9 Aug</p>

## ASA801 Agribusiness Systems Analysis (AQF8)

<b>Content</b>	<p>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.</p> <p>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. Frames of references will then be explored to allow interrogation of the internal and external systems that agribusiness managers need to understand in order to analyse, measure and improve performance. These frames include:</p> <ul style="list-style-type: none"><li>• the Business Model Canvas, which offers a systems thinking lens for business planning</li><li>• fundamental financial literacy, which is also foundational for AFA801 Agribusiness Financial Analysis</li><li>• economic principles for agribusiness</li><li>• environmental scanning principles and practices used to understand external trends and drivers that may impact agribusinesses.</li></ul>
<b>Learning outcomes</b>	<p>Upon the completion of this subject graduates will be able to:</p> <ul style="list-style-type: none"><li>• Demonstrate a thorough understanding of the systems thinking mindset, as well as the systems, and parts thereof, associated with agriculture and agribusiness</li><li>• Demonstrate advanced knowledge and skills in the acquisition and analysis of information for decision-making purposes in agribusiness</li><li>• Identify the key internal and external drivers for a business to determine, measure and improve performance</li><li>• Demonstrate specialised knowledge and understanding of the external environment in which the business operates and the impact which this may have on business performance.</li></ul>
<b>Assessment</b>	<p>Assessment 1: Case Study Analysis – 1000 words (20%) Assessment 2: Environmental Scan for an Australian Agribusiness - 2000 words (40%) Assessment 3: Internal Analysis of an Australian Agribusiness - 2000 words (40%)</p>
<b>Prescribed Text</b>	<p>Osterwalder, A. &amp; Pigneur, Y. (2010). <i>Business Model Generation</i>. Hoboken, NJ: Wiley.</p>
<b>Offered in 2024</b>	<p>Tri 1, 12 Feb to 3 May Tri 3, 26 Aug to 15 Nov</p>

## CAP904 Capstone Project Preparation and Proposal (AQF9)

This unit is a pre-requisite for CAP905 Capstone Project Investigation and TLR906 Research Project

<p><b>Content</b></p>	<p>This is a compulsory unit in the Master of Agribusiness and is also the first of three units that are offered by the College as a Research Higher Degree Pathway option. The aims of this unit are to:</p> <ul style="list-style-type: none"> <li>• Assist the student to identify an area of study where they would like to become a thought leader and contribute to, or help solve a problem facing agribusiness.</li> <li>• Provide the student with the necessary tools and understanding that will set them up to successfully propose a project to be undertaken as either an industry project or a research project using secondary data in the next unit CAP905.</li> <li>• Specifically this unit will teach students how to:             <ul style="list-style-type: none"> <li>○ Conduct a literature review to support their knowledge claims</li> <li>○ Design a research project proposal that demonstrates congruence between research question(s), methodology, methods, analysis and findings</li> <li>○ Understand the ethical implications of their study, including ethical clearance and/or permission to use and publish results from industry partners or other sources of data</li> </ul> </li> <li>• A student becomes a thought leader through the:             <ul style="list-style-type: none"> <li>○ systematic development of ideas,</li> <li>○ expertise and knowledge, and the</li> <li>○ effective communication of those ideas and knowledge to others.</li> </ul> </li> </ul> <p>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.</p>
<p><b>Learning outcomes</b></p>	<p>At the completion of this unit, it is expected that students will be able to apply their knowledge and skills to demonstrate autonomy, expert judgement, adaptability and responsibility as an agribusiness practitioner to:</p> <ul style="list-style-type: none"> <li>• Demonstrate the application of critical reflective practice for professional and personal thought leadership development.</li> <li>• Determine and develop an area of thought leadership to pursue.</li> <li>• Identify, source, evaluate and synthesise literature relevant to a chosen area of thought leadership.</li> <li>• Plan, create and formulate an appropriate research design for the chosen area of thought leadership.</li> </ul>
<p><b>Assessment</b></p>	<p>Assessment 1: Reflective Journal, 1000 words (20%).            Assessment 2: Literature Review, 1500 words (30%).            Assessment 3: Research Proposal and 10 minute Presentation, 2500 words (50%).</p>
<p><b>Prescribed Text</b></p>	<p>Largan, C., &amp; Morris, T. (2019). Qualitative Secondary Research: A Step-By-Step Guide. SAGE Publications, London; Thousand Oaks, Calif.</p>

