

# Bachelor of Rural Business

## First-year subjects

### 202-108 Information Technology and Communication

See full subject details on page 1.

### 202-250 Quantitative Skills for Land and Food

See full subject details on page 3.

### 207-114 Land, Food and Resource Economics

See full subject details on page 2.

### 208-113 Production Systems I

See full subject details on page 1.

### 208-117 Macroeconomics

**Availability:** Dookie campus

**Credit points:** 12.5

**Coordinator:** Dr Dennis O'Brien

**Prerequisites:** 207-101 Economics for Resource Use or 316-102 Introductory Microeconomics.

**Contact:** Three 1-hour lectures per week and 2-hours of tutorial per week (*Semester 2*).

**Description:** This subject introduces macroeconomic theory and policy including aggregate demand and supply analysis as a tool for identifying and explaining the business cycle, output growth employment, inflation and the current account deficit. The emphasis will be the impact of the macroeconomy on decisions by firms and other agents in the economy and the effect of fiscal and monetary policies on business outcomes. Key strategic variables, which pertain to decision-making in the macro business environment, will be interest rates, inflation and the Australian dollar.

Topics include: Aggregate production and employment, prices and inflation, the exchange rate, the value of money and balance of payments, open economics and current economic problems and policies.

**Assessment:** A 3-hour end-of-semester examination (50%), a 1500-word assignment (20%), and a 1.5-hour written mid-semester class test (20%).

### 208-118 Principles of Marketing

**Availability:** Dookie campus

**Credit points:** 12.5

**Coordinator:** Dr Dennis O'Brien

**Contact:** Thirty-six hours of lectures and 24 hours of practicals / tutorials (*Semester 2*).

**Description:** This subject introduces the marketing activities undertaken by a wide range of organisations (business, government, profit, non-profit), marketing theory, the marketing concept and its evolution. In particular the subject focuses on the development of corporate and marketing strategic plans; analysis of an organisation and marketing's role, value-exchange processes, buyer behaviour, marketing research and market analysis, the marketing environment, the use of marketing decision making tools; product concepts, strategies and development; distribution, pricing and communication mix strategies; services marketing; marketing management, implementation and control processes and procedures.

Topics include: introduction to marketing; strategic planning and marketing; the marketing environment; market research and information systems; target marketing and segmentation; consumer marketing; products brands packaging and services; new product development; pricing decisions; distribution decisions; promotion decisions; and international marketing.

**Assessment:** A 3-hour end-of-semester examination (50%) and assessment of tutorial worksheets (50%, equivalent to 5000 words in total).

### 208-119 Principles of Management

**Availability:** Dookie campus

**Credit points:** 12.5

**Coordinator:** Dr Dennis O'Brien

**Prerequisites:** None

**Contact:** Three 1-hour lectures per week and 2-hours of tutorial per week (*Semester 1*).

**Description:** The subject examines the business environment and the role of the manager. This course opens with an overview of the nature and history of management, the forces affecting contemporary organizations, and the management skills needed to succeed in today's business world. Students should

gain an understanding of the definition of management, be able to describe the kinds of managers found in organizations, and identify and briefly explain the four basic management functions.

The course will focus on the roles and skills of management with special attention to managerial responsibility for effective and efficient achievement of goals. Special attention will be given to the following:

- importance of managerial ethics and social responsibility in management;
- how managers can influence their organizations' ethics and social responsibility;
- the concepts and theories related to goal setting and planning, strategy formulation and implementation;
- management decision-making, and increasing productivity through control systems; and
- Issues relating to designing an effective organization structure, managing organizational change, and maintaining an effective workforce.

Considerable reliance is placed on case analysis to refine the capacity of students to apply relevant theory and principles.

**Assessment:** A 3-hour end-of-semester examination (50%) and assessment of tutorial worksheets (50%, equivalent to 5000 words in total).

### 208-120 Accounting for Rural Enterprises

**Availability:** Dookie campus

**Credit points:** 12.5

**Coordinator:** Dr Dennis O'Brien

**Contact:** Three 1-hour lectures per week and 2-hours of tutorial per week (*Semester 1*).

**Description:** This subject introduces the concepts of recognition, capture and recording of transactions using double entry accounting and presentation of such information in financial statements with particular emphasis on transactions relevant to rural and regional businesses.

