



**Kate Austin**  
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Bloodstock Agent, Ciaron Maher Racing



**MARCUS  
OLDHAM**  
We mean business.

# Equine Business Management



Blyth Tait Clinic at Marcus Oldham

At Marcus Oldham, our graduates are professionally prepared and ready for business. Our Agriculture, Agribusiness and Equine Business Management courses provide students with first-hand industry knowledge, business management skills and global opportunities. 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 bedrooms, 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 areas.

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 Business Management.

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 Equine Business Management course equips ambitious and determined students with the business foundations, horse husbandry and science knowledge they need to excel in the equine industry. Internationally recognised by the major sectors of the industry, the course offers an intensive year of accelerated learning in the practice and theory of equine business management.

We cover a wide range of key subjects to ensure graduates walk away highly qualified and ready to enter the industry.

These include:

- Equine science
- Young horse education and training
- Breeding practices
- Nutrition
- Exercise physiology
- Business planning and management
- Business communications
- Business systems

Designed in consultation with industry leaders within the equine and education professions, this course offers innovative solutions and relevant, up-to-date information to keep students at the forefront of their field. By blending theory with practical, hands-on experience, case studies and work placements, graduates are prepared to confidently enter the workplace as professionals.

## The Opportunities

Marcus Oldham has a strong focus on educating students for meaningful and rewarding careers in the equine industries. The College's international recognition, close links with industry and global contacts, provide graduates with a unique opportunity to secure equine careers both domestically and worldwide.

Graduates of the equine course hold various roles in industry including:

- Broodmare/yearling/stallion/stud manager
- Riding coach
- Thoroughbred/standardbred racehorse trainer
- Show jumping, eventing or dressage trainer
- Pre-training racehorses
- Racecourse manager
- Young horse education
- Sales representatives – equine pharmaceutical companies, saddlery, nutrition
- Equine insurance sales, claims investigations and loss adjustment
- Bloodstock auctioneers
- Pedigree analysts
- Syndication
- Equine marketing and public relations
- Race club or breed society administration
- Specialised intensive foal care
- Bloodstock agent
- Equine journalism and photography
- Horse transport by air, sea and road
- Veterinary nursing in an equine practice
- Horse management educator
- Horse agistment property manager
- Racing Administration

## Course Structure

### Advanced Diploma of Equine Business Management

12 units full-time on-campus delivery

The Advanced Diploma of Equine Management is a twelve unit on-campus course delivered across three trimesters with four-units undertaken during each Trimester. Each unit carries equal weighting and all twelve units must be successfully completed to be awarded the Advanced Diploma of Equine Management.

The course is delivered using case studies, industry visits, practical demonstrations and experiential learning along with a strong industry related curriculum.

A compulsory 4-week Practical Placement in Trimester 3 follows the international tour where students can gain experience working in industry such as, in leading thoroughbred studs during the foaling and breeding season in Australia or overseas.

There is the opportunity to work on prominent horse establishments throughout Australia, New Zealand and further afield in racing, harness, equestrian stables, administration, horse transport logistics, young horse education, veterinary practices, marketing, media, financial institutions and more.

An optional three-week Practical Placement block during Trimester 2 gives students the opportunity to further their practical skills in the field of their choosing.

Upon the successful completion of the twelve-unit course, students will be eligible to apply for entry into the final year of the Bachelor of Business (Agribusiness) or industry placement year of the Bachelor of Business (Agriculture).

Students applying for entry into either the Bachelor of Business (Agribusiness) or Bachelor of Business (Agriculture) will need to show they have the necessary industry experience required for these courses.



**Henry Dwyer - 2007 Graduate**  
Racehorse Trainer, Henry Dwyer Racing

## Entry Requirements

This course is only available to study full-time on campus.

Marcus Oldham College maintains a flexible policy in relation to entrance criteria and judges each applicant on their individual merits. Ideally, applicants will:

- Have successfully completed secondary education (mature age applicants accepted on merit)
- Have completed at least 12 months in an industry placement following secondary school.
- Be a minimum of 18 years of age at the start of the academic year – generally the beginning of February
- Have a strong desire to pursue a career in the agricultural/agribusiness/equine industries

## How to Apply

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

The admission interview is often conducted on campus, face-to-face or elsewhere by arrangement or potentially via telephone or video call.