	O'Leary, Z. and Hunt, J.S., (2016). Workplace Research: Conducting small-scale research in organizations. SAGE Publications, London; Thousand Oaks, Calif.
<b>Offered in 2024</b>	Tri 1, 12 Feb to 3 May Tri 2, 20 May to 9 Aug Tri 3, 26 Aug to 15 Nov

## CAP905 Capstone Project Investigation (AQF9)

Prerequisite CAP904 Capstone Project Preparation and Proposal

This unit is a pre-requisite for TLR906 Research Project

<b>Content</b>	<p>This is a compulsory unit in the Master of Agribusiness and is also the second of three units that are offered by the College as a Research Higher Degree Pathway option.</p> <p>This unit follows on from CAP904 (Capstone Project Preparation and Proposal) and from 2024 the capstone project investigation in this unit can be conducted as either i) an industry project or, ii) a research project using secondary data sources.</p> <p>The aims of this unit are to prepare and support students for the exploration and investigation of an agreed agribusiness challenge, as approved in CAP904. CAP905 furthers the research training begun in CAP904 to provide the necessary support to guide the work, as well as the necessary tools and understanding to enable students to successfully carry out this capstone project, analyse the data, and present findings and recommendations in a research report that addresses their chosen agribusiness concern or challenge.</p> <p>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.</p>
<b>Learning outcomes</b>	<p>Upon successful completion of this unit graduates will have met these unit learning outcomes and gained specialised knowledge, as follows:</p> <p>CAP905.1 The legislative and ethical environments in which research is performed in Australia.</p> <p>CAP905.2 How to undertake a capstone investigation, gathering and analysing data, drawing findings from the analysis and making recommendations for improvement and/or next steps.</p> <p>CAP905.3 How to write a research report that meets postgraduate scholarly standards.</p> <p>CAP905.4 How to communicate research findings in both written and verbal channels to industry stakeholders.</p>
<b>Assessment</b>	<p>Assessment 1: Project Presentation 30% 1500 words</p> <p>Assessment 2: Final Report 70% 3500 words</p>
<b>Prescribed Text</b>	<p>Largan, C., &amp; Morris, T. (2019). <i>Qualitative Secondary Research: A Step-By-Step Guide</i>. SAGE Publications, London; Thousand Oaks, Calif.</p> <p>O'Leary, Z. and Hunt, J.S., (2016). <i>Workplace Research: Conducting small-scale research in organizations</i>. SAGE Publications, London; Thousand Oaks, Calif.</p>
<b>Offered in 2024</b>	<p>Tri 1, 12 Feb to 3 May</p> <p>Tri 2, 20 May to 9 Aug</p> <p>Tri 3, 26 Aug to 15 Nov</p>

## CMI902 Contemporary Issues in Agribusiness (AQF9)

<b>Content</b>	<p>This compulsory unit is positioned to provide students with an overview of the key issues facing contemporary agribusiness. It is recommended that this unit be taken as early as possible in the Master's 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.</p> <p>This unit has a decision-making theme and five enduring contemporary managerial issue's themes:</p> <p>Theme 1: Australian Agriculture in Perspective Theme 2: Consumer's Changing Tastes and Preferences Theme 3: Technological Advances in Agriculture and Agribusiness Theme 4: Social license –The Right to Farm Right Theme 5: Sustainability</p>
<b>Learning outcomes</b>	<p>At the completion of this unit graduates will have:</p> <ul style="list-style-type: none"><li>• Identified and critically analysed a range of issues which may impact on agribusiness at regional, national, and global levels</li><li>• Demonstrated an advanced and integrated understanding of contemporary issues affecting agribusiness in Australia, and identified decision-making strategies to mitigate the impact of change which these issues may impose on the business</li><li>• Improved their research skills</li><li>• Evaluated business opportunities, determined risks and developed strategies to manage the impact of change.</li></ul>
<b>Assessment</b>	<p>Assessment 1: Case Study Analysis and Recommendations, 1500 words (30%) Assessment 2: Infographic A3 sized, print ready, equivalent to 1500 words (35%) Assessment 3: Position Paper Analysis, 2000 words (40%)</p>
<b>Prescribed Text</b>	
<b>Offered in 2024</b>	<p>Tri 1, 12 Feb to 3 May Tri 3, 26 Aug to 15 Nov</p>

