



# Vocational Graduate Diploma in Business Management

(Rural and Regional Sectors)



// Do you want further to develop your existing business and strategic management skills? Training will provide an outstanding professional qualification for ambitious career minded managers in the rural and regional sectors, and allows 50% entry into an MBA qualification. //

## WHAT YOU CAN EXPECT FROM THE COURSE

Participants who successfully complete the Vocational Graduate Certificate in Business Management will be invited to continue onto the Vocational Graduate Diploma.

This course will assist those participants with learning in depth about risk, politics, entrepreneurship, innovation and commercialisation.

Once completed the Vocational Graduate Diploma gives a minimum 50% entry into a Masters in Business Administration with RST's joint partnership with the Australian Institute of Management.

### BUSINESS ANALYSIS AND CAPITAL INVESTMENT

Understand managing business capital in a business enterprise. Develop the ability to assess capital needs, assess appropriate equity levels for a business, establish and maintain appropriate financing arrangements, review the mix of liabilities and monitor equity and return on equity. Understand the preparation of financial reports, impacts resulting from changes to various macro economic factors, sources of finance, negotiation techniques and concepts of equity and return on assets, and bank and lending institution policies and requirements.

Analysing business performance for an enterprise requires the ability to analyse financial reports, use financial analysis tools, identify profit drivers for the enterprise, and develop strategies for improving business performance. It requires the knowledge of financial reports, financial analysis tools, performance benchmarking, issues related to production efficiency, marketing and SWOT analysis and developing business strategies.

Full credit for Business Analysis and Capital Investment is given if a student has completed:

- Manage Business Capital
- Analyse Business Performance

### INDUSTRY LEADERSHIP AND SECTOR RESEARCH FOR BUSINESS GROWTH

Develop skills and knowledge required to understand and interpret research that is beneficial for the business. Identify the research process and outcomes, evaluate the quality and integrity of the research data and incorporate appropriate research into business practice.

Develop the skills to provide leadership to community or industry organisations. Guide the organisation in the achievement of its aims, design and implement communication, establish and maintain effective relationships, establish and manage professional and business networks, and build effective teams. Understand leadership styles, roles and responsibilities, strategic planning, development and implementation of organisational policy and procedures, ethics and codes of behaviour, conflict management, meeting procedures and protocols, and negotiation and consensus in decision-making.

Full credit for Industry Leadership and Sector Research for Business Growth is given if a student has completed:

- Research to Practice
- Lead and Manage Community or Industry Organisations

### BUSINESS, LEGAL AND OPERATIONAL SYSTEMS FOR MANAGING CHANGE

Understand business legal structures suited to the rural and regional sector. Research the processes to establish structures appropriate to business requirements for the rural and regional sector and then manage complex structures including managers and /or directors legal duties and obligations related to corporate governance. Develop a sound knowledge of the legal issues and how they affect and are managed by the business.

Analyse the existing business and identify opportunities for change and business development, to design the business changes and develop implementation programs in collaboration with business partners, staff and family members. Research compliance requirements and design compliance management systems for the business to facilitate successful business outcomes and manage innovation and continuous improvement to capitalize on opportunity and potential for business growth.

Full credit for Business Legal and Operational Systems for managing change is given if a student has completed:

- Business Legal and Operational Structures
- Business Systems and Managing Change

### DEVELOP AND REVIEW A STRATEGIC PLAN

Understand the process of developing a strategic plan, evaluating opportunities, analysing the competitive environment and in documenting, monitoring and reviewing the strategic plan. The objectives of the strategic plan also need to be communicated to all relevant parties of the business.

Full credit for Develop and Review a Strategic Plan is given if a student has completed:

- Develop and Review a Strategic Plan

### MANAGE ESTATE PLANNING

Understand the process of managing and planning the succession and distribution of an estate within a family agricultural business context. Apply the knowledge and skills to identify personal and estate planning goals and to communicate these goals and resolve discrepancies. Understand the legal implications and the needs of those affected by the estate planning process.

