

MASTER / POSTGRADUATE DIPLOMA / POSTGRADUATE CERTIFICATE IN WINE BUSINESS AND INNOVATION 2023



Information for international applicants, July - December 2023

Napier & Online

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.

CAREER OPPORTUNITIES

The programmes in Wine Business and Innovation 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.

CareersNZ offers a range of tools to help you explore jobs and plan your career: careers.govt.nz

For extensive information on labour supply and demand for occupations visit: occupationoutlook.mbie.govt.nz

For information about the Long Term Skill Shortage List visit: skillshortages.immigration.govt.nz



ONLINE STUDY OPTIONS

“It’s certainly an exciting time to get involved, with the industry growing and changing, and with wine education getting more and more popular worldwide.”

RORY HILL | Senior Lecturer

Master of Wine Business and Innovation

Start: 17 July (on-campus and online*)
Length: 1.5 or 2 years full-time
Level: Level 9
Credits: 180 or 240
IELTS: 6.5 (academic) with no band lower than 6.0 or equivalent

Postgraduate Diploma in Wine Business and Innovation

Start: 17 July (on-campus and online*)
Length: 1 year full-time
Level: Level 8
Credits: 120
IELTS: 6.5 (academic) with no band lower than 6.0 or equivalent

Postgraduate Certificate in Wine Business and Innovation

Start: 17 July (online*)
Length: 6 months full-time
Level: Level 8
Credits: 60
IELTS: 6.5 (academic) with no band lower than 6.0 or equivalent

Programme Fees

Fees: For Semester 2, 2023 tuition fees and information about study grants, please visit the [EIT | Te Pūkenga website](https://eit.tepukenga.ac.nz)

* Part-time study available. Students must be outside New Zealand to study online programmes.





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 2 years full-time* for the 240 credit Masters.

The philosophy underpinning the Wine Business and Innovation 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.



* Part-time study is available but must be completed within 8 years.



ONLINE TO ON-CAMPUS STUDY*

CHOOSE AN ONLINE STUDY PATHWAY TO SUIT YOU

1

**FULLY ONLINE
MASTER OF WINE BUSINESS AND
INNOVATION**

2

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

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

3

**OTHER FLEXIBLE ONLINE TO
ON-CAMPUS PATHWAY OPTIONS
MAY BE AVAILABLE**

For further information email
international@eit.ac.nz

EIT offers a suite of programmes at Postgraduate Certificate, Postgraduate Diploma and Master's Degree levels in Wine Business and Innovation. These programmes provide you with the option and flexibility to study online from wherever you are.

With face to face study not possible for many in the current world climate, online study allows you to learn at your own pace to fit in with your work and lifestyle.

You can now study your Master's Degree programme fully online. Alternatively you can start with a Postgraduate Certificate online

followed by further postgraduate study on-campus. Studying online for a Postgraduate Certificate gives you the opportunity to gain a stand-alone, globally recognised qualification and then pathway into a Postgraduate Diploma or Masters at EIT when you are able to travel to New Zealand.*

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.

WINE BUSINESS AND INNOVATION POSTGRADUATE SUITE STRUCTURE

POSTGRADUATE CERTIFICATE (60 CREDITS)

A total of 60 credits at Level 8:

- At least 3 wine specific courses**
- Optional - 1 elective

** Wine specific courses are prefixed by WBI.

POSTGRADUATE DIPLOMA (120 CREDITS)

A total of 120 credits at Level 8:

- At least 4 wine specific courses**
- PLUS PGST8.100 Special Topic I
- Remaining credits to be comprised of Level 8 Electives from EIT Business Masters programmes*

MASTER'S 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
(1.5 CREDITS)
PLUS ONE LEVEL 8 COURSE FROM EIT
BUSINESS MASTER ELECTIVES
(1.5 CREDITS)

RESEARCH

PGARR9.500 APPLIED RESEARCH REPORT
(45 CREDITS)
PLUS ONE LEVEL 8 COURSE FROM EIT
BUSINESS MASTER ELECTIVES
(1.5 CREDITS)
OR PGARD9.700 APPLIED RESEARCH
DISSERTATION (60 CREDITS)

INDUSTRY INTEGRATED

PGRP8.100 RESEARCH PROPOSAL
(1.5 CREDITS)
PLUS PGIP9.600 INDUSTRY INTEGRATED
PROJECT (45 CREDITS)

MASTER'S 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's level study.

