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THE PROGRAM

Marcus Oldham College has developed the third year of the degree with the support of Deakin University.

Unit Options

Students studying the degree program are required to successfully complete a total of eight (8) units from a range of thirty (30) units on offer. Six units of study have been developed and written by Marcus Oldham College and two of these units are compulsory – **MOCFMA3 – Financial Management Agribusiness, and MOCAMS3 - Agribusiness Management Studies 3**. The other Marcus Oldham College units are offered as electives – viz: **MOCSRM4 – Sustainable Resource Management 4, MOCCMI402 Contemporary Managerial Issues In Agriculture and Agribusiness, and MOCRM404 Research Methods In Agriculture and Agribusiness equivalent to one unit of study or MOCRM405 Research Methods In Agriculture and Agribusiness equivalent to two units of study**

A range of units are offered by Deakin University as part of the degree. Students can choose to study units including:

* Strategic Human Resource Management	* Industrial Relations
* Organisational Behaviour	* Human Resource Development
* Change Management	* Corporations Law
* Marketing Law	* Principles of Income Tax Law
* Business Tax Law	* International Marketing
* Strategic Marketing	* Marketing Research
* Consumer Behaviour	* Marketing Management
* Advertising and Public Relations	* Brand Management
* Corporate Finance	* Financial Modelling
* International Finance and Investment	* Small Business Systems
* International Business	* Strategic Supply Chain Management
	* Business in Asia

The third year program offers students the opportunity to specialize in human resource management, marketing or finance, depending on their area of interest.

Who Is Eligible To Enrol In The Third Year

Graduates who hold an Associate Degree in Agribusiness or Advanced Diploma in Farm Business Management from Marcus Oldham College are granted direct entry into the third year of the degree.

Graduates with an Advanced Diploma in Farm Management or Associate Degree in Agribusiness/Agriculture from other agricultural tertiary institutions are eligible to apply for entry into the Bachelor of Business (Agribusiness) degree. Applications will be assessed and considered with regard to course content.

Graduates from other disciplines are able to apply for entry into the program and each application will be assessed on its individual merit. Refer to page 16 concerning issues related to Advanced Standing.

Study Options

The third year of the degree is designed to provide students with a range of study options.

Option 1. Full Time On Campus

Students who decide to take this approach to their studies may wish to reside at Marcus Oldham College for the year of study (subject to room availability). Students have access to Deakin University lecturers and tutors and are able to gain assistance in their relevant subject areas. These students also have access to Marcus Oldham College lecturers who can deliver face to face lectures and tutorial assistance for Marcus units in which they are enrolled.

Option 2. Study at a distance

Students can enrol and complete all eight units by distance education. That is, all course materials and assessment details will be posted to the student. These students often have full time or part time employment and complete the assessments externally and post all assessments back to either Marcus Oldham College or Deakin University, depending on the unit or units they are studying. Students may take one or more years to complete the degree by this method.

Option 3. Part time study

Students who decide to take this option usually move close to Geelong and undertake part time work in the district whilst they complete the degree. With this option, students attend lectures and tutorials at Marcus Oldham and Deakin University for the subjects that they choose. The advantage here is that the student is likely to complete the degree in one academic year, maintain some income and also have the benefit of attending lectures and receive tutorial support provided by Marcus Oldham College and Deakin University.

Deakin University Campus Options

Deakin University has campuses at

Geelong	code is G.
Warrnambool	code is W
Burwood	code is B

It also offers

External studies	code is X
On-Line	

example

MLC203 Corporations Law (G, X, online)

indicates that this unit is available at Geelong, externally and on line – giving three options for study.

The specific information on units contained in this booklet also indicates the trimester in which they are offered and where they are offered for that trimester.

Students intending to enrol in Deakin units must be aware that the information is correct at the date of printing, however Deakin reserve the right to change the availability or withdraw the unit at any time.

You should check with the Course Director prior to enrolment to ensure availability of your chosen units.

