

### Program Code

GCWIB

### Program Minimum Units

12

### Standard Duration

6 months

### Program Faculty

Faculty of Professions

### AQF Level

08

### Academic Year

2022

These Program Rules should be read in conjunction with the University's policies (<http://www.adelaide.edu.au/policies>).

### Overview

This program provides wine business and marketing education customised to the particular demands of the global wine trade, the unique features of the domestic and overseas wine industries, and wine as a product. Students learn to combine cutting edge and world best-practice wine marketing know-how with a working knowledge and skills in both winemaking and viticulture, thus incorporating the entire wine value chain. This is what wine industries worldwide expect wine business professionals to know and understand. Wine Business graduates possess professional skills, which enable them to implement wine business and marketing principles, theories, practices and operations in the wine industry anywhere in the world.

The Graduate Certificate in Wine Business is an AQF Level 8 qualification with a standard duration of 0.5 years.

### Conditions

Condition of Enrolment

*Interruption of program:* Students must apply for permission from the Faculty before taking a Leave of Absence. Any extension of the leave without approval will result in the loss of place in the program but an application may be made to be re-admitted to the program subject to the admission procedures in place at the time.

### Academic Program Rules for Graduate Certificate in Wine Business (GCertWineBus)

There shall be a Graduate Certificate in Wine Business (GCertWineBus).

### Qualification Requirements

#### Academic Program

To qualify for the degree of Graduate Certificate in Wine Business the student must complete satisfactorily a program of study consisting of the following requirements with a combined total of not less than 12 units, comprising:

1. Core courses to the value of 9 units
2. Elective courses to the value of 3 units

### Core Courses

All of the following courses must be completed:

ENTREP 5036 [Entrepreneurial Concepts and Mindset](#) (3 units)

WINE 7001 [Marketing in Wine Business](#) (3 units)

WINE 7002 [Growing Domestic and International Wine Markets](#) (3 units)

### Elective Courses

To satisfy the requirements for Elective Courses students must complete courses to the value of 3 units.

WINE 7005 [Direct Wine Marketing and Cellar Door Management](#) (3 units)

WINE 7006 [Wine Retailing](#) (3 units)

WINE 7008 [Wine Tourism](#) (3 units)

WINE 7009 [Wine Branding](#) (3 units)

WINE 7010 [Legal Aspects of Wine Business](#) (3 units)

OENOLOGY 7000NW [Foundations of Wine Science](#) (3 units)

OENOLOGY 7530WT [Grape and Wine Production](#) (3 units)

**Published on:** 30 November, 2021 | 16:56:00

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