Topics include: decision making and the role of accounting and financial reports; the use of basic accounting concepts to capture and record information in the accounting system; the use of journals; ledgers and control accounts (cash, receivables, inventories and livestock, non-current assets); summarising a reporting information in financial statements; basic partnership accounting and an introduction to accounting software packages.

**Assessment:** A 3-hour end-of-semester examination (50%), a 1.5-hour mid-semester written test (25%) and assessment of tutorial problem sheets (25%, equivalent to total of 2500 words).

### 208-231 Management of Rural Enterprises

See full subject details on page 2.

## Second-year subjects

### 208-232 Business Data Analysis

**Availability:** Dookie campus. Not offered in 2004.

**Credit points:** 12.5

**Contact:** Two 1-hour lectures per week and 2-hours of tutorial per week (*Semester 1*).

**Description:** This subject introduces the quantitative skills required for business analysis and management and is the foundation for later-year quantitative subjects.

Topics include: financial mathematics; data description; sampling; measure of location and dispersion; population parameters, sample statistics, experimental design; basic differentiation; and probabilities and use of computers for data analysis.

**Assessment:** A 3-hour end-of-semester examination (50%) and assessment of tutorial worksheets (50%, equivalent to 5000 words in total).

### 208-233 Introduction to Business Law

**Availability:** Dookie campus. Not offered in 2004.

**Credit points:** 12.5

**Contact:** Two 1-hour lectures per week and 2-hours of tutorial per week (*Semester 1*).

**Description:** This subject introduces students to the nature and purpose of law, the Australian legal system, interpretation of laws and the law applicable to the business environment.

Topics include:

- introduction to the Australian Legal system;
- tort law of negligence; formation of contracts; terms of contracts; termination of contracts;
- consumer protection; agency; partnership; bankruptcy; and
- insurance law and privacy.

**Assessment:** A 3-hour end-of-semester examination (50%), assignment of up to 3000 words (25%) and assessment of tutorial worksheets (25%, equivalent to 2500 words in total).

## Third-year subjects

### 202-308 Human Resource Management

See full subject details on page 2.

### Year-long

### 202-005 Industry Placement#

See full subject details on page 3.

### 202-307 Industry Project

See full subject details on page 3.

### 202-309 Industry Project

See full subject details on page 3.

## Fourth-year subjects

### 208-415 Research Philosophies and Statistics

See full subject details on page 3.

### Year-long

### 202-418 Honours Research Project

**Availability:** Dookie campus

**Credit points:** 75

**Coordinator:** Prof Roger Cousens

**Prerequisites:** As for 202-405 Honours Research Project.

**Contact:** As for 202-405 Honours Research Project (*Year long*).

**Description:** As for 202-405 Honours Research Project.

**Assessment:** As for 202-405 Honours Research Project.

## Elective subjects

### 202-304 Agricultural Systems Analysis

See full subject details on page 7.

### 207-328 Working with Community Groups

See full subject details on page 7.

### 208-107 Vineyard and Winery Operations I

See full subject details on page 5.

### 208-206 Vineyard and Winery Operations II

See full subject details on page 6.

### 208-212 Agribusiness Marketing

See full subject details on page 4.

### 208-234 Accounting for Rural Business

**Availability:** Dookie campus

**Credit points:** 12.5

**Prerequisites:** 208-120 Accounting for Rural Enterprises or equivalent

**Contact:** Two 1-hour lectures per week and 2-hours of tutorial per week (*Semester 1*).

**Description:** The subject introduces accounting standards, regulation of accounting and the preparation and analysis of accounting reports with particular emphasis on the standards applicable to rural and regional industries.

Topics include: the role of accounting standards, development of accounting standards, interaction of accounting standards and the law, regulation of corporate accounting, financial analysis or financial reports, and key accounting standards.

**Assessment:** A 3-hour end-of-semester examination (50%) and assessment of tutorial worksheets (30%) and a 2000-word assessment (20%).