COMPULSORY UNIT

Unit: **MOCAMS3 AGRIBUSINESS MANAGEMENT STUDIES 3**

Unit Coordinator : Sam Inglis

Presenter: Campbell Jeffery

Pre-requisites: Agribusiness Management Studies 2 or equivalent studies

13 weeks of self-directed learning (off campus) or 2 weeks of intensive face to face lectures, study tours and tutorials (on campus), involving preparation and presentation of a major case study report.

Objectives:

On completion of this unit students will be able to:

- to develop capability and confidence in the wider business planning process and associated business plan development and implementation/management.
- develop a comprehensive medium term business plan for a large agribusiness operation focussing on the integration of complex production, marketing, human resource, organisational, legal and financial factors.

Content:

The course is delivered across six key study areas, culminating in students developing an integrated business management and development plan. The six study areas are:

- business planning
- understanding the macro environment - industry analysis
- strategic analysis and measurement - tools and measures
- resource base and capability - individual firm
- analysis and strategic options - embarking on the future
- business plan development

Assessment:

Case Study analysis	(1500 words)	20%
Integrated Business plan	(5000 words)	80%

COMPULSORY UNIT

Unit: **MOCFMA3 FINANCIAL MANAGEMENT FOR AGRIBUSINESS 3**

Unit Co-ordinator: Andrew Baker

Presenter: Andrew Baker

Pre-requisites: Agribusiness Associate Degree or equivalent studies

13 weeks of self-directed learning, study activity, case studies and assignment work (off campus) or 2 weeks of intensive face to face lectures, tutorials and study tours (on campus).

Objectives:

During this unit of study, students will:

- develop the ability to use a range of analytical processes in order to appraise the investment characteristics of a business.
- develop a knowledge of current trends in the major agricultural industries.
- choose appropriate analytical tools for the appraisal of agricultural enterprises.
- identify appropriate models for farm businesses, which demonstrate sustainable growth and have economies of scale.
- design profitable rural property portfolios for different areas of rural Australia.
- develop programs for the design, financing, supervision and control of rural businesses.

Content:

Topics covered in this unit include:

1. Introduction and financial maths refresh.
2. Tools for investment valuation – including the cost of capital
3. Capital budgeting – Basic.
4. Capital budgeting – Advanced.
5. Evaluation and risk management
6. Capital structuring – Debt, equity, lease.
7. Portfolio and risk theory – application to the design of complex rural businesses.
8. Models of complex agribusinesses – dividend policy and long term financial planning.

Assessment:

Financial Report Analysis	(1000 words)	30%
Business plan	(4000 words)	70%

ELECTIVE UNITS

Unit: **MOCSRM4 SUSTAINABLE RESOURCE MANAGEMENT 4**

Unit Co-Ordinator: Sam Inglis
Presenter: Cam Nicholson

Contact hours: 1 x 2 hour lecture, 1 x 1 hour tutorial per week for 13 weeks (on campus), or 13 weeks of self directed learning, case study material and assignment work (off campus)

Objectives:

During this unit of study, students will:

- complete an analysis of the existing business with emphasis on establishing the current social, economic and environmental status of the system.
- investigate the feasibility of introducing a change in technology into an existing or proposed production system.
- evaluate the impact of a change in technology from economic, technical, human and natural resource viewpoints.
- outline how the business would be managed and monitored, with reference to the social, economic and environmental aspects of the business.

Content:

To complete this unit of study students will complete the following processes:

- Evaluation of the production systems in an existing business, addressing the social, economic and environmental components of the system.
- Identification of areas of weakness or opportunity within the existing production systems using a SWOT analysis if applicable, or the report card approach.
- Conduct of a strategic audit and preparation of an impact statement to justify the importance of the issue chosen for change.
- Summary of research and analysis of strategies to implement the change of technology within the existing or proposed production systems including cost/benefit analysis.
- Development of recommendations and plans for the implementation of the change technology within the existing or proposed production systems.
- Develop a framework which outlines how the business will be managed and monitored with emphasis on the natural resources of the business.
- Preparation of an impact statement on the effect of implementation of the change technology will have on the social, economic and environmental aspects of the business.

