

MASTER / POSTGRADUATE DIPLOMA / POSTGRADUATE CERTIFICATE IN WINE BUSINESS AND INNOVATION 2025

Information for international applicants

Napier and Online¹

Designed to apply an advanced and broad body of knowledge to your existing industry experience, this postgraduate suite of programmes will provide you with the skills needed to keep your knowledge current. The programmes have been developed in response to calls from the New Zealand wine industry for graduates who can demonstrate critical understanding of diverse industry issues through a commercial lens.

The Wine Business and Innovation qualifications are flexible, multi-layered programmes designed to extend your knowledge, deepen your understanding, and consolidate your future at the forefront of wine business management. Covering issues of sustainability, technology, entrepreneurship and global wine marketing, the programmes draw on the strengths of both the School of Viticulture and Wine Science and the School of Business.

Whichever path you take, the programme will further develop your critical thinking skills and your ability to lead and influence decision making in wine businesses both in New Zealand and overseas.

MASTER OF WINE BUSINESS AND INNOVATION			
Start	10 Feb, 21 July (on-campus)		
Length	1.5 or 2 years full-time		
Level	Level 9	Credits	180 or 240
Fees²	Campus	180 credits	240 credits
	Napier	\$40,300	\$54,080
POSTGRADUATE DIPLOMA IN WINE BUSINESS AND INNOVATION			
Start	10 Feb, 21 July (on-campus and online ¹)		
Length	1 year full-time		
Level	Level 8	Credits	120
Fees²	Campus	120 credits	
	Napier	\$28,600	
	Online	\$22,880	
POSTGRADUATE CERTIFICATE IN WINE BUSINESS AND INNOVATION			
Start	10 Feb, 21 July (online ¹)		
Length	6 months full-time		
Level	Level 8	Credits	60
Fees²	Campus	60 credits	
	Online	\$11,440	
IELTS	6.5 (academic) with no band lower than 6.0 OR accepted international equivalent qualification		



“The programme’s focus on innovation, market strategy, and consumer behaviour will provide a strong foundation to pursue roles in brand management, export strategy, or even consultancy within the wine sector.”

Navin Timilsina | Nepal

CAREER OPPORTUNITIES

The programmes in the Postgraduate Wine Business and Innovation Suite will enable graduates to:

- Increase their knowledge base, professional skills, and confidence within the wine industry.
- Develop, manage, and advise a wine business.
- Pursue their domestic or international career goals within the industry.
- In addition, the Master’s degree will position graduates to pursue further wine business research either in industry or at doctoral level.

CAREER OUTLOOK

Visit the following websites for the latest information about job opportunities in New Zealand for your chosen career path.

careers.govt.nz

mbie.govt.nz

immigration.govt.nz

In this application pack you will find information about this programme, descriptions for each of the subjects covered and the related fees and costs.

1. Students must be outside New Zealand to study online programmes.

2. All fees shown in this information are in New Zealand dollars and include Goods and Services Tax (GST) at current rates. If you need to study for more than one year to complete your qualification, your fees in the second year, and subsequent years, will not be known when you first enrol.



MASTER OF WINE BUSINESS AND INNOVATION (MWBI)

The MWBI is a Level 9 programme of either 180 credits or 240 credits, completed by coursework, industry integrated project, or applied research. It enables those who have completed a bachelor's degree to achieve a master's level qualification in the wine business and innovation area.

The programme can be completed in 18 months full-time for the 180 credit Masters or two years full-time for the 240 credit Masters.

The philosophy underpinning the MWBI suite of programmes is to provide a breadth of knowledge and a business focus to those wanting to develop their skills and progress within the wine industry. The programmes can serve as rigorous professional development for those already within the wine industry, and as an advanced level pathway into the industry for those in other areas. It will also position graduates to pursue further research at the doctoral level, should they so wish.

