

Master of Wine Business

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

1 Duration of program

To qualify for the Master of Wine Business, a candidate shall satisfactorily complete the equivalent of a program of study comprising 3 semester of full-time study or no more than 10 semesters of part-time study.

2 Admission

2.1 An applicant for admission to the academic program for the degree of Master of Wine Business shall have qualified for a Bachelor degree of the University of Adelaide in an appropriate field of study, or a degree of another institution accepted by the Faculty for the purpose as equivalent, plus have at least two years approved relevant work experience.

2.2 The Faculty may, subject to such conditions as it may see fit to impose in each case, accept as a candidate for the degree a person who does not satisfy the requirements of Rule 2.1 above but who has presented evidence satisfactory to the Faculty of fitness to undertake work for the degree.

2.3 Status, exemption and credit transfer

2.3.1 No candidate will be permitted to count for the degree any course that, in the opinion of the Faculty, contains substantially the same material as any other course that he or she has already presented for another award. Except with special permission of the Faculty, no candidate will be granted status for any course that he or she has presented for any award.

2.3.2 Such status as may be awarded in exceptional circumstances will only be awarded for equivalent postgraduate level studies.

2.3.3 In any case, no candidate will be awarded more than 18 units of status. Those candidates who have completed the Graduate Certificate in Wine Business or the Graduate Diploma in Wine Business will be awarded up to 12 and 24 units of status respectively.

2.3.4 A candidate who fails a course and wishes to repeat that course shall, unless exempted partially by the Faculty, again complete the required work in the course to the satisfaction of the teaching staff concerned.

2.4 Articulation with other awards

2.4.1 A candidate for the Master of Wine Business who does not complete the requirements for the Masters degree but satisfies the requirements for the Graduate Certificate in Wine Business or Graduate Diploma in Wine Business may be admitted to one of those awards, as appropriate, subject to the student discontinuing candidature for the higher award.

2.4.2 A candidate who has been admitted to the Graduate Certificate in Wine Business or Graduate Diploma in Wine Business and who subsequently satisfies the requirements for the Master of Wine Business must surrender the Graduate Certificate or Graduate Diploma before being admitted to the Masters degree.

3 Assessment and examinations

3.1 There shall be four classifications of pass in any course for the Masters degree: Pass with High Distinction, Pass with Distinction, Pass with Credit and Pass.

3.2 a A candidate shall not be eligible to attend for examination unless the prescribed work has been completed to the satisfaction of the teaching staff concerned.

b For the purpose of this Rule, a candidate who is refused permission to sit for examination shall be deemed to have failed the examination.

3.3 A candidate who has failed a course twice may not re-enrol in that course except by special permission of the Faculty and then only under such conditions as may be prescribed.

4 Qualification requirements

To qualify for the degree, a candidate shall satisfactorily complete core and elective courses to the value of 36 units, as follows:

4.1 Academic program

4.1.1 Core Courses

All candidates shall complete the following core courses:

OENOLOGY 7002NW/EX Vineyard and Winery Operations A..... 3

OENOLOGY 7003NW/EX Vineyard and Winery Operations B 3

WINEMKTG 7049WT/EX Global Wine Market	3
WINEMKTG 7066WT/EX Advanced Wine Marketing	6
WINEMKTG 7067WT/EX Winery Business Management	6
4.1.2 Elective Courses	
All candidates shall complete elective courses selected from the following:	
AGRIBUS 7009WT Issues in Australian Agribusiness	3
MARKETNG 7027 Brand Management	3
MARKETNG 7028 E-Marketing	3
MARKETNG 7031 Relationship Marketing	3
MARKETNG 7032 Strategic Marketing	3
OENOLOGY 7000NW/EX Introductory Grape and Wine Knowledge.....	3
WINEMKTG 7003WT/EX Advertising and Promotion.....	3
WINEMKTG 7005WT/EX Wine and Food Tourism and Festivals	3
WINEMKTG 7006WT/EX Wine Retail and Distribution Management	3
WINEMKTG 7062EX Microeconomic Principles	3
WINEMKTG 7030WT/EX Wine and Society	3
WINEMKTG 7033WT Research Methodology and Methods.....	3
WINEMKTG 7035WT/EX International Wine Law	3
WINEMKTG 7039WT/EX Applied Marketing Research.....	3
WINEMKTG 7052WT Applied Management Science	3
WINEMKTG 7053EX/WT Introduction to Managerial and Financial Accounting	3
WINEMKTG 7054EX Legal Issues in Wine Marketing.....	3
WINEMKTG 7055WT/EX Wine and Food Marketing Principles	3
WINEMKTG 7057WT/EX Food Marketing	3
WINEMKTG 7058WT/EX International Marketing of Wine and Agricultural Products	3
WINEMKTG 7060EX Consumer Behavioural Analysis	3
WINEMKTG 7063EX Macroeconomic Essentials for Wine and Food Business.....	3
WINEMKTG 7065WT/EX Database Marketing for Wine and Food Business	3
4.1.3 Optional supervised research project	
Subject to the approval of the Program Coordinator, a 12 unit of supervised research project can be completed in lieu of the core and elective courses.	
4.2 Unacceptable combinations of courses	
No candidate will be permitted to count towards an award any course, together with any other course, which, in the opinion of the Faculty concerned, contains a substantial amount of the same material; and no course or portion of a course may be counted twice towards an award.	
4.3 Graduation	
Subject to Chapter 89 of the Statutes, candidates who have satisfied the requirements for any award of the University shall be admitted to that award.	
5 Special circumstances	
When in the opinion of the relevant Faculty special circumstances exist, the Council, on the recommendation of the Faculty in each case, may vary any of the provisions of the Academic Program Rules for any particular award.	