



Master of Wine Business (Conversion: 2 year – 48 units)

Trimester 3, 2022	Trimester 1, 2023	Trimester 2, 2023
WINE 7001 Marketing in Wine Business	WINE 7002 Growing Domestic and International Wine Markets	WINE 7006 Wine Retailing
ENTREP 5036 Entrepreneurial Concepts and Mindset	WINE 7005 Direct Wine Marketing and Cellar Door Management	WINE 7010 Legal Aspects of Wine Business
Elective 3 units*	OENOLOGY 7000NW Foundations of Wine Science	Elective 3 units*
Trimester 3, 2023	Trimester 1, 2024	Trimester 2, 2024
WINE 7008 Wine Tourism Pre-Req: WINE 7001 Marketing in Wine Business	COMMERCE 7039 Business Research Methods	WINE 7777 Wine Business Research Project (M) (6 units) Pre-Req: COMMERCE 7039 Business Research Methods
WINE 7009 Wine Branding Pre-Req: WINE 7001 Marketing in Wine Business	Elective 3 units*	
Elective 3 units*		

Please note that the timetable may be subject to change. Check [Course Planner](#) for further details. Study periods for 2022 are indicative only.

PLEASE NOTE: - If you do not successfully complete any core courses, you must repeat them. Please seek advice from a Student Advisor.

ALL COURSES ARE WORTH 3 UNITS UNLESS SPECIFIED OTHERWISE

Degree Information

- Students must ensure they are correctly enrolled in accordance with the Academic [Program Rules](#)
- A total of 48 units is required to complete the Master of Wine Business (Conversion)
- Students must ensure they check pre-requisite restrictions before enrolling in a course via the [Course Planner](#)
- Please ensure that you enrol in **Trimesters only**, unless otherwise noted on the study plan.

Part Time/Online/External Offerings

Students may be able to undertake their program studies part-time remotely or online, subject to individual study requirements, visa restrictions and/or course availability.

Please visit the [Course Planner](#) for more information and contact a Student Advisor for individual recommendations prior to enrolling.

Electives

If you wish to take another course not on this list, it must be approved by the Program Director **prior to enrolment**. Please contact a Student Advisor for assistance.

Study Overseas

It may be possible to undertake a study overseas experience, including exchange, as part of your studies.

Important Note: Due to COVID-19, there may be restrictions on study overseas.

Please contact the Professions Support Hub for more details or visit <https://uofa.link/profglobal>

Further Information and Enrolment Advice

More information, enrolment checks and program advice can be sought from the Professions Student Support team.

Faculty of the Professions Support Hub

Phone: +61 8 8313 4755

Email: professions@ask.adelaide.edu.au

<https://uofa.link/profstudents>



THE UNIVERSITY
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Faculty of the Professions 2022 Study Plan Master of Wine Business (2 year)

Elective Options

[ACCTING 7025](#) Accounting Essentials for Decision Makers

[AGRIBUS 7054](#) Global Food & Agricultural Policy Analysis

[AGRIBUS 7056](#) Management and Performance of Global Food Chains

[AGRIBUS 7064](#) Water Security and Governance

[COMMGMT 7006](#) People and Organisations

[ENTREP 5038](#) New Venture Creation

[ENTREP 7020](#) Design Thinking

[ENTREP 7022](#) Creativity and Innovation

Assumed Knowledge: ENTREP 5036 Entrepreneurial Concepts and Mindset

[INTBUS 7015](#) Cross Cultural Management and Negotiation

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

[OENOLOGY 7019WT](#) Sensory Studies*

Semester 2 offering only

Subject to approval by the Program Coordinator, students may also undertake elective courses from the following:

WINE 7007 Wine Study Tour

Not offered in 2022

[PROF 7500](#) Postgraduate Professions Internship

[PROF 7502](#) Postgraduate Professions Internship (Overseas)

[PROF 7510](#) Postgraduate Industry Project

[EXCHANGE 7001BUS](#) Exchange for Business PG Students

** Course may only be selected in the second year of enrolment in the Master of Wine Business program. Please seek further advice from a Student Advisor.*