In the final coursework, research or applied project, you can specialise in business-related issues in viticulture, winemaking or wine marketing. Throughout the course, case studies, assessments and projects will draw from all three of those wine industry areas.

The first phases of the programme consist of courses from the School of Viticulture and Wine Science, such as:

- Sustainability in the Wine Industry
- Global Wine Marketing
- Technology and Innovation in the Wine Industry
- Entrepreneurship in Wine Business
- Current Issues in the Global and Domestic Wine Industry

These are complemented with elective courses from the School of Business, which may include:

- Leadership
- Strategic Financial Management
- Digital Business
- Quantitative Analysis
- Inventory and Warehouse Management Systems
- Transportation and Distribution Management

The 240 credit programme is distinguished from the 180 credit programme by an initial phase of courses which prepare you for Master's level study.

In the final phase of either the 180 or 240 credit Master's programme, three pathways are offered:

Coursework

On this pathway, you will undertake an independent scholarly project on an issue, trend or innovation within the wine industry. This will be supported by an additional elective course from the School of Business.

Industry Integrated

Those who are already working in the wine industry can undertake an applied research project within their organisation, demonstrating development of their skills in professional practice, and contributing to the research and development needs of the organisation.

Research

On this pathway, you will undertake a significant research project of application to an area of New Zealand's wine industry. This will be supported by an additional elective course from the School of Business.

These three pathways emphasize the application of knowledge and critical reflection on industry issues and professional practice. They provide you with the opportunity to complete a capstone project of significance to your professional and scholarly goals.

POSTGRADUATE DIPLOMA IN WINE BUSINESS AND INNOVATION (PGDIPWBI)

The PGDipWBI is a Level 8 programme of 120 credits which enables those who have completed a bachelor's degree to achieve a postgraduate level qualification in the wine business and innovation area.

Those who wish to progress from the PGDipWBI to the MWBI will need to complete 120 credits at Level 8.

The programme can be completed in one year full-time. It can act as an entry point into the Master's degree for those who don't initially meet the entry requirements, and need to demonstrate their ability to study at postgraduate level.

POSTGRADUATE CERTIFICATE IN WINE BUSINESS AND INNOVATION (PGCERTWBI)

The PGCertWBI is a Level 8 programme of 60 credits which enables those who have completed a bachelor's degree to achieve a postgraduate level qualification in the wine business and innovation area.

The programme can be completed in six months full-time. It can act as an entry point into the Master's Degree for those who don't initially meet the entry requirements, and need to demonstrate their ability to study at postgraduate level.





WINE BUSINESS AND INNOVATION POSTGRADUATE SUITE STRUCTURE

POSTGRADUATE CERTIFICATE (60 CREDITS)

A total of 60 credits at Level 8.

- At least three wine specific courses²
- PLUS one elective course

POSTGRADUATE DIPLOMA (120 CREDITS)

A total of 120 credits at Level 8.

- At least four wine specific courses²
- Remaining credits to be comprised of Level 8 elective courses from EIT Business Masters programmes

MASTER DEGREE (180 CREDITS)

A total of 180 credits with 120 credits at Level 8 and 60 credits at Level 9. Complete one of the following strands in the last semester.

COURSEWORK

PGISP9.400 INDEPENDENT SCHOLARLY PROJECT (30 CREDITS)

PLUS

PGST9.100 SPECIAL TOPIC II (15 CREDITS)

PLUS

ONE LEVEL 8 COURSE FROM EIT BUSINESS MASTER ELECTIVES (15 CREDITS)

RESEARCH

PGARR9.500 APPLIED RESEARCH REPORT (45 CREDITS)

PLUS ONE LEVEL 8 COURSE FROM EIT BUSINESS MASTER ELECTIVES (15 CREDITS)

OR PGARD9.700 APPLIED RESEARCH DISSERTATION (60 CREDITS)

INDUSTRY INTEGRATED

PGRP8.100 RESEARCH PROPOSAL (15 CREDITS)

PLUS PGIP9.600 INDUSTRY INTEGRATED PROJECT (45 CREDITS)

MASTER DEGREE (240 CREDITS)

The 240 credit programme is distinguished from the 180 credit programme by an initial phase of courses which prepare you for Master level study.