## HRA904 Human Resource Management in Agribusiness (AQF9)

<b>Content</b>	<p>This is an elective unit. In a technology driven and expanding global economy business and farming environments are become increasingly dynamic and sophisticated. Traditional forms of labour management, where labour is seen simply as a cost to be minimised, are fast becoming redundant. The new thinking is that labour is a unique resource which cannot be easily replicated by competitors in the same way as other resources; and that if managed progressively in a way that aims to train and retain it, can be a key contributor to business success.</p> <p>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.</p>
<b>Learning outcomes</b>	<p>At the completion of this unit graduates will have demonstrated expert and specialised understandings of:</p> <ul style="list-style-type: none"><li>• the concepts of labour management and the organisation of work in agribusiness</li><li>• practices and processes of human resource management</li><li>• Australian industrial relations' institutions and processes</li></ul>
<b>Assessment</b>	<p>Assessment 1: HR Case Study Analysis, 1000 words, (20%).</p> <p>Assessment 2: Comparative labour management practices, 1500 words, (30%).</p> <p>Assessment 3: Legal obligations for labour report, 2500 words, (50%).</p>
<b>Prescribed Text</b>	<p>Stone, Raymond (2020) Human Resource Management. 10th ed. Wiley, Milton</p>
<b>Offered</b>	<p>Tri 1 - 12 Feb to 3 May Tri 3 - 26 Aug to 15 Nov</p>

## IAB903 International Agribusiness (AQF9)

<p><b>Content</b></p>	<p>This elective 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.</p> <p>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 determine the appropriate strategies for their businesses.</p> <p>Specific attention shall also be paid to the evolving agri-trade relationship with China and the drivers within that relationship.</p> <p>Wherever possible guest speakers shall be utilised to enhance the understanding of student.</p>
<p><b>Learning outcomes</b></p>	<p>At the completion of this unit graduates will have:</p> <ul style="list-style-type: none"> <li>• Identified, understood, and critically analysed current and future pattern and trends in global supply and demand in key agribusiness sectors; future market conditions (e.g., supply and demand patterns); and market research to identify global market opportunities.</li> <li>• Demonstrated an advanced and integrated understanding of key policy directions in global agribusiness – including trade access, foreign exchange, foreign policy/relations, economic and industry support policy and measures.</li> <li>• Demonstrated high order awareness of the role and impact of key global institutions and agencies on global agribusiness - especially those relating to trade and global financial arrangements.</li> <li>• Demonstrated an ability to appreciate and sensitively manage key differences, such as culture, regulation, ethics, compliance/governance, and stakeholders, across agribusiness settings/regions and use associated strategies and skills in managing in diverse global environments.</li> <li>• Demonstrated a solid understanding of the key drivers within Australia’s agri-trade relationship with China with specific reference to the multiple perspectives of the stakeholders.</li> <li>• Demonstrated high level awareness regarding the role of key stakeholder groups associated - directly and indirectly – with global agribusiness.</li> </ul>
<p><b>Assessment</b></p>	<p>Assessment 1: Contemporary Issues Report, 1000 words, (20%).</p> <p>Assessment 2: Trade Policy Report, 2000 words, (40%).</p> <p>Assessment 3: Challenges to International Operations Report, 2000 words, (40%).</p>