Four additional level 8 courses
(60 Credits)

Coursework, applied research or industry study pathway
(180 Credits)

MASTER
(240 credits)

* 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](#).



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.
- 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 (or equivalent) in a related field such as Oenology, Viticulture, Business or Management.

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 2 years.

ONLINE STUDY REQUIREMENTS

For online study, you must have the following available to be able to utilise the online learning environment and have access to industry:

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

When you study online 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. Many students find that online learning offers them the flexibility to study when, where and how they want.

ADDITIONAL COSTS

- \$100 - \$130 approximately for textbooks per course
- \$120 approximately for stationery per year

FACILITIES

The Hawke's Bay campus is a modern and welcoming environment for study which emphasize small class sizes and utilises a range of general purpose rooms and lecture theatres all with data show equipment. In the state-of-the-art Information Technology Complex there are nine networked computer laboratories with 24 student stations in each. There are 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. The world-class laboratory complex is fully equipped for all of the sciences and includes specialist wine analysis equipment and an instrument laboratory that houses advanced chemical analytical instruments including spectrophotometers, High Performance Liquid Chromatograph (HPLC), Gas Chromatograph (GC) and an Atomic Absorption Spectrophotometer (AAS).

One of New Zealand's largest and most diverse wine regions is at EIT's 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.

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.

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 fully online or as a blended delivery on-campus in New Zealand. 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 2 hours of online classes and workshops per week.

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

NON-CONTACT TIME

You should plan to spend ten hours of individual study per 15 credit course per week.

COURSE DESCRIPTIONS

NB: Courses are offered subject to sufficient enrolments being received and may differ depending semester. In the following descriptions:

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

LEVEL 8 CORE COURSES

COURSE NO.	BRIEF DESCRIPTION	LEVEL	CREDITS	SEMESTER
WBI 8.100	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
WBI 8.200	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
WBI 8.300	Global Wine Marketing The heart of this course is the examination of the ways in which individual New Zealand wine producers promote their products in the international marketplace in ways that also contribute to the overall standing of New Zealand wine as an overarching brand.	8	15	2
WBI 8.500	Entrepreneurship in Wine Businesses This course will investigate opportunities for entrepreneurship in wine businesses, including examination of examples of successful recent developments.	8	15	1
WBI 8.600	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 CORE ELECTIVES

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	2

LEVEL 8 POSTGRADUATE DIPLOMA PROJECTS

COURSE NO.	BRIEF DESCRIPTION	LEVEL	CREDITS	SEMESTER
PGWIL8.100	Work Integrated Learning (Students Working in Industry) This course aims to support students in advancing their discipline specific knowledge and skills in a workplace context or with a client by investigating systems and processes to identify issues or problems and developing relevant recommendations	8	15	2
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 the course is to develop students' ability to identify a research problem and to develop a research proposal to answer research questions related to the research problem. P: PGRM8.100 Applied Research Methods	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 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. P: PGRM8.100 Applied Research Methods	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. P: PGRM8.100 Applied Research Methods and PGRP8.100 Research Proposal or PGMS8.415 Hokinga Mahara (Māori Research Methodologies and Proposal)	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. P: PGRM8.100 Applied Research Methods and PGRP8.100 Research Proposal or PGMS8.415 Hokinga Mahara (Māori Research Methodologies and Proposal)	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. P: PGRM8.100 Applied Research Methods and PGRP8.100 Research Proposal or PGMS8.415 Hokinga Mahara (Māori Research Methodologies and Proposal)	9	45	as required

Disclaimer: All information in this publication 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 July - December, 2023. Programme content is based on current information and may be subject to change. Te Pūkenga - New Zealand Institute of Skills and Technology trading as EIT 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. Programmes or courses may be subject to review as part of the Reform of Vocational Education and Training. For full programme entry requirements visit eit.ac.nz.