



Ben Grice - 2012 Graduate
Director, LAWD



**MARCUS
OLDHAM**
We mean business.

Agribusiness



Carly Marriott - 2010 Graduate
Director, Marriot Family Farms

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

The Marcus Experience

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

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

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

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

The Course

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

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

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

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

The Opportunities

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

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

Possible employment opportunities include:

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

The Structure

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

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

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

The Bachelor of Business (Agribusiness) consists of 24 units; each unit has equal weighting and students will be required to complete all 24 units prior to being eligible to graduate at the degree level. The Advanced Diploma of Agribusiness exists as an exit point for the degree program.

The units are offered on the following basis:

- 1st year**
12 units full-time on-campus delivery (all compulsory)
4 weeks practical placement
- 2nd year**
12 units full-time on-campus delivery (all compulsory)
4 weeks practical placement

Scholarships & Marcus Assist

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

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

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

For a list of scholarships and more information on our Marcus Assist financial support program, please visit our website at marcusoldham.vic.edu.au



Carl Roger - 2012 Graduate
Export Sales, JBS Australia

The Curriculum - Year 1

The Curriculum - Year 2

Trimester 1
FAA541 - Agribusiness Accounting

This unit introduces ways to effectively collect and record financial data for agribusinesses. Students will learn accounting and budgeting principles as they apply to farming and agribusiness, including fundamental reports such as income statements and statements of financial position.

- Introduction to financial statements
- Agricultural accounting
- Budgeting for production activities
- Livestock schedules
- Cash flow budgeting

AME541 - Principles of Business Planning and Economics

This unit explores the concept of the customer, supply and demand and the external factors that influence agribusiness performance.

- Principles of economics
- Principles of business planning
- Price analysis, demand and supply factors

EMS541 - Fundamentals of Farm Business Management

This unit introduces students to the fundamental skills required to assess the purpose and capacity of a farm property, with a view to understanding what the land resource can produce. The unit content also focusses on methods of effective communication. This will support students with the interpretation and presentation of information, and the ability to articulate their chosen position regarding business operations, or more broadly, contemporary industry issues.

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

IMS541 - Integrated Management Studies

This unit introduces the concept of systems thinking and provides opportunities to explore real-world examples of how a business decision in one area affects other aspects of the operation, through i) "The Farm Game", ii) domestic study tour and iii) international study tour. The holistic nature of this unit also covers wellbeing strategies that are critical to the successful operation of agribusinesses and practical skill development in business writing.

- "The Farm Game"
- Professional writing and reporting for business
- Domestic study tour
- Internationl study tour

Trimester 2
FAA542 - Enterprise Performance Analysis

Building upon foundational knowledge of production systems, profitability and budgeting, this unit introduces concepts of financial and non-financial data to help analyse business performance. By the end of this unit, students will be able to confidently determine the value of information held, and the means to discover what additional information is necessary, to assess performance of an agribusiness enterprise.

- Sensitivity & Variance analysis
- Partial budgeting
- Breakeven analysis
- Farm business analysis
- Financial ratio analysis

AME542 - Introduction to Business Management

This unit introduces students to the role of the business environment and its relationship to market value chains. This unit will draw on industry experience required for entry to the course which is applied to help students analyse the role of these external influences and their effect in supporting commodity price.

- External environment analysis
- Agribusiness marketing

EMS542 – Agribusiness Resource Systems

This unit covers the nature of agronomic animal and human resources and how those systems interact in an agribusiness operation. It also explores the behaviours and skills which make individuals effective in both business and life. This knowledge is key to our systems-based approach and will be applied in developing production-based cash flow budgets, decision-making and strategic planning.

- Self-management
- Young leaders in agribusiness
- Fundamentals of crop production systems
- Fundamentals of animal production systems

IMS542 - Agribusiness Enterprise Performance

This unit expands upon systems thinking concepts by drawing upon knowledge gained from all units studied to date, as well as experiences and opportunities to integrate insights through visits to a range of agribusinesses and farm enterprises, and a four-week practical placement. These foundations are applied to a case study that will demonstrate a comprehensive understanding of the financial performance of a property.

- Case study: enterprise profitability
- Four week practical placement

Trimester 3
FAA643 - Accounting and Finance Systems

This unit applies accounting, budgeting and financial analysis skills developed in previous units. Students will learn to use accounting software to record financial transactions, including GST, for reporting to management and the ATO. Foundational corporate finance, production and budgeting principles are applied and integrated to prepare a bank finance proposal.