Full credit for Manage Estate Planning is given if a student has completed:

- Manage Estate Planning

**LONG TERM GROWTH IN BUSINESS REQUIRES INNOVATION, CONTINUOUS IMPROVEMENT AND STRATEGIC PLANNING, COUPLED WITH SUSTAINABLE MANAGEMENT STRATEGIES.**



## POLITICS AND ENTREPRENEURSHIP IN THE RURAL AND REGIONAL SECTOR

Understand the Australian political system, the major parties and their history. Identify the major influences of government policy, and how a member of the community forwards a new policy idea. Discuss at what level an approach to government occurs and how that approach should be undertaken. Identify the required level of research for a proposal to a government Minister or to the local government council and the role of government lobbyists. Participants will develop the skills to network industry and government leaders and to transfer knowledge in order to influence policy development.

Develop skills and knowledge required to create environments that foster entrepreneurial and innovative cultures in organisations and people, resulting in the successful establishment of new and innovative business opportunities.

Full credit for Politics and Entrepreneurship in the Rural and Regional Sector is given if the student has completed:

- Politics in Business and Industry
- Entrepreneurship and Innovation in the Rural and Regional Sector

## BUSINESS OPPORTUNITY, ASSESSMENT AND COMMERCIALISATION

Understand, identify and apply financial management and legal fundamentals in the assessment of business opportunities. Develop the skill to assess the practicality of an opportunity from the perspective of expected returns, required resources and marketing opportunities. Develop the ability to assess your own and others, personal skills and entrepreneurial characteristics against those necessary for the business opportunity.

Understand new product marketing and involve the creation of marketing strategies in the domestic and/or international sector. Understand the evaluation of marketing outcomes and develop the ability to determine cost of production, assess risk, analyse trends, evaluate forecasts, and monitor and assess outcomes. Determine sources of information in respect to export requirements and requirements set out in standards, codes of practice, quality assurance processes and procedures.

Undertake the fundamentals of commercialisation of a product/idea from the initial concept to the launching of the product/idea, to full production. Develop the skills and knowledge to successfully research, analyse, cost and develop a new idea/business opportunity. The skill to manage the commercialisation as well as evaluate the success or otherwise of the process is also required.

Full credit for Business Opportunity, Assessment and Commercialisation is given if the student has completed:

- Analysis and Evaluation of Business Opportunities
- Manage new product marketing in the Domestic and International Sector
- Commercialisation of a Business Opportunity

## THE PRESENTERS

**LINDA ELDRIDGE** MBA, B.REM, Grad Dip BM, CPMgr, AIMM, MAICD

The course primary lecturer and program manager, Linda provides a vast range of knowledge, skills and experience to the Vocational Graduate Diploma in Business Management.

A highly skilled lecturer and communicator, Linda holds a degree in Rural Enterprise Management, Graduate Diploma in Business management, and a Masters in Business Administration. She co-owns and co-manages a farming property just west of Clare, that incorporates cropping and livestock.

Linda's education gives her an outstanding ability and theoretical knowledge for agri business, it's her practical ability to connect and communicate with the rural community that makes her skills so highly sought after.

**ROSEY BATT** LLB. M.Sc and Tech Comm (International) Dip Ed

Rosey is a well known Adelaide Solicitor whose knowledge and practical advice on legal matters concerning the agri-sector is substantial. Her delivery style is relaxed, but compelling and is an absolute favourite with participants, as she takes complex legal issues and explains them in a very easy, applied manner.

**SAN JOLLY** B. App Sci (Ag) AAAC, Cert IV Workplace Training

San is passionate about improving production sustainably and using best practice methods that are practical, achievable and cost efficient.

