

# Advanced Diploma of Agriculture

## First year subjects

### 202-151 Information Technology and Communication

**Availability:** Burnley, Creswick, Dookie, Glenormiston and Longerenong campuses.

**Credit points:** 12.5

**HECS-band:** 2

**Coordinator:** Prof David Chapman

**Contact:** 36 hours of lectures and 36 hours of practicals / tutorials (*Semester 1*).

**Description:** This subject will engage students in a high level of interactive learning, often using group collaborative learning tasks. On completion of this subject, students should:

- have a working knowledge of, and basic competence in the use of, tools for communication and for accessing and managing information, particularly electronic and web-based technologies;
- understand the principles of effective communication at different levels (one-on-one, small group, large group etc.) and to audiences from different backgrounds and with different interests;
- have experience in written and oral communication to a range of audiences and be competent in both forms of communication, and also have experience in inter- and intra-team communication using electronic and web-based communication tools;
- have developed problem-solving and critical thinking skills to a level that will serve as a platform for further development of these capabilities throughout the course;
- have formally interacted with students completing this subject at other campuses, and developed an understanding of the learning environment of their peers at those campuses; and
- understand group dynamics, and the factors that lead to effective team work.

**Assessment:** One 2-hour written examination worth 30% of final marks, three assignments: two the equivalent to 2500 words and worth 25% of final marks each, one the equivalent of 2000 words worth 30% of final marks.

### 202-153 Skills Acquisition

**Availability:** Dookie, Glenormiston and Longerenong campus.

**Credit points:** 12.5

**HECS-band:** 2

**Coordinator:** Mr Gavin Drew

**Contact:** 24 hours lectures, 36 hours tutorials (*Semester 1*).

**Description:** Topics include farm safety (OH&S), lifting procedures, farm chemical safety, safe operation of farm machinery, routine machine maintenance, machinery calibration, livestock feeding, livestock handling, basic livestock requirements, farm physical recording, integrating activity planning around a number of farm enterprises, types of fencing, costing of farm projects, chainsaw use and safety, basic concreting, introduction to welding systems and safety, and basic windmill repairs.

**Assessment:** One 2.5-hour written examination worth 40% of final marks, two assignments equivalent to 3000 words and worth 30% of final marks each.

### 204-157 Animal Science I

**Availability:** Dookie, Glenormiston and Longerenong campuses.

**Credit points:** 12.5

**HECS-band:** 2

**Coordinator:** Assoc Prof Paul Hughes

**Contact:** 24 hours lectures plus 24-36 hours tutorials and practicals (*Semester 1*).

**Description:** Topics include the form and function of cells, cellular diversity, cellular chemistry homeostatic mechanisms; integrated animal systems and the inter-relation of nutrition, health, genotype and environment, general anatomical organization and physiological function of farm animals, major body systems and their functions with emphasis on the digestive and reproductive systems; nutritional requirements of farm animals for maintenance and production, stages of livestock growth and development from conception to maturity; livestock appraisal, assessment of age, basic carcass and condition score evaluation, conformation and breed identification; general livestock marketing, reproductive management of farm animals for optimum fertility, new technology in animal breeding; the nature of animal diseases, immunity and its development; common causes of disease in farm animals, planned health programs for farm animals; and animal behaviour, genetic and environmental influences, welfare issues affecting the production and management of farm animals.