**Prescribed texts:** P Jubb, S Haswell and L Longfield-Smith, *Company Accounting*, 3rd ed, Nelson ITP.

### 208-235 Regional Development

**Availability:** Dookie campus

**Credit points:** 12.5

**Contact:** Two 1-hour lectures per week and 2-hours of tutorial per week (*Semester 1*).

**Description:** This subject introduces the Australian rural and regional environment including its geography, demography and biophysical resources, economics, social status and trends, and governing mechanisms. In particular the subject is divided into two main topic areas: location theory, which attempts to determine why economic activities are located where they are; and regional economic development theory, which seeks to explain why some regions prosper while others do not. It also attempts to develop strategies that will enable a region to enhance its economic development potential and explain patterns of trade.

Topics include: regional development - the Australian perspective; Australia's changing global environment; is big beautiful? the contrasts of urban and regional Australia; demographic changes in Australia; patterns of people work and investment in Australia; scale, externalities, and agglomeration: the evolving structure of global industry; technology transitions and patterns of growth; fostering community development.

**Assessment:** A 3-hour end-of-semester examination (60%) a 3000-word assignment (20%) and tutorial worksheet exercises equivalent to 2000 words (20%).

### 208-236 Introduction to Agribusiness

**Availability:** Dookie campus

**Credit points:** 12.5

**Contact:** Two 1-hour lectures per week, 24 hours of field trips and one 1-hour tutorial per week (*Semester 1*).

**Description:** This subject introduces breadth and depth of the agribusinesses system by product, market and stage of the value chain, the importance of agribusiness in the Australian and world economies, and major issues and key performance measures for businesses in the agribusiness system.

Topics include: the agribusiness system by product, market and stage of the value chain; commodity, industrial and branded products; agribusiness in the Australian and world economies; major issues in agribusiness: poverty and nutrition, health and safety, technological change, environmental issues, animal welfare; the changing food consumer: demographics, income and wealth distribution, ethnicity and culture; food retailing: profitability drivers, product range, managing shelf space, buying, pricing/margins, inventory/stockturn, promotion; food processing: product decisions, process engineering principles, product safety and quality, raw material procurement, HRM and industrial relations; the farm input supply industry: industry structure and organisation, farmer industrial buyer behavior; farm supply retailing; farm input manufacturing; and the agricultural production interface with the processing and input supply sectors.

**Assessment:** Two hour written examination (50%), four field trip reports each of 2000 words (40%), tutorial participation (10%).

### 208-237 Business Finance

**Availability:** Dookie campus

**Credit points:** 12.5

**Contact:** Two 1-hour lectures per week and 2-hours of tutorial per week (*Semester 1*).

**Description:** This subject introduces the financial environment, the scope and basic principles of finance and their impact on rural and regional businesses.

Topics include: introduction to the financial environment and the role and scope of finance; time value of money; financial statement analysis; capital budgeting and structure; cost of capital and inflation; introduction to pricing of risky assets; capital asset pricing model; introduction to risk; introduction to financial markets; introduction to options and derivatives; foreign currency issues.

**Assessment:** A 3 hour end-of-semester examination (50%), a 2-hour written mid-semester test (25%) and assessment of tutorial worksheets equivalent to 2500 words (25%).

**Prescribed texts:** TBC G Pierson, R Brown, S Easton and P Howard, *Business Finance*, McGraw Hill, 7th ed, 1998.

### 208-238 Business Law II

**Availability:** Dookie campus

**Credit points:** 12.5

**Prerequisites:** 208-233 Introduction to Business Law

**Contact:** Two 1-hour lectures per week and 2-hours of tutorial per week (*Semester 2*).

**Description:** This subject introduces legal topics and management of legal issues to supplement those topics covered in Introduction to Business Law.

Topics include: introduction to employment law; stamp duties and related state taxes; business entities; introduction to taxation; CGT/GST/FBT etc; CGT/GST/FBT etc; CGT/GST/FBT etc; business registrations; contract management; contract management; superannuation; OH & S.

**Assessment:** A 3-hour end-of-semester examination (50%) and assessment of tutorial worksheets (50%, equivalent to 5000 words maximum).