- Cash accounting & GST
- Accounting software
- Financing for agribusinesses
- Introduction to finance

AME643 - Agribusiness Marketing and Macro Economics

This unit builds upon earlier foundation studies in marketing and applies knowledge and skills to determine appropriate marketing strategies for different entities and/or agribusiness products. Applying strategy allows students to develop a brand for a selected product line in the marketplace to determine how best to communicate with their chosen market. Students will develop an understanding of macroeconomic factors and their influence of the Australian economy.

- Marketing strategies
- Macro economics
- Marketing channels

EMS643 - Agribusiness Enterprise and Technology

This unit applies knowledge of agribusiness enterprises to modelling techniques and decision processes that enable the successful allocation of scarce resources and the development of strategies to best use available assets. The unit considers the allocation of land, capital, technology, people & skills as well as enterprises.

- Fundamentals of intensive agriculture
- Managing teams and organisational behaviours
- Advanced spreadsheet modelling and websites

IMS643 - Improving Agribusiness Performance

This unit builds on the experience gained in the practical placement, which is then applied to the performance case study, designed for students to demonstrate their learnings from the first year of the course by reviewing the performance of a farm business and building a case to recommend an improvement.

- Case study: performance improvement

Trimester 1
FAA644 - The Value of Capital and the Investment Decision

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

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

AME644 - Marketing and Supply Chain Management

This unit combines real-world case studies and current issues affecting Australian agribusinesses to assess the forces that influence our agricultural industry. Elements of the supply chain, efficiencies within those systems, and their effect on price are also considered allowing students to apply their understanding to design appropriate strategic plans to improve profitability.

- Operations management & supply chains
- Logistics management
- Marketing case studies
- Contemporary agribusiness issues
- Strategic planning 1

EMS644 - Technology & People Management

This unit allows students to refine their skills in technology management and develop discernment skills to evaluate the role of new technologies in agribusiness. Students will then focus on how technology can enhance profitability, either through cost savings, increased efficiency or comparative advantage. Students will learn how to develop frameworks and systems to effectively manage a high performing workforce and successfully negotiate with stakeholders to achieve the objectives of the business.

- Database design and management
- Human resource management
- Managing technologies & innovation
- Negotiation

IMS644 - Developing the Value Proposition

During this unit students will be exposed to a range of agribusinesses that have invested in developing their value proposition. Some will have achieved growth through acquisition, some organically and others through product development. Students will analyse and assess a case study business's value proposition, before proposing recommendations for profit improvement. This unit includes a 5-day domestic tour.

- Case study
- Domestic study tour

Trimester 2
FAA745 - Business Structures, Tax and Equity

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

- The Australian tax system
- Business structures
- Business law

AME745 - International Business & Competitive Advantage

Australia exports over 70% of its agribusiness product. This unit builds understanding of the effect of external factors on the supply chain, such as government policies & agreements, cultural, economic and competitor issues, and how they affect the strategic direction of a business. Students will apply strategic management tools to manage external factors.

- Business strategy
- Applied economics
- Forwards, futures and options
- International business management
- International marketing

EMS745 - Data Analysis and People Risks

This unit will delve into the Australian industrial relations (IR) environment, developing an understanding of employment laws and evaluating the risks of working with people. Students will explore approaches for negotiation and develop skills to be successful in different business contexts. Students will develop the skills to design and conduct research and analyse data to complement their business skills.

- Industrial relations and HR risk
- Computer modelling for agribusiness
- Capture and analysis of production data
- Statistical analysis

IMS745 – Agribusiness Management in Practice

In this unit students visit agribusinesses and apply their theoretical understanding of agricultural production and supply chain management to real world scenarios, both in Australia and overseas. A second 4-week practical placement provides an opportunity to "learn by doing" and will be completed at a workplace that is matched with personal learning and career goals. This unit includes an extended international study tour.

- Extended study tour
- Four-week approved practical placement

Trimester 3
FAA746 - Risk Management and the Investment Decision

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

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

AME746 - Agricultural Commodity Markets & Sales Processes

In this unit, students will explain the external factors that influence agricultural commodity markets. This understanding is applied to assess how agribusiness marketing decisions are impacted, and how the sales process can be managed.

- Managing the sales process
- Commodity marketing

EMS746 - Agribusiness Production and Technologies

Students' understanding of agricultural production systems is extended to assess the capabilities of agricultural technologies and the investment decision. This unit offers students the opportunity to elect from a selection of topics to meet their personal learning goals.

- Agricultural Technology
- Ruminant Nutrition
- Precision Agriculture
- Business Structures

IMS746 - Applied Management

This capstone unit is designed to bring all aspects of students' experience and learning together. Students will demonstrate your skills in research, analysis and evaluation through a personal learning project. A final case study, on a selected agribusiness, will require students to apply their learning to assess a strategic decision in an uncertain environment.

- Case study: strategic decision-making
- Personal learning project



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