**Assessment:** Two 3000-word assignments (60%), 2-hour exam (40%).

### 205-151 Crop Production and Management

**Availability:** Dookie, Glenormiston and Longerenong campuses.

**Credit points:** 12.5

**HECS-band:** 2

**Coordinator:** Dr Rob Norton

**Contact:** 24 hours lectures plus 24-36 hours tutorials and practicals (*Semester 2*).

**Description:** This subject is an introduction to the cropping industry and Australia's position in the international market place. Topics include domestic marketing of cereal grains and analysis of economics of growing cereals in suitable climatic zones of Australia; crop selection and the influence of climate and soils; the role of different crop species in a mix and the basis of crop cultivar recommendations; the resources needed for successful cropping; the principles of crop growth and development; crop establishment techniques and special management requirements of different crops; developing a crop rotation and principles of establishment; yield potential and limitations to yield; managing the harvest process; crop management issues involving irrigation and combining livestock with cropping; pulses and vegetable oilseed crops, their production potential, establishment, management and benefits in a rotation with cereal crops; assessing the merits of alternative crops, particularly summer grown grain crops and pasture seed production; and possibility to expand enterprises to include agroforestry, fruit, vegetable or floriculture crops.

**Assessment:** One 2.5-hour written examination worth 40% of final marks, two assignments equivalent to 3000 words and worth 30% of final marks each.

### 206-151 Plant Biology

**Availability:** Burnley, Dookie, Glenormiston and Longerenong campuses.

**Credit points:** 12.5

**HECS-band:** 2

**Coordinator:** Dr Cassandra McLean

**Contact:** Practical/tutorials: 36 hours (*Semester 1*).

**Description:** This subject considers the importance of plant production and the ecological role of plants.

Topics include:

- the process of photosynthesis, its links with respiration and growth, the effect of light conditions and plant adaptations to these; photoperiodism;
- the manipulation of light in plant production; the photosynthesis-transpiration compromise, water uptake, osmotic potential, adaptations for water conservation; irrigation;
- waterlogging and salinity;
- climate;
- temperature as a moderating and limiting factor;
- soil, nutrients, nutrient cycling and soil biota;
- other growing media;
- pests, diseases and their control;
- competition, mycorrhizas; plant growth and development, vegetative propagation, tissue culture and plant variety rights;
- sexual reproduction, its advantages, disadvantages and manipulation;
- Mendelian genetics;
- genetic engineering;
- methods of establishing plants including site selection and preparation;
- dormancy and germination;
- natural ecosystems, disturbed ecosystems, various crops, permaculture and amenity parkland;
- case studies for a variety of plant production systems;
- and post-harvest issues.

**Assessment:** One 1-hour mid-semester examination (15%), one 2-hour end-semester examination (50%), one 1-hour end-semester practical examination (15%), and assignment (20%).

**Recommended texts:** K R Stern, *Introductory Plant Biology*, Wm. C. Brown, 1997.

### 209-151 Financial Management for Resource Ind I

**Availability:** Burnley, Creswick, Dookie, Glenormiston and Longerenong campuses.

**Credit points:** 12.5

**HECS-band:** 2

**Coordinator:** Mr Gavin Drew

**Contact:** 36 hours of lectures (3 hours per week) and 36 hours of tutorials (3 hours per week) (*Semester 2*).

**Description:** Topics include:

- financial management (principles and responsibilities);

- financial recording/reporting of information systems;
- financial recording/reporting of information systems;
- analysis and interpretation of accounting/financial information;
- business structure;
- financial statements (profit, cashflow, balance sheets);
- budgets and planning;
- costing methods;
- computer business applications;
- debt finance;
- leasing decisions;
- direct taxes;
- indirect taxes;
- and taxation planning issues.

**Assessment:** One 2.5-hour written examination worth 40% of final marks, two assignments equivalent to 3000 words and worth 30% of final marks each.

**Recommended texts:** Makeham and Malcolm, *The Farming Game Now*, Cambridge Press, 1993.

### 209-153 Farm Management I

**Availability:** Dookie, Glenormiston and Longerenong campuses.

**Credit points:** 12.5

**HECS-band:** 2

**Coordinator:** Mr Graham Christie

**Contact:** 24 hours lectures 36 hours tutorials/practicals (*Semester 2*).

**Description:** The subject covers areas of:

- managerial function, style, type (formal/informal), responsibilities;
- introduction to the theory of farming systems;
- managing a production system;
- agricultural industry environment, structure and outlook;
- tactical planning and decision making in farm management;
- use of decision making tools by managers;
- enterprise and whole farm analysis, use of benchmarks and historical records in performance analysis;
- information sources and assessment; and
- quality assurance programs.