Assessment:

Study Report 1 - Strategic Audit	(2000 words)	25%
Study Report 2 - Final report	(6000 words)	75%

Unit: **MOCCMI402 CONTEMPORARY MANAGERIAL ISSUES IN AGRICULTURE AND AGRIBUSINESS**

Unit Coordinator: Dennis O'Brien

Pre-requisites: None

ON CAMPUS STUDENTS This unit runs over 6 weeks for on campus students.

OFF-CAMPUS STUDENTS This unit runs over a semester for off campus students.

It includes an on-campus workshop on 16th and 17th April for both on and off campus students

This unit is about individually and collectively researching each topic with a set of questions or issues in mind.

Objectives:

The purpose of the unit is to develop the students' knowledge of the main issues in Australian and international agribusiness and to develop their ability to collect information and to critically analyse it. On completion of this unit students will have developed an understanding of the competing arguments around the major issues currently facing Australian agriculture and agribusiness.

Content:

Topics include food and fibre production in Australia and internationally; International trade and domestic policy issues in agriculture; impacts on food and fibre production of global warming and remediation policies; water policies and technology for agriculture; biotechnology and genetically modified organisms in agriculture; organic and alternative food production systems; agri-politics and leadership; food security; animal welfare and ethics; and sustainable rural communities

Both on campus and external students will receive a comprehensive study guide with print and web references.

Assessment - ON CAMPUS STUDENTS ONLY.

1. Seminar Group Presentation, (20%)
Students will be allocated to teams which will be responsible for introducing each of the twelve topics and for facilitating the presentations and discussion around that topic. Students will be marked as a group.
2. Assignment, 4000 words (30%)
Students will select one question from the list of twelve questions around each topic to research in detail.
3. Examination (50%) (During term 2)
Eight questions will be chosen from the set of twelve questions around each topic for inclusion in the examination. Students will be expected to answer six of these eight questions.

Assessment – OFF CAMPUS STUDENTS ONLY.

1. Workshop Review Assignment, 2000 words (30%)
Purpose is to summarise and organise your thoughts on the key points out of the presentations and debate at the workshop
2. Seminar Group Presentation, (20%)
You will be allocated to a team which will be responsible for introducing one of the twelve topics in the unit and for facilitating the presentations and discussion around that topic. You will be marked as a group
3. Assignment, 4000 words (50%)
Detailed analysis of one of the twelve topics covered in the unit, other than the one for which you led the discussion.

Students unable to attend the workshop should contact the unit coordinator to discuss alternative assessment items.

Unit: **MOCRM404 RESEARCH METHODS IN AGRICULTURE AND AGRIBUSINESS**
Equivalent to one unit of study

Unit: **MOCRM405 RESEARCH METHODS IN AGRICULTURE AND AGRIBUSINESS**
Equivalent to two units of study

Unit Coordinator: Dennis O'Brien
Research Supervisor: Each student is responsible in consultation with the unit coordinator to select a research supervisor with knowledge in the student's chosen research area.
Pre-requisites: None

This unit runs for up to two terms of guided research under the supervision of a research supervisor. It includes an optional one week on campus workshop 14th to 18th February 2011. **Your attendance at this workshop is strongly recommended**

PLEASE NOTE: no weekly lectures will be offered in this unit.

Objectives:

The purpose of this unit is to familiarise the student with business research methods and to give him or her an opportunity to study in depth a topic they are particularly interested in.

Content:

Each student will receive a study guide and text book. Topics covered include the research process and ethics in research; report writing and referencing and data analysis. The purpose of the study guide, text book and workshop are to provide the student with sufficient knowledge to embark on their research.

Assessment Items

1. Research plan to be submitted to the student's research supervisor and presented at a workshop (10%)

This assessment item includes a written draft research plan and a presentation of that plan to a workshop of students and academic staff. This will be developed in consultation with the student's research supervisor. It should be no longer than 1000 words. The student will receive a combined mark for the written report and presentation as well as feedback on the proposed plan and will be advised whether the plan is approved or requires further refinement.