### 208-239 Planning and Budgeting

**Availability:** Dookie campus

**Credit points:** 12.5

**Contact:** Two 1-hour lectures per week and 2-hours of tutorial per week (*Semester 2*).

**Description:** This subject introduces planning and budgeting concepts and techniques including traditional and contemporary methods of performance measurement and segment reporting issues. This includes the application of these concepts and techniques with particular reference to rural and regional businesses.

Topics include: planning concepts; strategic planning; profit planning and control; forecasting models; behavioural issues in planning and budgeting; budget types; flexible budgets; variance analysis; performance measures and key performance indicators; contemporary approaches - the balanced scorecard and value based management; responsibility accounting and reporting for segments; and transfer pricing.

**Assessment:** A 3-hour end-of-semester examination (60%), a 2000-word assignment (20%) and assessment of tutorial worksheets (30%).

### 208-240 Regional Policy

**Availability:** Dookie campus

**Credit points:** 12.5

**Prerequisites:** 208-235 Regional Development

**Contact:** Two 1-hour lectures per week and 2-hours of tutorial per week (*Semester 2*).

**Description:** This subject introduces the thinking and practice that has governed regional policy in Australia since the 1970s. It will explore the current best practise models of regional economic development in use worldwide and their applicability and effectiveness in regional Australia and the effectiveness of recent regional development policies in achieving regional economic development. This subject makes use of many case studies to bring the problems faced by policy makers in designing regional policies.

Topics include: the theoretical basis underpinning regional policy and development; the contribution of agriculture and other resource industries to regions; the role of people and leadership in regions; government contributions to the regions; the consequences of reductions in government services to the regions; solutions to the dilemmas of declining rural towns; and the challenges for the future.

**Assessment:** Two 45-minute written class tests (10% each), 2000 word assignment (20%) and a final 3-hour exam (60%).

### 208-241 Corporate and Commercial Law

**Availability:** Dookie campus

**Credit points:** 12.5

**Prerequisites:** 208-233 Introduction to Business Law

**Contact:** Two 1-hour lectures per week and 2-hours of tutorial per week (*Semester 2*).

**Description:** This subject introduces the principles of corporate and commercial law with emphasis on corporate entities.

Topics include: partnerships and joint ventures and other non-corporate trading entities; functions and structures of companies, origins of company law and internal governance; corporate governance in particular directors duties and associated practices and insurances to ensure duties are undertaken and risks mitigated; corporate finance: capital raising; dividends; debt finance and company borrowings and charges; insolvency of non-corporate entities; receivers, liquidators and winding up; corporate liability, insurance issues and risk mitigation; reporting and disclosure and the role of the auditor; principle and agency and officers of the company; introduction to the ASX; and mergers and acquisitions.

**Assessment:** A 3-hour end-of-semester examination (75%) and tutorial assessment (25%).

### 208-244 Australia in the Wine World

See full subject details on page 4.

### 208-246 Crop Production

See full subject details on page 4.

### 208-271 Animal Management

See full subject details on page 4.

### 208-330 Business Risk Management

**Availability:** Dookie campus. Not offered in 2005.

**Credit points:** 12.5

**Prerequisites:** 208-237 Business Finance

**Contact:** Two 1-hour lectures per week and 2-hours of tutorial per week (*Semester 1*).

**Description:** This subject expands the concepts of risk introduced in Business Finance with emphasis on rural and regional businesses, including: identification of risk and attitudes to risk; and assessment and management of risk. The subject also introduces techniques to analyse risky business options including breakeven, scenario and probability analysis.

Topics include: risk, uncertainty, probability and volatility; risk and return; rural and regional business risk - industry risk (biological systems, fire, storm, political risk, occupational health and safety); business risk - enterprise specific (commercial and legal relationships, human behavior); financial risk (price, credit, interest rates, borrowing); principle of increasing risk; attitudes to risk; risky decision analysis (break even, scenario, probability); capital budgeting and risk; portfolio theory, diversification, risk efficiency, risk dominance; risk management techniques (business structure, succession planning, contracts, futures, options, insurance, quality assurance).

**Assessment:** A 3 hour end-of-semester examination (50%) and assessment of tutorial worksheets (50%, equivalent to 5000 words maximum).