**Assessment:** One 2.5-hour written examination worth 40% of final marks, two assignments equivalent to 3000 words and worth 30% of final marks each.

### 209-257 Agricultural Economics Policy & Marketing

**Availability:** Dookie, Glenormiston and Longerenong Campus.

**Credit points:** 12.5

**HECS-band:** 2

**Coordinator:** Mr Wayne Binney

**Contact:** 24 hours lectures; 24 hours tutorials (*Semester 2*).

**Description:** This subject is an overview of: the ways prices for agricultural commodities are determined; and Australia's competitive position in the markets for our major exported agricultural commodities. Topics include importance of agriculture to the Australian economy; an economics perspective of the advantages and disadvantages of the major marketing alternatives for agricultural commodities; market support mechanisms; factors determining rural policy development; impact of government policies and the constraints within the Australian Constitution on marketing agricultural commodities; product marketing fundamentals, including marketing mix, segmentation and target markets, promotion, distribution and pricing strategies; and developing and implementing marketing plans.

**Assessment:** One 3-hour written examination worth 50% of final marks, two assignments equivalent to 2500 words and worth 25% of final marks each.

**Recommended texts:** K O Campbell and B S Fisher, *Agricultural Marketing and Prices*, Longman Cheshire, 1991. • J R McColl-Kennedy, G Kiel, C H Lusch, V N Lusch, *Marketing Concepts and Strategies*, 2nd ed., Thomas Nelson, 1999.

## Second year subjects

Complete descriptions of second year subjects will be available in the 2002 Handbook, or from the course co-ordinator.

### 202-051 Industry Experience

See full subject details on page 681.

### 202-152 Agricultural Technology

**Availability:** Dookie, Glenormiston and Longerenong campuses.

**Credit points:** 12.5

**HECS-band:** 2

**Coordinator:** Mr Terry Clift

**Contact:** 24 hrs lectures plus 24 - 36 hrs tutorials and practicals (*Semester 1*).

**Description:** This subject should enable students to:

- understand the role of engineering in current agricultural and related practices;
- apply to these practices the relevant basic laws and principles of engineering;
- identify and know the use of a range of agricultural and related equipment;
- understand and be able to measure machinery performance, capacity and efficiency of a number of machines;
- make necessary machinery adjustments to improve performance and efficiency;
- determine the size and select an appropriate machine to perform a specific task;
- and understand environmental control techniques and their associated structures.

This subject covers the role of engineering in agriculture and develops the principles and explains the laws that are necessary to determine agricultural machinery performance specifications, fluid behaviour for both hydraulic power transmission and rural water supply specifications, agricultural structures requirements. Topics covered will include:

- performance- mechanical performance, hydraulic performance, pressure, flow rate, torque, power, velocity and speed, efficiency, stress, strain, voltage and current, measurement, accuracy, power transmission, engine cycles, engine components, engine performance, maintenance;
- fluid behaviour- pressure, flow rate, head, head loss, pump and motor performance, pipe flow, pipe and pump specifications;
- structural requirements - functional design, loads, materials, controlled environments;
- critical selection criteria - performance and efficiency measurement of harvesters, trucks, tractors, sprayers, tillage and sowing equipment, timeliness costs;
- and machinery operations - cultivating, distributing, harvesting, handling, processing, storage.

**Assessment:** One two-and-a-half-hour written examination worth 40% of final marks, two assignments equivalent to 3000 words and worth 30% of final marks each.