2. Research report (70%)

Development of the research report is the ultimate purpose of undertaking this unit. The report should comply with the conventions of academic writing. The report will be the student's work but will be developed through several drafts in consultation with the student's research supervisor and other academic staff of the College. The length of the report is not crucial however as a guide, the one unit version should be of about 15,000 words, not including appendices and tables. The two unit version should be of the order of 25,000 words. The two unit version should have a significantly higher level of analysis. The one unit version is expected to have at least fifteen significant academic references while the two unit version would be expected to include at least twenty five such references.

3. Seminar to present research findings (20%)

The seminar should present a summary of the research method and findings. The presentation will take approximately 20 minutes and will be followed by up to 20 minutes of questions.

Please note that whilst it is strongly encouraged that students attend the College at the conclusion of this unit to make their presentation, alternative arrangements can be made with the Unit Coordinator, Dr Dennis O'Brien, if attendance at the College is not possible.

Unit: MMH230 STRATEGIC HUMAN RESOURCE MANAGEMENT

Unit chair: Y Fujimoto (trimester 1), H Strawbridge (trimester 3)
Coordinator: Y Fujimoto (B, online, X), A Roy (G)

Contact hours: 1 x 2 hour lecture, 1 x 1 hour tutorial per week

Note: Online teaching methods require internet access. Please refer to the most [current computer specifications](#).

Content

This unit introduces students to the ideas, controversies and challenges involved in the recruitment, application, motivation and general management of labour in modern work organisations. The unit particularly focuses on the links (present or absent) between organisations' overall corporate and organisational strategies and their HR strategies, policies and practices.

Assessment

Online test 10%, written assignment 2000 words 20%, examination 3 hours 70%

Unit: MMH349 INDUSTRIAL RELATIONS

Unit chair: K Abbott
Coordinator: K Saville (B), K Abbott (G, X)

Contact hours: 2 x 1 hour lectures, 1 x 1 hour tutorial per week

Note: Online teaching methods require internet access. Please refer to the most [current computer specifications](#).

Content

The unit provides a general introduction to the study of industrial relations. The multi-disciplinary nature of the unit is stressed within an introductory systems framework. Various sociological, economic, legal and other theories of industrial relations are examined. Followed by a consideration of conciliation and arbitration, the system of workplace governance that replaced it under the WorkChoices legislation (and its more recent revisions), collective bargaining, the nature and roles of trade unions and employer associations, the contract of employment, issues of equity in the workplace, occupational health and safety, redundancy and technological change, industrial democracy, and industrial relations practices in selected Asian countries.

Assessment

Assignment 30%, examination 3 hours 70%

Unit: MMM240 ORGANISATIONAL BEHAVIOUR

Unit chair: M Parris

Coordinator: M Parris (B), M Chung (G), A Creed (W, X)

Contact hours: 1 x 2 hour lecture, 1 x 1 hour tutorial per week

Note: Online teaching methods require internet access. Please refer to the most [current computer specifications](#).

Content

This unit examines the processes and structures at the individual, group, and system level which influence organisational behaviour. The aim is to develop an ability to analyse and evaluate the behaviour of people in organisations. The unit covers topics such as perception, values and attitudes, motivation, leadership, power and politics, work and organisation design, organisational culture, organisational change and development.

Assessment

Critical essay and 2 progress reports 30%, examination 3 hours 70%

Unit: MMH232 HUMAN RESOURCE DEVELOPMENT

Unit chair: A Creed (trimester 1), L Morris (trimester 2)

Contact hours: 2 x 1 hour lectures per week, 1 x 2 hour tutorial per fortnight

Note: Online teaching methods require internet access. Please refer to the most [current computer specifications](#).

Content

This unit aims to provide students with both the theoretical framework and practical skills required of practitioners in the human resource development area of organisations. It identifies the functions of human resource development within the organisation and considers current and future trends. Such areas as training and development, employee development and organisational development are considered. This unit's particular focus is training and development covering learning theories, the assessing of training and development needs, program design, delivery and evaluation to support these areas.

Assessment

On campus

Training presentation and package including 400 word report 35%, active participation at training presentations 5%, examination 2 hours 60%

Off campus

Workplace report 3000 words 40%, examination 2 hours 60%

Unit: MMH356 CHANGE MANAGEMENT

Unit chair: D Waddell

Contact hours: 2 x 1 hour lectures, 1 x 1 hour tutorial per week

Note: Online teaching methods require internet access. Please refer to the most [current computer specifications](#).