### 208-331 Community Change Management

**Availability:** Dookie campus. Not offered in 2005.

**Credit points:** 12.5

**Contact:** Two 1-hour lectures per week and 2-hours of tutorial per week (*Semester 2*).

**Description:** This subject introduces the current approaches to initiating and effectively managing community change towards economic development, human capacity building, development of social capital and environmental sustainability in regional communities. It will take a case study approach to explore recent examples of community change in regional Australia leading to the identification of key ingredients to successful regional community change. Students will work in groups to conduct studies of recent community change in Northern Victoria and develop analysis of the most effective and important components in successfully managing community change and the relative roles of leadership and government in this process.

Topics include: current processes of change management; techniques to build human capacity; social capital - definition and development; environmental sustainability; recent successful and unsuccessful attempt to achieve regional change; public interest and goal setting; strategic planning for community change; decision making, monitoring and evaluation to achieve regional development; concepts of development management.

**Assessment:** A 3-hour end-of-semester examination (50%) a group project and report (25%), and two 1000-word assignments (each worth 12.5%).

### 208-332 Entrepreneurship

**Availability:** Dookie campus. Not offered in 2005.

**Credit points:** 12.5

**Coordinator:** Ms Ros Gall

**Contact:** Two 1-hour lectures per week and 2-hours of tutorial per week (*Semester 1, repeat 2*).

**Description:** This course introduced the concept of entrepreneurship and the skills and knowledge required to establish and grow a successful new enterprise. The course is designed to stimulate the real life activities of entrepreneurs in the start up stage of a new venture. Students are required to work in teams to develop and evaluate a new venture concept. The feasibility of the venture must be analysed including potential demand for the product or service, finance/venture capital options and the long-term viability of the venture. The course also provides the opportunity to learn from the experiences both positive and negative of those who have already established ventures.

Topics include: finding and managing employees; trade marks & copyrights patents; market research for new ventures; entrepreneurial experiences and opportunities; developing the business plan; ethics and social responsibility of entrepreneurs; case studies.

**Assessment:** A 2-hour end-of-semester examination (50%), a 500-1000 word assignment (10%), and a 3000-5000 word assignment (including oral presentation) (40%).

### 208-334 Supply Chain Management

**Availability:** Dookie campus. Not offered in 2005.

**Credit points:** 12.5

**Prerequisites:** 208-118 Principles of Marketing

**Contact:** Two 1-hour lectures per week and 2-hours of tutorial per week  
(*Semester 2*).

**Description:** This subject introduces measures of supply chain performance and discusses their strengths and limitations; issues in supply chain management for the agribusiness value chain; alternative models for supply chain coordination and the appropriateness of each model for different types of agribusiness supply chains; communication, trust, and cooperation in maintaining supply chain relationships; least-cost inventory replenishment and transport schedules, and the influence of product and market factors on supply design.

Topics include: what is supply chain management? challenges facing supply chain managers; managing information in the supply chain; importance of interorganisation information systems; customer value in the supply chain; supply chain alliances; developing and maintaining supply chain relationships; efficiency and effectiveness in supply chains; supply chain competition; social responsibility in supply chains; future challenges in supply chain management.

**Assessment:** End-of-semester 3-hour exam (50%), three 1000-word assignments (10% each), one 2000-word assignment (20%)

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### **208-335 International Business Strategies**

**Availability:** Dookie campus. Not offered in 2005.

**Credit points:** 12.5

**Prerequisites:** 207-101 Economics of Resource Use, or 316-102 Introductory Microeconomics and 208-118 Principles of Marketing.

**Contact:** Two 1-hour lectures per week and 2-hours of tutorial per week  
(*Semester 1*).

**Description:** This unit introduces students to international business issues affecting rural and regional businesses and the operation of organisations in the international economy.

Topics include: International business & globalisation; culture in business; politics and law in business; economic systems and development; regional economic integration; international trade and business government relations; international financial markets; international monetary system; international strategic management and strategic alliances; selecting and managing entry modes; doing business in Asia; case studies.

**Assessment:** A 3 hour end-of-semester examination (50%) and assessment of tutorial worksheets (50%, equivalent to 5000 words maximum).