### 204-261 Pastures and Grazing Management

**Availability:** Glenormiston campus

**Credit points:** 12.5

**HECS-band:** 2

**Contact:** 24 h lectures plus 24 - 36 h tutorials and practicals (*Semester 1*).

**Description:** This subject should enable students to:

- understand the role of different species in a pasture mixture;
- select pasture species and mixtures for particular climates, soil types and end uses;
- understand the principles and practice of pasture improvement and renovation;
- develop pasture growth curves for a grazing property;
- calculate the feed requirements for livestock for a given period;
- assess feed quality using visual and laboratory processes;
- develop strategies to effectively match pasture growth to livestock feed requirements;
- plan a fodder conservation program, including the use of fodder crops and lucerne;
- and identify pasture damage by insects and disease and implement a control program.

The content includes:

- pasture species, growth cycles, roles of grasses and legumes in pastures, recommended cultivars, basis of selection for different areas, pasture renovation and the need for pasture improvement;
- pasture establishment techniques and strategies; pre-sowing management, post-sowing management; management of pests and disease;
- special management requirements of different pasture cultivars;
- and principles and practice of fertilizer management.;
- assessment of seasonal pasture production;
- grazing management for maintenance of seasonal productivity;
- stocking rate considerations for different climate/soil and pasture situations;
- the management of lucerne stands for grazing and fodder conservation;
- identification of the common weeds in pastures and poisonous plants in pastures;

- common pasture pests and diseases that cause economic damage;
- pasture management in relation to short term and long term feed planning;
- feed budgeting;
- teed budgeting;
- and comparing different fodder conservation options.

**Assessment:** One two-and-a-half-hour written examination worth 40% of final marks, two assignments equivalent to 3000 words and worth 30% of final marks each.

## 206-272 Water and Land Management

**Availability:** Parkville campus

**Credit points:** 12.5

**HECS-band:** 2

**Coordinator:** Dr Peter May

**Contact:** 24 hrs lectures plus 24 - 36 hrs tutorials and practicals (*Semester 1*).

**Description:** This subject should enable students to:

- understand the ecological principles, which influence the management of sustainable systems;
- foster attitudes toward the philosophy of sustainable management;
- analyze the practices and management strategies for natural resource management for sustainable farm productivity and lifestyles;
- apply appropriate principles and methods in physical farm planning;
- competently develop a plan for a property, which incorporates considerations of long term sustainability, flexibility, labour efficiency and economic viability;
- and plan and develop farm water supply systems for both stock and domestic use and irrigation.

The content includes:

- land degradation processes and reclamation strategies;
- strategies for maintaining soil structure and nutrient status on farms;
- evaluation of sustainability in a range of farming systems, including rained cropping, irrigation, intensive grazing, rangeland and intensive animal systems;
- farmer and urban attitudes to sustainable land use issues;
- principles and benefits of farm planning;
- description of the farm environment - climate and resources, land capability classification, land degradation and reclamation;
- aerial photography - use and interpretation, mapping natural features and land degradation;
- conservation farming;
- roles of trees on farms;
- role of natural habitat in farm systems, present and potential land and capital values;
- strategies for change on the farm - management practices, layout changes;
- planning changes to farm layout - to overcome land degradation problems/risks, for greater efficiency of labour use/stock movement, for new enterprises, fire control, water distribution and for water or wildlife conservation;
- planning changes to farm practices, for more efficient use of resources - crop sequences, tillage practices, chemical use, grazing/forage management, etc., integration of crop and livestock and vermin and pest control;
- access, roads, laneways, fencing, planning tree planting and revegetation and fodder reserves, methods and economics of tree planting, financial and taxation implications of farm planning, setting priorities and implementing the plan, 'group Whole Farm Planning' courses and community issue and whole farm planning;
- conservation, utilization and distribution of water on the farm, as well as the planning and development of farm water supply schemes;
- water conservation - water sources, ground water, catchment yield, peak discharge, return periods, rainfall intensity, evaporation, storage volumes, bywash design, storage construction, soil types for construction;
- water utilization - stock and domestic water use, water quality, irrigation requirements, evaporation, storage requirements, flow rates;
- and water reticulation - flow-rates, water requirements, pipe flow, channel flow, pump performance, pump selection troughs, reticulation design, water supply location and layout.

