

Program Code

MBAWB

Program Minimum Units

48

Standard Duration

2 Years

Program Faculty

Faculty of Professions

AQF Level

09

Academic Year

2022

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

Overview

The Master of Business Administration (Wine Business) is a comprehensive degree that explores the core areas of business activity from finance and marketing through to strategy formulation and decision-making. The program also introduces students to the theories of complex systems, organisational behavior and leadership styles. Rigour and relevance are carefully balanced through the application of theory to authentic work place scenarios. Upon graduation students will have developed a sound understanding of business management practices, organisational cultures and their own leadership style.

The Master of Business Administration (Wine Business) is an AQF Level 9 qualification with a standard full-time duration of 2 years.

Academic Program Rules for Master of Business Administration (Wine Business) (MBAWineBus)

There shall be a Master of Business Administration (Wine Business) (MBAWineBus).

Qualification Requirements

Academic Program

To qualify for the Master of Business Administration (Wine Business) the student must complete satisfactorily a program of study consisting of the following requirements with a combined total of not less than 48 units, comprising:

1. Core courses to the value of 24 units;
2. Wine Business specialisation to the value of 21 units;
3. Research to the value of 3 units.

Prior Learning

Students with cognate knowledge may be approved by the Program Coordinator to complete additional courses from the Master of Wine Business in lieu of core courses to the equivalent unit value.

Core

All of the following courses must be completed:

- PROJMGNT 7038 [Project Leadership and Communication](#) (3 units)
- ACCTING 7025 [Accounting Essentials for Decision Makers \(M\)](#) (3 units)
- COMMGMT 7006 [People and Organisations \(M\)](#) (3 units)
- COMMGMT 7027 [Strategic Management \(M\)](#) (3 units)
- COMMLAW 7012 [Business and Corporations Law](#) (3 units)
- CORPFIN 7101 [Managerial Finance](#) (3 units)
- ECON 7200 [Economic Principles \(M\)](#) (3 units)
- COMMERCE 7039 [Business Research Methods \(M\)](#) (3 units)

Wine Business Specialisation

All of the following courses must be completed:

- OENOLOGY 7000NW [Foundations of Wine Science](#) (3 units)
- 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 7009 [Wine Branding](#) (3 units)

Research

Courses to the value of 3 units from the following:

- ENTREP 7900 [eChallenge](#) (3 units)

or

- ENTREP 7901 [Tech eChallenge](#) (3 units)

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