Content

The unit is constructed around the change management analytical framework made up of four constituents: driving change, change levers, change enactors and maintaining change. The first section, 'driving change' sets out to consider the factors associated with recognising that change is necessary. The second section, 'change levers', highlights the many tools, techniques and practices that are employed to facilitate planned change. The third section, 'change enactors', focuses on the factors that ease or obstruct the operation of the change levers. The final section of the unit, 'maintaining change', considers the requirements for ongoing change.

Assessment

Assignment 30%, examination 3 hours 70%

Unit: MAF302 CORPORATE FINANCE

Unit chair: C Ratcliffe

Coordinator: J Zhang (B), J McNaught (G), C Ratcliffe (W, X)

Contact hours: 1 x 2 hour lecture, 1 x 1 hour tutorial per week

Note: Online teaching methods require internet access. Please refer to the most [current computer specifications](#).

Content

This unit introduces students to issues in corporate governance; advanced capital budgeting; options in finance; valuations; equity finance; debt financing; leasing; capital structure; mergers and takeovers; financial distress and corporate restructuring.

Assessment

Assignment 30%, examination 3 hours 70%

[Hurdle requirement](#) : achieve at least 50% of the marks available on the examination

Unit: MAF384 FINANCIAL MODELLING

Unit chair: W Dimovski
Coordinator: R Liu (B), W Dimovski (G)

Contact hours: 1 x 2 hour lecture, 1 x 1 hour tutorial per week

Note: Online teaching methods require internet access. Please refer to the most [current computer specifications](#).

Content

The unit analyses and critically evaluates a number of models in business including: valuation of corporate equities; risky projects; asset pricing; option and derivative pricing; share pricing; financial statement projections; and the use of mathematical models (such as the market model) within the capital markets.

Assessment

Assignment 30%, examination 3 hours 70%

[Hurdle requirement](#): achieve at least 50% of the marks available on the examination.

Unit: MAF306 INTERNATIONAL FINANCE AND INVESTMENT

Unit chair: D Thomson
Coordinator: D Thomson

Contact hours: 1 x 2 hour lecture, 1 x 1 hour tutorial per week

Note: Online teaching methods require internet access. Please refer to the most [current computer specifications](#).

Content

The unit aims to develop an understanding of the international financial markets, institutions and instruments. The unit introduces students to the complexities involved in cross-border transactions and undertakes an analysis of international parity conditions, foreign exchange markets, instruments and exchange rate systems. Foreign direct investment, corporate governance issues, country risks and debt crises are examined. Additionally, emphasis is placed on the following topic areas: international money markets; Euro markets; managing multi-national financial transactions, and international portfolio investment.

Assessment

Online test 15%, written group assignment 2000 words 15%, examination 3 hours 70%

[Hurdle requirement](#): achieve at least 50% of the marks available on the examination.

Unit: MAA262 MANAGEMENT ACCOUNTING

Unit chair: TBA
Coordinator: TBA
Contact hours: 1 x 2 hour lecture, 1 x 1 hour tutorial per week

Note: Online teaching methods require internet access. Please refer to the most [current computer specifications](#).

Content

The unit introduces students to basic cost concepts and the analysis, usage and procedures of management accounting for business strategy and implementation. Topics include budgeting, job and inventory costing, pricing decisions and cost management, strategic analysis, performance measurement, and multi-national considerations.

Assessment

TBA

Unit: MMK325 STRATEGIC MARKETING

Unit chair: K Bridson (trimester 3), D Nel (trimester 2)
Coordinator: D Nel (B), R Arambewela (G), M Callaghan (W, X)

Contact hours: 2 x 1 hour lectures, 1 x 1 hour tutorial per week

Note: Online teaching methods require internet access. Please refer to the most [current computer specifications](#).

Content

The unit considers the nature of marketing strategy and its relationship to corporate strategy formulation. Strategic planning is looked at from a marketing orientation, focusing on how an organisation's resources can be more effectively utilised to achieve objectives. This includes an examination of the relationship between marketing activities and organisational strategic planning, an analysis of strategic marketing concepts and the evaluation and control of the strategic marketing process.