**Assessment:** One two-and-a-half-hour written examination worth 40% of final marks, two assignments equivalent to 3000 words and worth 30% of final marks each.

## 209-254 Managing Staff

**Availability:** Burnley, Creswick, Dookie, Glenormiston and Longerenong campuses.

**Credit points:** 12.5

**HECS-band:** 2

**Coordinator:** Mr Peter McSweeney

**Contact:** 24 hrs lectures 24 hrs tutorials (*Semester 2*).

**Description:** The subject introduces the role and functions of people managers, and develops practical skills and knowledge for performing these functions.

At the end of the course students should be able to:

- understand and describe the role and functions of management, supervision and leadership;
- understand and describe how work is organized in terms of organisational structures and job design;
- explain the elements of productivity, quality and goal achievement and the supervisor's role in ensuring this achievement;
- describe the factors that influence individual and group behaviour as a basis for motivating staff, managing conflict and change, and leading teams;
- understand and apply proper procedures for human resource management functions;
- and explain in practical terms the obligations of employers and supervisors resulting from laws and regulations.

The subject covers areas of:

- the role and function of management, supervision and leadership;
- skill development for supervisors;
- work organization, job design and organisational structures;
- supervisor's role in quality, productivity and goal achievement;
- motivating staff;
- managing conflict and change;
- human resource management functions - recruitment and selection - induction - performance appraisal - compensation - training and development - OHS - disciplinary and grievance procedures;
- and business legal obligations in relation to contracts, consumer law, law of tort, employment law, payroll obligations.

**Assessment:** One three-hour written examination worth 50% of final marks, two assignments equivalent to 2500 words and worth 25% of final marks each.

**Prescribed texts:** Cole, *Supervision - Management in Action*, 1998, Prentice Hall, Sydney.

## Elective subjects

### 209-101 Economics of Resource Use

See full subject details on page 591.

### 209-152 Agribusiness Marketing

**Availability:** Dookie, Glenormiston and Longerenong campuses

**Credit points:** 12.5

**HECS-band:** 2

**Coordinator:** Ms Ros Gall

**Contact:** 24 hrs of lectures and 36 hrs of tutorials (*Semester 1*).

**Description:** The student would be able to:

- characterize marketing decisions for an individual firm;
- develop marketing plans for specific agribusiness firms;
- develop strategic plans for a specific agribusiness firms;
- apply market research techniques;
- and develop effective communication tools.

The subject covers areas of:

- market planning;
- strategic marketing;
- marketing research;
- marketing project;
- Total Quality Marketing;
- forecasting;
- competitive Forces;
- and market logistics.

**Assessment:** One two-and-a-half-hour written examination worth 40% of final marks, two assignments equivalent to 3000 words and worth 30% of final marks each.

### 209-154 International Agribusiness

**Availability:** Dookie, Glenormiston and Longerenong campuses

**Credit points:** 12.5

**HECS-band:** 2

**Coordinator:** Ms Ros Gall

**Contact:** 24hrs lectures plus 36hrs tutorials or practicals (*Semester 2*).

**Description:** The student should be able to:

- appreciate the importance of agricultural exports to the Australian economy;
- exhibit awareness of the major bodies and conventions controlling world trade;
- understand the legal aspects of importing and exporting;
- understand the legal aspects of importing and exporting;
- and appreciate the role of culture in international trade.

The content includes:

- understanding economic influences on world trade and international agribusiness;
- sourcing primary and secondary market data;
- market entry strategies;
- legal/political influences;
- socio-cultural influences;
- financing international trade;
- and managing the risks involved with international trade.

**Assessment:** One two-and-a-half-hour written examination worth 40% of final marks, two assignments equivalent to 3000 words and worth 30% of final marks each.

**Prescribed texts:** Czinkota, M. R., Ronkainen, I.A. and Moffett, M.H., *International Business, 3rd edn*, 1996, The Dryden Press, Fort Worth, Texas..