Four additional level 8 courses
(60 Credits)

Coursework, research or industry integrated pathway
(180 Credits)

Master degree
(240 credits)

ONLINE TO ON-CAMPUS STUDY¹

EIT offers a suite of programmes at Postgraduate Certificate, Postgraduate Diploma and Master's degree levels in Wine Business and Innovation.

The Postgraduate Certificate programme provides you with the option and flexibility to study online from wherever you are. Studying online for a Postgraduate Certificate gives you the opportunity to gain a stand-alone, globally recognised qualification and then pathway into a Masters on-campus at EIT in New Zealand¹.

Our online programmes feature a hands-on, engaging approach to learning along with the support you need to succeed. Designed with an industry focus, our cutting-edge programmes are taught by lecturers who are experts in their field.

**FULLY ONLINE POSTGRADUATE CERTIFICATE
IN WINE BUSINESS AND INNOVATION**

**COMPLETE YOUR MASTER OF WINE BUSINESS AND
INNOVATION ON-CAMPUS IN NEW ZEALAND***

Other flexible online to on-campus pathway options may be available. For further information email: international@eit.ac.nz

1. Restrictions apply based on EIT programme eligibility criteria. Students must be outside New Zealand to study online programmes. EIT programmes are approved by the New Zealand Qualifications Authority (NZQA), however students are advised to check that qualifications awarded via online delivery are recognised in the jurisdiction they intend to use them in. To study onshore in New Zealand, students must meet current Immigration New Zealand requirements for a student visa. For more information please see the [Immigration New Zealand website](#).

2. Wine specific courses are prefixed by WBI.



ACADEMIC ENTRY REQUIREMENTS

Master of Wine Business and Innovation (180 Credits)

An undergraduate degree (or equivalent) in a related field such as Oenology, Viticulture, Business or Management with a minimum of a B average.

Master of Wine Business and Innovation (240 Credits)

- An undergraduate degree or graduate diploma in a related field.
- Other graduate qualifications and industry experience may be considered. Please contact the International Centre for further information: international@eit.ac.nz

Postgraduate Diploma and Postgraduate Certificate in Wine Business and Innovation

An undergraduate degree in a related field.

ENGLISH LANGUAGE ENTRY REQUIREMENTS

PTE (Academic) score of 58 with no band score lower than 50 or IELTS (Academic) score of 6.5 with no band score lower than 6.0 (or equivalent) achieved within the last two years.

TIMETABLE

Your study time will be made up of contact time (class times, tutorials, industry-based learning) and non-contact time (your own individual study time, online learning).

CONTACT TIME

Postgraduate courses are taught through blended delivery on-campus in New Zealand or fully online to online offshore enrolled students. Blended means part of the course will be communicated and completed online; with the rest consisting of self-directed activities, field work, and on-campus workshops. For each 15 credit course, students are expected to attend approximately two hours of classes and workshops per week.

Level 9 courses are principally supervised independent study. The Capstone course includes face-to-face and simulation components.

Elective courses from other EIT schools may be delivered using a different modality. You should consult the appropriate school's Postgraduate Handbook and course timetable.

NON-CONTACT TIME

As a general guideline, you should plan to spend 10 hours of individual study per course credit, so a 15-credit course would require at least 150 hours of study over its duration. Access to a computer and the internet is required to complete this programme.

FACILITIES

EIT's Napier campus offers a pleasant environment for study which emphasises small class sizes in a range of general purpose rooms. In the state-of-the-art Information Technology Complex at the Napier campus there are networked computer laboratories with student stations in each. There are also specific labs for software development, hardware, multimedia and a room for computer study.

