



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



**MARCUS
OLDHAM**
We mean business.

Agriculture



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

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

The Marcus Experience

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

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

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

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

The Course

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

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

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

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

The Opportunities

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

Possible employment opportunities include:

- Managing family or corporate farm operations
- Managing horticultural production units
- Marketing of agribusiness commodities and products
- Finance and banking
- Rural suppliers
- Commodities and futures traders
- Managing producer groups and organisations
- Financial advisors
- Farm business consultants
- Stock and station agents
- Aquaculture
- Rural employment consultants
- Contract rural services
- Forestry

The Structure

Our unique course structure features on-campus tuition and an extended period of industry practical placement.

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

Our pre-entry requirement increases competency levels so students are equipped to relate theory to management practice.

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

The units are offered on the following basis:

1st year

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

2nd year

Compulsory 11-month practical placement

3rd year

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

Scholarships & Marcus Assist

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

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

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

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



Carly Marriott - 2010 Graduate
Director, Marriott Family Farms

Trimester 1

FPM521 - Introduction to Agricultural Production Systems

Introduction to the key fundamentals of whole farm production systems. Students will learn to systematically identify and rate key resources, understand the fundamentals affecting agricultural enterprises, introduction to livestock physiology & nutrition and principles of agricultural engineering.

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

Trimester 2

FPM522 - Development of Agricultural Production Systems

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

- Livestock reproduction
- Nutrition
- Soils and fertilisers
- Crop production
- Agricultural power units and pumps

Trimester 3

FPM623 - Management of Agricultural Production Systems

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

- Weeds, pests and diseases
- Feed budgeting
- Fodder conservation
- Genetics and breeding
- Electronics and mechanisation
- Introduction to precision agriculture

AAF521 - Farm Accounting

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

- Introduction to financial statements
- Agricultural accounting
- Livestock schedules
- Cash flow budgeting

AAF522 - 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 a farming enterprise.

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

AAF623 - Developing Financial Proposals

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

EMS521 - Basics of Business Systems

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

- Principles of supply and demand
- Introduction to business software
- Principles of business planning

EMS522 - Developing Business Management Systems

Building on previous units, this unit will give students a wider understanding of the environment that a business operates within, exploring issues of competitor behaviour, environmental scanning, policy and technology for food and fibre industries. Students will develop communication skills and an understanding of the behaviour of people managing in these environments.

- External analysis
- Business communication
- Time and stress management

EMS623 - Management Fundamentals in Agricultural Business

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

- Macro economics
- Managing work teams
- Advanced spreadsheets

IMS623 - Farm Performance in Action

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

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

IMS521 - Integrated Studies

This inter-disciplinary unit introduces the concept of systems thinking. Students will be exposed to real-world examples of how a business decision in one area affects other aspects of the operation through a farm planning simulation, exploration of pasture-based systems and both domestic and international study tours.

- Farm planning simulation (The Farm Game)
- Professional writing & reporting for business
- Grazing management
- 5-day domestic study tour
- Extended international study tour

IMS522 - Farm Business Performance

Students will expand their concepts of systems thinking, utilising knowledge gained from all units studied. They will synthesise the knowledge obtained from studies with the experience gained from visiting a range of farm enterprises to develop a comprehensive understanding of the financial and physical performance of a property, chosen for the first case study. A second case study, designed for students to demonstrate their learnings from the first year of the course requires students to apply their financial and strategic theory when reviewing the performance of a farm business and building a case to recommend an improvement.

- Case study: enterprise profitability
- Case study: performance improvement

Trimester 1

FPM624 - Advanced Agricultural Production Systems

Your knowledge of a range of farming systems will be further developed to enhance your decision-making capabilities. You will explore production factors affecting management in a range of intensive and extensive enterprises.

- Applied cropping
- Meat science, production and processing
- Intensive animal systems
- Irrigation systems and methods

Trimester 2

FPM725 - Farm Production Decision Systems

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

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

Trimester 3

FPM726 - Farm Production Specialisation

This unit offers students the opportunity to elect to specialise in a topic that meets their personal learning goals and interests. Electives are supported by applied cropping management and animal health, whilst students also explore contemporary issues affecting agricultural systems.

- Ruminant nutrition
- Precision agriculture
- Applied crop management
- Animal health (cattle)

AAF624 - Capital Management and the Farm Investment Decision

Using the knowledge gained in profit analysis and cash flow, you will develop knowledge and tools to make investment decisions to increase value. You will evaluate investment risk & return and their relationship with equity. Students will develop the skills to design and conduct research and analyse data to complement their business skills.

- Farm financial management
- Discounted cash flows
- Capital management and structures
- Portfolio management
- Statistical analysis

AAF725 - Ownership and the Farm Business

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

- Taxation
- Business law
- Succession planning
- Business structures

AAF726 - The Farm Business Decision Environment

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

- Risk management
- Advanced decision making
- Stochastic modelling
- Off-farm investment

EMS624 - Strategy and Farm Business Systems

Utilising the concept of competitive advantage, students will advance their understanding of behaviours of consumers and competitors and gain an understanding of price risk management models and derivative tools.

- Strategic thinking for competitive advantage
- Commodity marketing
- Options, futures and forwards

EMS725 - Strategic Management and Applied Economics

Advanced knowledge of applied economic principles as they apply to commodity price and the influence of domestic and international markets. Students will develop an understanding of factors and influences on international trade and how that relates to the farm business and develop strategies to best exploit opportunities.

- Strategic planning for the farm business
- Applied economics
- Global economic systems

EMS726 - Marketing and People

Marketing strategies for agricultural products are key to financial success, and this unit provides an understanding of the key strategies relevant to farm businesses. The single greatest influence on both developing a strategy and implementing a strategy are the people that we work with. Students will synthesise the theories and practices of people management for the implementation of successful business strategy.

- Human resource management
- Industrial relations & risk
- Applied & international marketing

IMS624 - Enterprise Management and Business Performance

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

- Reflection of work integrated learning experience
- Domestic & international study tours
- Applied livestock and grazing management
- Summer cropping

IMS725 - Applied Farm Management

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

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

IMS726 - Integrated Management

This capstone unit is designed to bring all aspects of students' experience and learning together. Within this unit, the 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
- Applied grazing management



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