<b>Prescribed Text</b>	Cavusgil, Knight and Riesenberger. (2020), <i>International Business – The New Realities</i> (5e), Pearson.
<b>Offered in 2024</b>	Tri 2 20 May to 9 Aug Tri 3 26 Aug to 15 Nov

## IRS901 Independent Reading Study (AQF9)

<b>Content:</b>	<p>This elective unit provides an opportunity to conduct a guided independent study to critically review literature and/or short courses on a negotiated topic under the guidance of a subject expert supervisor.</p> <p>This unit is designed to provide students flexibility in constructing their Master of Agribusiness program, enabling them to focus on agribusiness areas directly related to their own interests. It may involve engaging in an independent reading/short course investigation 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 capstone project.</p> <p>Before approval to undertake this unit, a plan of study, readings and/or short courses and assessment plans are to be negotiated with the Director of the Centre for Professional Development (or nominee). Once approved, a nominated lecturer with expertise in the field will be appointed to supervise this guided study in the trimester of enrolment.</p> <p>This unit will advance agribusiness content knowledge, literature review and critical reflective practice skills.</p>
<b>Learning outcomes:</b>	<p>Graduates at this level will apply knowledge and skills to demonstrate autonomy, expert judgement, adaptability and responsibility as a practitioner and/or learner to demonstrate an ability to independently:</p> <ol style="list-style-type: none"><li>1. analyse critically, reflect on and synthesise complex information, problems, concepts and theories;</li><li>2. research and apply established theories to a body of knowledge or practice;</li><li>3. interpret and transmit knowledge, skills and ideas to specialist and non-specialist audiences.</li></ol>
<b>Assessment:</b>	<ol style="list-style-type: none"><li>1. Meta-Reflection (1000 words, 20%)</li><li>2. a. Literature Review, if only a reading study to be undertaken (4000 words, 80%), or b. Assessment credit for short courses taken as part of this study which have certified assessment results (equiv 4000 words, 80%), or c. A combination of a. and b. if a combination of literature review and short courses chosen for this unit (equiv to 4000 words, 80%).</li></ol>
<b>Prescribed Text</b>	None

<b>Offered in 2024</b>	Trimester 1: 12 February – 3 May Trimester 2: 20 May – 9 August Trimester 3: 26 August – 15 November
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## LDP905 Leadership (AQF9)

Note, this unit is offered in fully online mode, or in blended mode. Blended mode has a compulsory 5-day residential component called the Marcus Oldham Rural Leadership Program (MORLP) to be held at the College, , followed by online tuition and assessments.

Places at MORLP are limited, please select LDP905 blended mode for Trimester 2 or 3 offerings of LDP905 included on the Trimester 1 subject selection, these places will be filled on first come, first served basis. 'Offered in 2024' below for dates of trimesters and residential.