Assessment

Assignment 30%, examination 3 hours 70%

Unit: MMK358 INTERNATIONAL MARKETING

Unit chair: A Ringer
Coordinator: A Ringer (B), N McClaren (G), K Howell (W, X)

Contact hours: 2 x 1 hour lectures, 1 x 1 hour tutorial per week

Note: Online teaching methods require internet access. Please refer to the most [current computer specifications](#).

Content

The unit examines the factors that shape marketing strategy in a global setting. It develops a framework to identify the nature of marketing tactics in foreign markets. Content includes developing business objectives for offshore markets, product design and development, promotional alternatives, distribution systems and pricing, marketing research, mechanisms of export trade and international marketing organisation and control.

Assessment

Assignment 30%, examination 3 hours 70%

Unit: MMK265 MARKETING RESEARCH

Unit chair: A Vocino

Coordinator: A Vocino (online, X), K Howell (W)

Contact hours: 2 x 1 hour lectures, 1 x 1 hour tutorial per week

Note: Online teaching methods require internet access. Please refer to the most [current computer specifications](#).

Content

This unit illustrates the important role of marketing research in strategic decision-making. The marketing research process will be examined in detail including: problem identification; research design; questionnaire design; sampling; data collection; data analysis; and report preparation. A range of statistical analysis techniques will be discussed. Students will gain a sound understanding of how marketing research benefits the marketing function of an organisation. The main techniques used to gain information for marketing decision-making will be examined. This unit will provide a conceptual and practical base to further studies in marketing.

Assessment

Assignment 30%, examination 3 hours 70%

Unit: MMK266 CONSUMER BEHAVIOUR

Unit chair: D Bednall

Coordinator: D Bednall (B), R Arambewela (G), K Howell (W, X)

Contact hours: 2 x 1 hour lectures per week

Note: Online teaching methods require internet access. Please refer to the most [current computer specifications](#).

Content

This unit looks at marketing from the perspective of the consumer. It covers consumer decision making, the psychology of the consumer and the social and economic environment in which the consumer operates. The unit shows how this understanding of consumers can be used to develop marketing strategies for both innovative and existing products and services.

Assessment

Assignment 30%, examination 3 hours 70%

Unit: **MMK277 MARKETING MANAGEMENT**

Unit chair: M Volkov

Contact hours: 1 x 3 hour lecture per week in Trimester 1,
and **wholly online in Trimester 2 and Trimester 3.**

Note: Online teaching methods require internet access. Please refer to the most [current computer specifications](#).

Content

This unit examines the nature of marketing management from a marketing planning perspective. The focus of discussion is the coordinated activities of the network of producers of goods, services and experiences which seek to satisfy their customers. Emphasis is placed on marketing strategy formulation and the use of strategic marketing mix elements in developing and maintaining a market orientation and assessing organisational performance. Such aspects of marketing as marketing research, customer behaviour, product innovation, and marketing communication are also examined.

Assessment

Written assignment 3000 words 30%, test(s) 30%, examination 2 hours 40%

Unit: **MMK393 ADVERTISING AND PUBLIC RELATIONS**

Unit chair: M Valos

Coordinator: M Valos (B), M Volkov (G), K Howell (W), N McClaren (X)

Contact hours: 1 x 2 hour lecture, 1 x 1 hour tutorial per week

Note: Online teaching methods require internet access. Please refer to the most [current computer specifications](#).

Content

This unit offers an examination of promotion management as a key area of marketing decision-making. The unit looks in detail at the promotion management mix - advertising, public relations, direct marketing, sales promotion and personal selling - and how these five promotional elements are coordinated to formulate an effective promotional strategy. Special emphasis is put on the integration of promotional tools and utilising each according to its respective strengths and weaknesses.

Assessment

Assignment 30%, examination 3 hours 70%

Unit: MMK380 BRAND MANAGEMENT

Unit chair: K Bridson

Contact hours: 1 x 2 hour lecture, 1 x 1 hour tutorial per week

Note: Online teaching methods require internet access. Please refer to the most [current computer specifications](#).