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### 202-204 Special Studies

**Availability:** Dookie, Glenormiston and Longerenong campuses

**Credit points:** 12.5

**HECS-band:** 2

**Semester:** Semester 2

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### 204-259 Animal Science II

**Credit points:** 12.5

**HECS-band:** 2

**Semester:** Semester 1

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### 204-260 Intensive Animal Management

**Note:** This subject involves the use of animals. Students should be aware that this is an essential part of the subject and exemption from this component is not possible.

**Availability:** Parkville campus

**Credit points:** 12.5

**HECS-band:** 2

**Coordinator:** Mr Andrew Almond

**Contact:** 24 h lectures plus 24 - 36 h tutorials and practicals (*Semester 2*).

**Description:** This subject should enable students to:

- explain the structure and function of the various sectors in the Australian intensive animal industries;
- investigate the range of production alternatives in the Australian pig and poultry industries and the factors which influence these alternatives;
- apply their understanding of the factors which underline the management of pig, poultry and feedlot enterprises to practical situations;
- discuss concepts of QA programs in various sectors of the intensive animal industries;
- understand concepts of feedlot design, animal nutrition and health of feedlot animals;
- monitor, evaluate, control and manage the environment in a building used for intensive housing of animals; understand how the environment of the animals influences production;
- discuss the appropriate legislation and regulations within the intensive animal industries.

The content includes:

- the structure of the Australian intensive animal industries, patterns and trends of animal holdings, herd and flock size and production levels;
- specific aspects intensive animal breeding and management, nutritional requirements of various classes of stock; significant diseases, animal behaviour, and industry marketing strategies;
- legislation regarding the establishment of facilities; requirements of design including welfare considerations, industry codes of practice, strategies for sourcing foodstuffs and livestock, ruminant nutrition and preparation of appropriate rations to achieve performance targets, and the development of QA programs.

**Assessment:** One two-and-a-half-hour written examination worth 40% of final marks, two assignments equivalent to 3000 words and worth 30% of final marks each.

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### 204-264 Livestock Management

**Availability:** Dookie, Glenormiston and Longerenong campuses

**Credit points:** 12.5

**HECS-band:** 2

**Semester:** Semester 2

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### 205-251 Integrated Pest and Weed Management

**Availability:** Parkville campus

**Credit points:** 12.5

**HECS-band:** 2

**Coordinator:** Prof Roger Cousens

**Contact:** 24 h lectures plus 24 - 36 h tutorials and practicals (*Semester 2*).

**Description:** Upon completion of this subject students should be able to:

- identify the principles of integrated pest and weed management;
- identify the common range of pests and diseases that impact on crops and pastures;
- recall how population change occurs under different climatic and other factors;
- and document physical loss from pests and disease, and identify suitable time for control for economic control.

The content includes:

- causes of crop and pasture loss including arthropods and animal pests, weeds and plant pathogens;
- crop health assessment;
- principles and methodology of crop protection including pest exclusion, crop management practices, chemical control, biological control, and genetic resistance;
- economic assessment of control strategies;
- monitoring pest and weed populations and determining optimum control strategies;
- and case studies of current and proposed integrated pest and weed control programs.

**Assessment:** One two-and-a-half-hour written examination worth 40% of final marks, two assignments equivalent to 3000 words and worth 30% of final marks each.

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### 205-252 Crop Improvement

**Availability:** Glenormiston and Longerenong campuses

**Credit points:** 12.5

**HECS-band:** 2

**Coordinator:** Dr Rob Norton

**Contact:** 24 h lectures plus 24 - 36 h tutorials and practicals (*Semester 2*).

**Description:** This subject should enable students to:

- describe the limits that exist for developing crops and pastures in an environment;
- describe the way crop and pasture products are used and how these quality parameters may be manipulated genetically and agronomically;
- and appreciate how environment, genotype, crop management and storage affect crop quality.