The Hawke's Bay campus also has a purpose-built modern teaching and research winery, sensory laboratory, vineyard, and glasshouses.

One of New Zealand's largest and most diverse wine regions is at the doorstep. The Hawke's Bay wine industry is extremely supportive of EIT and provides many opportunities for field trips and practical experience in vineyards and wineries.

ASSESSMENTS

All Level 8 and Level 9 course work assessments are marked internally. Assessments consist of assignments, tests, practical demonstrations, presentations, projects and case studies.

Assessments for supervised courses with a credit value of 30 credits or more are independently examined.

It is EIT policy to independently moderate all assignments and assessments.

ACCESS TO COURSE MATERIAL

You must have the following available to be able to utilise the online learning environment:

- Desktop or laptop computer with camera and sound or other appropriate electronic device not older than five years
- Reliable broadband internet connection
- Software as required

When you study at postgraduate level at EIT, you enter your course through the EIT Online website. After logging in, you can access your course materials such as readings, learning activities and assessments. Online communication tools such as discussion forums and chat let you interact with your teacher and classmates.

You will be supported in how to do this and receive relevant training for specific software.

THE EXPERIENCE YOU NEED & THE SUPPORT TO SUCCEED

When you study at EIT you'll get the kind of experiences that will help you gain the knowledge and skills to get ahead.

You'll also be supported by lecturers and tutors who are here for you, within a learning environment where you are treated as an individual, not just a number. They'll know your name and you'll receive one-on-one attention to make sure you get the support to succeed.

COURSE DESCRIPTIONS

NB: Courses are offered subject to sufficient enrolments being received. Courses may differ depending on selected campus.

In the following descriptions:

P= Pre-requisite – courses which must be studied before

Level 8 Core Courses

COURSE NO.	BRIEF DESCRIPTION	LEVEL	CREDITS	SEMESTER
WB18.100	Technology and Innovation in the Wine Industry This course will consider the wide range of ways in which New Zealand wine producers identify, investigate, test, and implement new approaches in all aspects of the product journey from the vineyard to the customer. It will investigate the impacts of existing and emerging technologies at all stages of winegrowing and distribution of wine products.	8	15	1
WB18.200	Sustainability in the Wine Industry This course will focus on reviewing current sustainable practices but also anticipating the future sustainability issues facing wine businesses, from vineyard, through harvesting, winemaking, packaging, distribution and marketing.	8	15	2
WB18.300	Global Wine Marketing This course draws on wine business principles, marketing theory, and case studies from New Zealand and overseas, to examine prevalent challenges and strategies for success in marketing New Zealand wine in the global marketplace.	8	15	2
WB18.500	Entrepreneurship in Wine Business This course will investigate opportunities for entrepreneurship in wine businesses, including examination of examples of successful recent developments. Students will develop elements of a business plan, and learn about the entrepreneurial journey.	8	15	1
WB18.600	Current Issues in the Global and Domestic Wine Industry The details of this course will be continually revised to reflect important current and emerging issues that have an impact on the operation of the wine industry both in New Zealand and overseas. Initially this course will include consideration of the implications of climate change on the broader industry.	8	15	1

Level 8 Examples of Business School Elective Courses

COURSE NO.	BRIEF DESCRIPTION	LEVEL	CREDITS	SEMESTER
MAPM8.200	Leadership At the end of this course students will be able to: demonstrate an understanding of and apply various theories, perspectives and approaches of leadership; critically evaluate contemporary leadership issues; analyse leadership in a team context; and critically reflect on their own leadership. Leadership will be examined in relation to sustainable and Māori business practices in the context of the environment in which organisations (including SMEs) operate.	8	15	2
MAPM8.160	Strategic Financial Management The aim of this course is to further develop students' knowledge and skills in the finance function and analytical techniques used to guide strategic financial decision-making.	8	15	2
DBPG8.200	Digital Marketing This course aims to allow students to develop advanced knowledge and skills related to digital marketing within the global business environment.	8	15	1
DBPG8.300	Digital Entrepreneurship and Innovation This course aims to allow students to develop advanced knowledge and skills related to entrepreneurship within the digital economy.	8	15	1
LSCPG8.200	Transportation and Distribution Management This course enables students to develop advanced knowledge and skills to optimise transportation and distribution processes and procedures in logistics and supply chain networks.	8	15	1
PGQM8.400	Quantitative Methods and Contemporary Tools The aim of this course is for students to develop knowledge and skills in quantitative data analysis techniques and contemporary tools used by organisations.	8	15	1