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

For more information and to apply, please visit our website at [marcusoldham.vic.edu.au/equine](http://marcusoldham.vic.edu.au/equine)

## 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 the equine industry
- Personal presentation
- Ability to communicate
- Academic performance

Scholarships, bursaries and individual 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/scholarship](http://marcusoldham.vic.edu.au/scholarship)

## The Curriculum

### Trimester 1

#### EPS511: Introduction to Equine Science & Management

This unit explores the concepts of biological and anatomical systems within the horse's physiology, as well as methods to care for, manage, house and train horses in line with behavioural patterns and optimal welfare.

- Equine Husbandry & Management 1
- Horse Handling & Education
- Pasture Management 1
- Equine Science 1
- Equine Nutrition

#### EMS511: Business System Fundamentals

This unit introduces students to the fundamental skills required to assess the purpose and capacity of an equine property, with a view to understanding what the land resource is capable of producing. The unit content also focusses on how to argue your case and communicate the resource's capacity to other potential users of that information.

- Principles of Economics
- Business Planning 1
- Principles of Marketing
- Introduction to spreadsheets (MS Excel)
- Introduction to word processing (MS Word).

#### AFE511: Business Accounting

This unit develops your knowledge to effectively collect and record financial data for equine businesses. You will learn accounting and budgeting principles as they apply to farming and equine business, including fundamental reports such as income statements and statements of financial position.

- Fundamentals of accounting for business
- Budgeting 1

#### IMS511: Integrated Management Studies

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

- Equine Enterprise Profile
- Domestic study tour
- Health and wellbeing 1
- Business Writing

### Trimester 2

#### EPS512: Developing Equine Science & Management Knowledge

Building upon the foundational knowledge from the previous unit, this unit continues to develop skills and understanding in the veterinary areas of equine production, and how to plan and manage the stallion, mare and foal leading into the southern hemisphere breeding season. This includes understanding pasture growth patterns for particular regions, and tailoring management systems to best utilize this.

- Equine Science 2
- Pasture Management 2
- Electives 1

#### EMS512: Developing Business Management Systems

This unit covers the nature of economic, equine and human resource systems and how these systems interact in a business operation. This knowledge is key to developing and applying these understandings to assist in planning and developing an equine business.

- Business communications
- Managing self
- Business Planning 2
- Websites and Systems

#### AFE512: Enterprise Performance Analysis

During this unit students develop understandings of production systems needed to build budgets that reflect realistic costs of production activities. This unit also develops understandings of key drivers of profitability and how they affect the preparation of a budget. Students apply and integrate production and budgeting principles to prepare a bank finance proposal.

- Budgeting 2
- Ag analysis
- Financial management
- Production economics

#### IMS512: Equine 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 key insights through visits to a range of equine enterprises, and the international study tour. These foundations are applied to a case study that will demonstrate a comprehensive understanding of the financial performance of a property. For students who are particularly focused on a certain area of the industry, there is the opportunity to undertake an optional 3-week industry placement.

- International study tour
- Enterprise profitability case study
- Health and wellbeing 2
- 3-Week Industry placement (optional)

### Trimester 3

#### EPS613: Application of Equine Science & Management Knowledge

This unit applies the previously learned basics of anatomy of the horse, and develops those concepts into an understanding of exercise physiology. Initial skills learned in horse handling and anatomy are also extended into areas of farriery and equine dentistry, enabling students to apply skills and knowledge gained throughout the year.

- Equine Science 3
- Electives 2
- Pasture Management 3
- Equine Husbandry & Management 2

#### EMS613: Applied Business Systems

This unit applies knowledge of equine business enterprises to modelling techniques and decision processes that enable the successful allocation of resources and develop strategies to best use assets that are available to achieve appropriate economies of scale. The unit considers allocation of land, capital, technology, people & skills as well as enterprises.

- Advanced spreadsheet modelling (MS Excel)
- Business Communications 2
- Managing workplace teams
- Macroeconomics

#### AFE613: Accounting and Finance Systems

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 equine business enterprise.

- Accounting and finance systems
- Bank applications
- Cashbook and GST

#### IMS613: Improving Equine Business Performance

This unit includes a 4-week industry placement. A key objective of the work placement is to recognise and experience the interrelated systems within the workplace, how they interact with each other and how the management structure of the business allows the interaction of systems to achieve the performance objectives of the business. The experience gained in the work placement can then be applied to the performance improvement case study, designed for students to demonstrate their learnings from the course by reviewing the performance of an equine business and building a case to recommend an improvement.

- 4-Week Industry placement
- Performance improvement case study
- Health and wellbeing 3



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