Content

Brand Management builds on the more general studies of marketing management contained in the other suite of undergraduate marketing offerings by focussing on the specific requirements of brand management. This unit is designed to educate you about brands, why they matter, what they mean to consumers, and how organisations successfully manage them. The major theories, principles and tools of strategic brand management are explored.

Assessment

Group case study report 3000-3500 words 30%, examination 2 hours 70%

Unit: MLC203 CORPORATIONS LAW

Unit chair: M Brock (trimester 1), J Fu (trimester 3)

Coordinator: T Keily (B), J du Plessis (G), M Brock (W), J Fu (online, X)

Contact hours: 2 x 1 hour lectures, 1 x 1 hour tutorial per week

Note: Online teaching methods require internet access. Please refer to the most [current computer specifications](#).

Content

Topics covered in this unit include: the origins of our corporate law; corporate personality; other forms of business organisation; incorporation of companies; promoters and corporate fundraising; directors and their duties; membership; meetings; minority rights; share and loan capital and corporate insolvency; and winding up.

Assessment

Assignment 30%, examination 3 hours 70% or examination 3 hours 100%

Unit: **MLC206 MARKETING LAW**

Trimester 2

Unit chair :S Christie

Coordinator: A Pathinayake (B), TBA (G), S Christie (W, X)

Contact hours: 2 x 1 hour lectures, 1 x 1 hour tutorial per week

Note: Online teaching methods require internet access. Please refer to the most [current computer specifications](#).

Content

The unit is designed to introduce students to competition and consumer issues in complex industrial societies and the implications for sales and product promotion. Particular reference is made to the *Trade Practices Act 1974* Parts IV and V and to intellectual property laws. Topics include: the law applying to advertising; product liability; distribution agreements; franchises and solus agreements; consumer credit and related pro-consumer obligations.

Assessment

Written assignment 3000 words 30%, examination 3 hours 70% or examination 3 hours 100%

Unit: **MLC301 PRINCIPLES OF INCOME TAX LAW**

Unit chair: W Obst

Coordinator: R Hanegbi (B), J Lynch (G), W Obst (W, X)

Contact hours: 3 x 1 hour lectures, 1 x 1 hour tutorial per week

Note: Online teaching methods require internet access. Please refer to the most [current computer specifications](#).

Content

This unit covers legal principles applicable to income taxation in Australia. Topics include: assessable income and deductions; capital gains; trading stock; taxable entities; taxation administration; Fringe Benefits Tax; and Goods & Services Tax.

Assessment

Assignment 30%, examination 3 hours 70% or examination 3 hours 100%

[Hurdle requirement](#) : must achieve at least 50% of the marks available on the examination.

Unit: **MLC305 BUSINESS TAX LAW**

Unit chair: W Obst

Coordinator: R Hanegbi (B), TBA (G), W Obst (W, X)

Prerequisite: **MLC301 (Principles of Income Tax Law)**

Contact hours: 3 x 1 hour lectures per week, 1 x 1 hour seminar per week

Note: Online teaching methods require internet access. Please refer to the most [current computer specifications](#).

Content

This unit provides a detailed coverage of taxation law in relation to taxation planning, avoidance and evasion; capital gains tax; taxation implications of the use of different business structures and superannuation. The topics undertaken may vary depending on developments in the income tax system.

Assessment

Written assignment 3000 words 30%, examination 3 hours 70% or examination 3 hours 100%

Unit: **MSC220 SMALL BUSINESS SYSTEMS**

Unit chair: M van der Klooster

Contact hours: 1 x 2 hour lecture, 1 x 1 hour tutorial per week

Note: Online teaching methods require internet access. Please refer to the most [current computer specifications](#).

Content

The unit is designed to provide students with the background knowledge and practical skills necessary to investigate and recommend information systems and technology to support the operation of a small to medium-sized business. Students will study real businesses over the trimester. Particular emphasis is placed on business information management, information systems and information technology to support business planning and operations. Recent developments in electronic commerce, the Internet, networking and mobile communication which can benefit businesses are also covered.

