

**Program Code**

GDWIB

**Program Minimum Units**

24

**Standard Duration**

1 Year

**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**

Using a blended delivery approach and involvement from industry experts, the program provides wine business and market development education customised to meet the needs of those involved the domestic and global wine trade, tailored to the unique attributes of the wine production and sales industry.

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 possesses professional skills that enable them to devise and implement domestic and internationally oriented wine business and global market development principles, theories, strategies in the wine industry anywhere in the world.

The Graduate Diploma in Wine Business is an AQF Level 8 qualification with a standard full-time duration of 1 year.

**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 Diploma in Wine Business (GDipWineBus)**

There shall be a Graduate Diploma in Wine Business (GDipWineBus).

**Qualification Requirements  
Academic Program**

To qualify for the degree of Graduate Diploma 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 24 units, comprising:

1. Core courses to the value of 21 units
2. Elective courses to the value of 3 units

### Core Courses

All of the following courses must be completed:

- WINE 7001 [Marketing in Wine Business](#) (3 units)  
WINE 7002 [Growing Domestic and International Wine Markets](#) (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 7010 [Legal Aspects of Wine Business](#) (3 units)  
ENTREP 5036 [Entrepreneurial Concepts and Mindset](#) (3 units)

### Elective Courses

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

- ACCTING 7025 [Accounting Essentials for Decision Makers \(M\)](#) (3 units)  
COMMGMT 7003 Family Business Fundamentals (3 units)  
COMMGMT 7006 [People and Organisations \(M\)](#) (3 units)  
ENTREP 5038 [New Venture Creation](#) (3 units)  
ENTREP 7022 [Creativity and Innovation](#) (3 units)  
INTBUS 7015 [Cross-Cultural Management and Negotiation \(M\)](#) (3 units)  
WINE 7009 [Wine Branding](#) (3 units)  
OENOLOGY 7000NW [Foundations of Wine Science](#) (3 units)  
OENOLOGY 7530WT [Grape and Wine Production](#) (3 units)

**Published on:** 17 January, 2022 | 09:08:09

DISCLAIMER: The information in this publication is current as at the date of printing and is subject to change. You can find updated information on our website at [adelaide.edu.au](http://adelaide.edu.au) With the aim of continual improvement the University of Adelaide is committed to regular reviews of the degrees, diplomas, certificates and courses on offer. As a result the specific programs and courses available will change from time to time. Please refer to [adelaide.edu.au](http://adelaide.edu.au) for the most up to date information or contact us on 1800 061 459. The University of Adelaide assumes no responsibility for the accuracy of information provided by third parties.

CRICOS 00123M © The University of Adelaide.

Content generated from <http://calendar.adelaide.edu.au>