With many years experience gained from working with producers and other industry experts, managing her own property and stud flock together with her continuing interests in research, San has become sought after as a consultant (on-farm, remote and research) as well as a presenter for key note addresses and workshops. San's presentations are recognised for their engaging, practical and unambiguous style.

San is currently completing her Masters degree in Ruminant Nutrition 'Improving the productivity of sheep grazing on immature pastures' to complement her Bachelor of Applied Science (Agriculture), completed at the University of Adelaide. She has completed a thesis titled 'Water holding capacity of plant fibre may limit dry matter intake of sheep grazing immature pastures' and a research project investigating the effects of monensin sodium (Rumensin) on weight gains in dairy heifers.

**FIONA MCINTOSH**

Fiona McIntosh is a fantasy author who lives in Australia. She was born in Brighton and between the ages of three and eight, travelled often to Africa due to her father's work. At the age of nineteen she travelled first to Paris and later to Australia, where she has lived ever since.

Fiona gives real life application to risk, power, entrepreneurship and commercialisation with her journey to becoming a global author.

**MAGGIE DOWLING** MBA. MAICD

Highly motivated, proactive and multi-faceted, Maggie is an experienced company director. Maggie has solid business acumen and analytical skill and is currently the General Manager of the Contamination Assessment and Remediation of the Environment Cooperative Research Centre.

**MALCOLM BUCKBY** B.Ag Sc, Grad Dip Econ

Malcolm has an enviable reputation as a skilled negotiator and economist with an extensive understanding of economic and financial issues and their impact on South Australia. Malcolm's career has spanned consultancy, thirteen years as a Member of Parliament with ministerial responsibilities in Education and Children's Services, a member of Parliamentary standing committees on Environment Resources & Development and Economics & Finances. Prior to his political career Malcolm gained experience as a research economist with the SA centre for Economic Studies, University of Adelaide and as a primary producer on the family property at Wasleys.

**DR DEREK ROGERS** B.EEE, B.Maths + Comp Sciences PHD (EEE) M.Sc +Tech. Comm

Derek Rogers is a Chartered Professional Engineer, Fellow of the Institute of Engineers Aust & senior member of the Institute of Electrical & Electronic Engineers. He also holds a Masters in Science & Technology Commercialisation and works as an "Entrepreneur" in B.A. Systems managing a large defence project to commercialisation.

## REQUIRED COURSES

All students must complete:

- Business Analysis and Capital Investment
- Industry Leadership and Sector Research for Business Growth
- Business Legal and Operational Systems for Managing Change
- Politics and Entrepreneurship in the Rural and Regional Sector
- Business Opportunity, Assessment and Commercialisation

All students must select either one of the following:

- Develop and Review a Strategic Plan
- Manage Estate Planning

## COURSE DELIVERY

1. Workshops are held in your local region at a time to suit the participants with approximately 10 workshops per year over the 2 year course.
2. Student materials and one on one support are provided if students miss workshops
3. Each course has a local coordinator to support students and provide a local RST contact

## INVEST IN YOUR BUSINESS AND CAREER FUTURE

The Vocational Graduate Diploma of Business Management requires an investment of \$2500/semester over a 2 year period. However RST work closely with students on an individual basis to access a variety of grants to subsidise training costs. Subsidies may include:

- Productivity Places Program
- Vet Fee Help
- Centrelink

You are not committed to commence training until we have sourced suitable funds for your situation. Student contribution to the course fees are \$600/year.

## CONTACT

Please contact RST on 08 8835 1362 or [rsta@bigpond.com](mailto:rsta@bigpond.com). We will then introduce you to your local coordinator and course lecturer. We will also be pleased to answer any questions.

RST Training

PO Box 134  
ARTHURTON SA 5572  
AUSTRALIA

Tel: 08 8835 1362  
Fax: 08 8835 1326

International Tel: +61 8 8835 1362  
International Fax: +61 8 8835 1326

[www.regionalskillstraining.com](http://www.regionalskillstraining.com)



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