

UNIVERSITY of  
**TASMANIA** 

# Graduate Diploma in Agribusiness

MASTERCLASS IN  
HORTICULTURAL  
BUSINESS



# Masterclass in Horticultural Business

The University of Tasmania developed the Masterclass in Horticultural Business in partnership with some of the world's leading names in horticulture, including New Zealand's Lincoln University, the Wageningen Research Academy in the Netherlands and Hort Innovation.

The course is designed to equip current and future farm managers, owners and employers with the agribusiness skills and capabilities required to run profitable and sustainable farm businesses.

The Masterclass in Horticultural Business will provide a pathway to leadership within a horticulture business through the development of management and business skills, a comprehensive industry understanding, and networking with some of the field's savviest growers and industry members from a variety of sectors.

The course is delivered through a mix of flexible online and face-to-face learnings, meaning that no matter where you live in Australia, the Masterclass is flexible and accessible.

Throughout the course, each unit will contribute to your own personal leadership development and business plan, which is presented to a panel at the end of the course.

## COURSE DETAILS

### Graduate Diploma in Agribusiness

Students can enrol and complete the eight units on a full time, part time or fast track basis.

**Full time** is over an 18 month period

**Part time** is over a 24 month period

**Fast track** is over a 12 month period

Flexible options allow participants to study during periods of reduced seasonal workload and around personal circumstances.

📍 Online



Study at your own pace when you want, where you want. All you need is regular access to a computer and the internet.



The university has developed this course in partnership with Hort Innovation, in consultation with the horticulture industry.



Through face to face workshops and industry excursions, you will have the opportunity to develop your professional skills and network with others in the industry.



## STRUCTURE

Successful completion of this course will see you graduate with a Graduate Diploma of Agribusiness, specialising in Horticultural Business. You will undertake eight units through a flexible online delivery, focusing on key subjects to help you grow your career in the Horticulture industry.

## UNITS

**Leadership, People and Culture**

**Agribusiness Financial Management**

**Global Trends and New Market Opportunities**

**Agribusiness Innovation  
and Entrepreneurship**

**Agribusiness Development and Strategy**

**Horticultural Business Management**

**Horticultural Value Chains and Logistics**

**Horticultural Marketing and Communication**

## WORKSHOPS

Two day in person workshops are held three times during the course at various locations across Australia providing a unique opportunity to network with others in the industry.

## ENTRY REQUIREMENTS

For admission to this degree you need to have:

- An Australian Bachelor Degree, Graduate Certificate or equivalent level standard and a minimum of one year relevant work experience in the agricultural or horticultural sectors; OR
- A minimum of five years approved relevant work experience in the agricultural or horticultural sectors; OR
- Other special circumstances (e.g. post-secondary qualifications) as approved by the Dean or delegated authority.

## KEY DATES 2022

### Half Year Period 1

24 Jan 2022 – 26 Jun 2022

### Half Year Period 2

27 Jun 2022 – 4 Dec 2022



📍 Horticulture Business students, Bushypark



For more information visit  
[utas.edu.au/tia/study/masterclass-in-horticultural-business](https://utas.edu.au/tia/study/masterclass-in-horticultural-business)  
or contact [hort.bus@utas.edu.au](mailto:hort.bus@utas.edu.au)