Assessment

Compulsory assignment 30%, examination 3 hours 70%

[Hurdle requirement](#): achieve at least 50% of the marks available on the examination.

Unit: MSC388 STRATEGIC SUPPLY CHAIN MANAGEMENT

Unit chair: C Chan

Contact hours: 1 x 2 hour lecture, 1 x 1 hour tutorial per week

Note: Online teaching methods require internet access. Please refer to the most [current computer specifications](#)

Content

The growing global economy has redefined the dynamics of competition for modern organisations. With product life-cycles shortening and worldwide commercial competition increasing, success depends on adopting effective supply chain management (SCM) strategy such as global supply networks. This unit provides students with an understanding of how to develop world class supply networks and operations through effective logistics management and collaborative initiatives. It also covers future challenges and opportunities such as corporate social responsibility in the supply chain.

Assessment

Written group assignment 3000 words 30%, examination 3 hours 70%

[Hurdle requirement:](#) achieve at least 50% of the marks available on the examination

Unit: MMM282 INTERNATIONAL BUSINESS

Unit chair: A Roy (trimester 1 and 2), J Menzies (trimester 3)

Contact hours: 2 x 1 hour lectures, 1 x 1 hour tutorial per week

Note: Online teaching methods require internet access. Please refer to the most [current computer specifications](#).

Content

This unit is offered from the perspective of management. All international business concepts, topics and cases will be examined from the viewpoint of managers and their organisations. A practical approach is followed. The unit commences with a discussion of international business, contemporary concepts of globalisation and Australia's position in the global business context. Major international and financial influences on international business management are outlined as is the impact of cultural and environmental factors on enterprises. International planning and alternative market entry options and strategies are discussed and the major characteristics of the procurement, production, marketing, finance and human resource functions of organisations in an international context are provided. Current issues in international management are discussed as they arise during the trimester.

Assessment

On and off campus: assignment 30%, examination 3 hours 70%

Study tour: individual assignment 1500 words 20%, group assignment 6000 words 80%

[Hurdle requirement:](#) achieve at least 50% overall and gain more than 40% on each item of assessment.

Unit: **MMM385 BUSINESS IN ASIA**

Unit chair: F Azmat

Contact hours: 1 x 2 hour lectures, 1 x 1 hour tutorial per week

Note: Online teaching methods require internet access. Please refer to the most [current computer specifications](#)

Content

This unit aims to provide an understanding of business issues between Australia, China, India and Indonesia as major Asian trading partners. The unit will encourage a keen understanding of current developments in international business in these countries and its implications in an objective manner along with a thorough understanding of the fundamental theoretical concepts.

Assessment

Written assignment 2500 words 30%, examination 3 hours 70%

WHICH UNITS TO CHOOSE?

A total of two (2) units out of the thirty (30) units on offer are compulsory.

The Marcus Oldham unit, MOCFMA3 – Financial Management for Agribusiness 3 is a compulsory unit and it is recommended that this unit be completed first. The unit MOCAMS3 – Agribusiness Management Studies 3, offered by Marcus Oldham, is also a compulsory unit and we consider that this should be the last unit completed as it aims to integrate the study program.

The remaining Marcus Oldham College units and the Deakin University units are considered as elective units. Students are required to choose a selection of six (6) elective units.

WHEN ARE THE UNITS OFFERED?

Not all units are offered each trimester. Some units are offered during Trimester 1, some in Trimester 2 and others Trimester 3. Refer to the information provided in the unit availability and fees inserts. Please note MOCFMA3 is only offered in Trimester 1 both as an intensive on-campus unit and in off-campus mode. MOCAMS3 is offered as an intensive unit immediately following the first trimester examination period and is offered in Trimester 2 as an off-campus unit

Trimester 1

Trimester 1 operates from March through to the middle of June (including exam period)

Trimester 2

Trimester 2 operates from the middle of July through to the end of October (including exam period)

Trimester 3

Trimester 3 operates from the middle November through to the end of February (including exam period).

This information is correct at time of publication, however you should check with the Agribusiness Course Director when choosing subjects to study, as care needs to be taken to ensure that the unit you choose is on offer during the trimester.