<b>Content</b>	This is a compulsory unit in the Master of Agribusiness, offered fully online and in blended mode. It examines leadership in all its forms and sets out a series of skills, attitudes, attributes and personal qualities which are required for effective leadership in agribusiness settings. 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.										
<b>Learning outcomes</b>	At the completion of this subject, it is expected that students will be able to apply their knowledge and skills to demonstrate autonomy, expert judgement, adaptability, and responsibility as an agribusiness practitioner to: <ul style="list-style-type: none"> <li>• Compare the models of leadership and discuss the roles of effective leaders and managers.</li> <li>• Identify and explain the learning styles and decision-making tools that are required to understand how people and organisations function.</li> <li>• Analyse your leadership experiences using different approaches.</li> <li>• Apply leadership skills in an organisational setting and reflect on your experiences and/or decisions.</li> </ul>										
<b>Assessment</b>	<table border="1" style="width: 100%;"> <thead> <tr> <th data-bbox="405 1218 847 1256">Online Delivery</th> <th data-bbox="868 1218 1358 1256">Blended Delivery</th> </tr> </thead> <tbody> <tr> <td data-bbox="405 1256 847 1402">Assessment 1: Leadership Case Study Analysis, 2000 words, 1500 words (30%)</td> <td data-bbox="868 1256 1358 1581" rowspan="2">Hurdle Assessment: Face-to-face attendance and successful completion of the Marcus Oldham Rural Leadership Program Equivalent to 3500 words (70%)</td> </tr> <tr> <td data-bbox="405 1402 847 1581">Assessment 2: Video presentation (7 minutes): Leadership Principles in VUCA Times, equivalent to 2000 words (40%)</td> </tr> <tr> <td data-bbox="405 1581 847 1834">Assessment 3: Final FLIGBY Report based on the completion of the FLIGBY simulation, equivalent to 1000 words (20%)</td> <td data-bbox="868 1581 1358 1834">Join online participants after residential Assessment 3: Final FLIGBY Report based on the completion of the FLIGBY simulation, equivalent to 1000 words (20%)</td> </tr> <tr> <td data-bbox="405 1834 847 1982">Assessment 4: Leadership Reflection, 500 words (10%)</td> <td data-bbox="868 1834 1358 1982">Join online participants after residential Assessment 4: Leadership Reflection, 500 words, (10%)</td> </tr> </tbody> </table>	Online Delivery	Blended Delivery	Assessment 1: Leadership Case Study Analysis, 2000 words, 1500 words (30%)	Hurdle Assessment: Face-to-face attendance and successful completion of the Marcus Oldham Rural Leadership Program Equivalent to 3500 words (70%)	Assessment 2: Video presentation (7 minutes): Leadership Principles in VUCA Times, equivalent to 2000 words (40%)	Assessment 3: Final FLIGBY Report based on the completion of the FLIGBY simulation, equivalent to 1000 words (20%)	Join online participants after residential Assessment 3: Final FLIGBY Report based on the completion of the FLIGBY simulation, equivalent to 1000 words (20%)	Assessment 4: Leadership Reflection, 500 words (10%)	Join online participants after residential Assessment 4: Leadership Reflection, 500 words, (10%)	
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<p><b>Prescribed Text</b></p>	<p>Kouzes, JM &amp; Posner, BZ 2013. <i>Great Leadership Creates Great Workplaces</i>, San Francisco, CA, Jossey-Bass.</p> <p>Vecsey, Z. (2016). <i>Official Game Guide: FLIGBY (Flow is Good Business for You)</i>. Budapest: ALEAS (e-reading).</p>
<p><b>Offered in 2024</b></p>	<p>This unit is offered in fully online mode, or blended mode. Blended mode has a compulsory 5-day residential component called the Marcus Oldham Rural Leadership Program (MORLP) to be held at the College, followed by online tuition and assessments.</p> <p>Places at MORLP are limited, please select LDP905 blended mode for Trimester 2 or 3 added to Trimester 1 subject selection, these places will be filled on first come, first served basis.</p> <p>Tri 2, 20 May to 9 Aug (blended mode includes compulsory residential held 5-10 May 2024)  Tri 3, 26 Aug to 15 Nov (blended mode includes compulsory residential held 18-23 August 2024)</p>