The content includes:

- seed and bulk commodity quality, freedom from contamination, genetic purity and fitness for purpose;
- chemistry of quality - proteins, fats, carbohydrates;
- wheat quality and baking;
- grain protein and baking quality;
- malting and brewing and barley quality;
- feed grains and livestock rations;
- pulse crops and protein quality. Oilseed quality and fatty acid composition;
- quality testing procedures;
- breeding and crop improvement including the impact of biotechnology;
- and plant Breeders Rights and variety development and commercialization.

**Assessment:** One two-and-a-half-hour written examination worth 40% of final marks, two assignments equivalent to 3000 words and worth 30% of final marks each.

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### 209-252 Financial Management for Resource Ind II

**Availability:** Glenormiston and Longerenong campuses

**Credit points:** 12.5

**HECS-band:** 2

**Coordinator:** Assoc Prof Lyle Malcolm

**Prerequisites:** 209-202 Financial Management for Resource Industries I.

**Contact:** 36 hrs of lectures and 36 hrs of tutorials (*Semester 1*).

**Description:** The student would be able to:

- understand investment analysis/ capital budgeting in order to analyze investments;

- understand strategies for coping with risk and uncertainty in decision-making;
- be able to appraise assets for acquisition, leasing options to ownership;
- understand investment principles (both in and out of the principal industry);
- understand the taxation implications of investment and finance decisions;
- and understand the issues involved in the transfer of a business.

The subject covers areas of:

- investment analysis - capital budgets, discounted cash flow techniques, cost benefit;
- development budgets;
- asset valuation;
- land valuation;
- asset acquisition - purchase - rent - lease - syndication;
- stock market investment;
- risk management strategies - futures - insurance - quantitative decision analysis;
- advanced taxation planning and issues;
- and business transfer issues.

**Assessment:** One two-and-a-half-hour written examination worth 40% of final marks, two assignments equivalent to 3000 words and worth 30% of final marks each.

**Prescribed texts:** Makeham and Malcolm, *The Farming Game Now*, (1993), Cambridge Press.

### 209-253 Farm Management II

**Availability:** Glenormiston campus

**Credit points:** 12.5

**HECS-band:** 2

**Coordinator:** Mr Graham Christie

**Contact:** 24 hrs lectures 36 hrs tutorials/practicals (*Semester 2*).

**Description:** At the end of the course students should be able to:

- understand the strategic management process and its application to farming;
- develop a strategic business plan to improve the productivity and profitability for a farm or rural business giving due consideration to enterprise selection, business risk and changing business environment;
- and complete a comprehensive financial analysis of plan · Interpret and critically analyze the project's results, draw rational conclusions and identify key success factors.

Students will undertake a number of case studies to develop strategic management skills before undertaking a project of significant size which exhibits original investigation, analysis and interpretation and which results in the production of a well-written and presented report.

**Assessment:** One two-and-a-half-hour written examination worth 40% of final marks, two assignments equivalent to 3000 words and worth 30% of final marks each.

**Prescribed texts:** Coulthard, Howell and Clarke, *Business Planning - The Keys to Success*, (1996), MacMillan Education Australia Pty Ltd, South Melbourne. • Makenham and Malcolm, *The Farming Game Now*, (1993), Cambridge Press.

### 209-256 Commodity Marketing

**Availability:** Dookie, Glenormiston and Longerenong campuses

**Credit points:** 12.5

**HECS-band:** 2

**Coordinator:** Mr Malcolm Wyeth

**Contact:** 24 hrs lectures 36 hrs tutorials/practicals (*Semester 2*).

**Description:** At the end of the course students should be able to:

- analyze and conduct a trade negotiation;
- analyze and select a suitable option for a commodity trading contract;
- chart and analyze commodity price information;
- take an effective bargaining position as a primary producer, trader and end user of commodities;
- and describe the market channel and major operation for a range of major agricultural commodities.

The subject covers areas of:

- marketing channels and related organizations;
- concentration of ownership of product;
- commodity trading options;
- interpreting trading contracts;
- market positioning;
- physical and financial risk management strategies;
- market information services and market charting;