Level 8 Postgraduate Diploma Courses

COURSE NO.	BRIEF DESCRIPTION	LEVEL	CREDITS	SEMESTER
PGRM8.100	Applied Research Methods This course is a study of the principal approaches to descriptive, causal and critical research. The course examines a range of applied qualitative, quantitative and mixed methods research techniques relevant to a broad range of applied research contexts.	8	15	As required
PGRP8.100	Research Proposal The aim of this course is to support students' in identifying a problem or issue in their field of study or work and formulating a comprehensive and implementable research proposal to address this problem or issue. <i>P: PGRM8.100 Applied Research Methods</i>	8	15	As required

A student can take up to 60 credits (Level 8) from any of the following Master Programmes, with approval from the Programme Coordinator:

- Master of Logistics and Supply Chain Management
- Master of Digital Business or Master of Information Technology

Up to 90 unspecified credits might be allowed with Programme Coordinator approval.

Level 9 Masters Project Courses

COURSE NO.	BRIEF DESCRIPTION	LEVEL	CREDITS	SEMESTER
PGST9.100	Special Topic II The aim of this course is to develop students' knowledge, skills and techniques related to research and problem solving, and to support them in applying these in depth study addressing an existing or emerging problem or issue in their discipline or industry.	9	15	As required
PGISP9.400	Independent Scholarly Project This course provides the opportunity for students to be guided step-by-step in integrating the knowledge and skills acquired throughout the programme, and extending these, by conducting and reporting on desk-based research. <i>P: PGRM8.100 Applied Research Methods</i>	9	30	As required
PGARR9.500	Applied Research Report This course aims to support students' independent application and further development of knowledge and skills acquired throughout the programme in conducting scholarly research on a specific issue or problem in their field of study. <i>P: PGRM8.100 Applied Research Methods and PGRP8.100 Research Proposal or PGMS8.415 Hokinga Mahara (Māori Research Methodologies and Proposal)</i>	9	45	As required
PGARD9.700	Applied Research Dissertation This course aims to support students' independent application and further development of knowledge and skills acquired throughout the programme in conducting scholarly research, based on thorough critical examination of and extensive body of literature, on a specific issue or problem in their field of study and potential solutions, and making recommendations for potential solutions. <i>P: PGRM8.100 Applied Research Methods and PGRP8.100 Research Proposal or PGMS8.415 Hokinga Mahara (Māori Research Methodologies and Proposal)</i>	9	60	As required
PGIP9.600	Industry Integrated Project This course aims to support students in applying and further developing the knowledge and skills gained throughout the programme by reporting on or designing solutions for existing or emerging problems or issues within the industry or workplace. <i>P: PGRM8.100 Applied Research Methods and PGRP8.100 Research Proposal or PGMS8.415 Hokinga Mahara (Māori Research Methodologies and Proposal)</i>	9	45	As required



Disclaimer: All information pertains to international students, and is correct at the time of publication but is subject to change without notice. The programme fees, other costs, entry requirements, duration and programme start dates are for 2025 and are listed as a guide only. Conditions apply. EIT (a Business Division of Te Pūkenga – New Zealand Institute of Skills and Technology) reserves the right to cancel or postpone any programme or course for any reason and shall not be liable for any claim other than that proportion of the programme fee which the cancelled or postponed portion bears.