## SMA802 Strategic Management for Agribusiness (AQF8)

<p><b>Content</b></p>	<p>This compulsory unit is an introduction to strategic management in the agribusiness as well as to management and human resource management. The provides a broad and foundational overview of:</p> <ul style="list-style-type: none"> <li>• Strategy, structure and culture</li> <li>• Organisation mission, goals and objective</li> <li>• Analytical frameworks in strategic planning and management</li> <li>• The strategic management process – shaping and implementing</li> <li>• The integration of strategic management processes with operational aspects</li> <li>• External environment and industry level analysis</li> <li>• Managing change, business ethics and social responsibility</li> <li>• Contemporary strategic issues in agribusiness</li> </ul>
<p><b>Learning outcomes</b></p>	<p>At the completion of this unit graduates will have demonstrated expert, specialised cognitive and technical skills to independently:</p> <ul style="list-style-type: none"> <li>• Recognise and interpret the impact of the environment on an organisation.</li> <li>• Critically evaluate management and human resource management strategy and direction</li> <li>• Identify the strategic options available to an organisation.</li> <li>• Compare and contrast the strategic direction of an organisation with its competitors.</li> <li>• Use analytical techniques to examine the strategic positioning of an organisation.</li> <li>• Evaluate the likely success of specific strategic options.</li> <li>• Determine appropriate strategies given prevailing internal and external conditions.</li> <li>• Identify organisational cultural aspects and their impact.</li> <li>• Determine appropriate organisational direction and goals.</li> <li>• Determine appropriate strategies, given the outcomes of strategic analysis.</li> <li>• Communicate the outcomes from a strategic analysis in the form of a business case.</li> </ul>
<p><b>Assessment</b></p>	<p>Assessment 1: Vignettes drawn from online discussions, 500 words (10%)            Assessment 2: Critical Review of Agribusiness Strategic Plans, 2000 words (40%)            Assessment 3: Business Case Presentation including presentation, presentation deck and financial spreadsheet, 2500 words (50%)</p>
<p><b>Prescribed Text</b></p>	<p>Wilson, SG &amp; Davis, H (2020) <i>Developing strategy for agribusiness</i>. Geelong: Marcus Oldham College.</p>
<p><b>Offered in 2024</b></p>	<p>Trimester 2: 20 May – 9 August            Trimester 3: 26 August – 15 November</p>

### TLR906 Research Project (AQF9)

This is an optional double weighted unit by invitation only.

TLR904/CAP904 and TLR905/CAP905 at Distinction Level or above are pre-requisites for this unit.

\*This unit can be completed within the current Master of Agribusiness as an extra double weighted unit in lieu of 2 electives; or after the completion of the usual 12 units of study (it is allowable to over-enrol by two units and still be eligible for Fee-HELP); or as a standalone single subject within 3 years after completion of the Master of Agribusiness (as long as the original research question(s) and research design completed in CAP904 and CAP905/TLR905 are used as the pilot for this research).

<b>Content</b>	<p>This is the third of three units are offered by the College as a Research Higher Degree Pathway option. It is optional and offered by invitation*.</p> <p>This double weighted unit is by invitation only for students who have successfully completed at Distinction standard or higher, the two prerequisite units CAP904 and CAP905/TLR905. It is delivered over two trimesters of research supervision style study.</p> <p>The unit focuses on an investigation using the research design and literature review first developed and tested in CAP904, with aims to:</p> <ul style="list-style-type: none"><li>• Leverage the pilot study from CAP905 or TLR905 to carry out a deeper level of study using primary data sources.</li><li>• Gain a specialised understanding of the standards expected to research in an ethical manner</li><li>• Provide you with the necessary tools and understanding that will 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.</li></ul>
<b>Learning outcomes</b>	<p>At the completion of this unit, graduates will have gained specialised knowledge of:</p> <ul style="list-style-type: none"><li>• the legislative environment in which research is performed in Australia</li><li>• designing and undertaking research and secondary data analysis</li><li>• how to write a thorough report on research findings, including analysis of how the work fits within the wider body of knowledge in their chosen area of thought leadership.</li><li>• How to demonstrably communicate research findings in both written and verbal channels to a variety of audiences.</li><li>• How to write and deliver a written report that meets post graduate scholarly standards.</li></ul>
<b>Assessment</b>	<p>Assessment 1: Ethics Application, which uses rationale and findings from prerequisite subjects to develop this application using what you have learned in design (CAP904) and exploration of the topic, to argue your case for primary data collection for this project (20%)</p> <p>Assessment 2: Final Report – 10,000 words (80%)</p>

<b>Prescribed Text</b>	Largan, C., & Morris, T. (2019). Qualitative Secondary Research: A Step-By-Step Guide. SAGE Publications, London; Thousand Oaks, Calif. O'Leary, Z. and Hunt, J.S., (2016). Workplace Research: Conducting small-scale research in organizations. SAGE Publications, London; Thousand Oaks, Calif.
<b>Offered in 2024</b>	As needed