

**Master of Wine Technology and Viticulture (Coursework) incorporating the
Graduate Certificate in Wine Technology and Viticulture**

1 Background

The Master of Wine Technology and Viticulture (Coursework) is a proposed postgraduate coursework degree offered by FLFR using a combination of face-to-face (residential) teaching, flexible and on-line delivery. The course will admit applicants with significant industry experience and provide them with specialist knowledge in the field of wine technology and viticulture. The program will focus on the vocational development of managers and professionals in the area of vineyard / winery establishment and development.

In Victoria, no program currently exists that offers coursework training at Masters level for the wine industry; and within Australia no course of this nature is offered by flexible delivery. Adelaide University does offer (150 credit point/1.5 years full time) Masters degrees in Oenology, Viticulture and Wine Business respectively, but only by internal mode on a full and part time basis. Monash University offers a Master of Wine Technology, Management and Marketing (some subjects are offered through the Melbourne Monash Agreement). This is also a 150 credit point/1.5 years full time program. The Master of Wine Technology and Viticulture will incorporate the subjects from the existing Graduate Certificate in Wine Technology and Viticulture.

The proposed Master of Wine Technology and Viticulture will fill an important niche within the educational offerings to the wine industry in Australia. The flexible mode of this course allows remote students access, and will complement the undergraduate courses in viticulture and oenology offered in distance mode by Charles Sturt University and the postgraduate courses in viticulture and oenology offered by the University of Adelaide through internal face-to-face mode.

The Master of Wine Technology and Viticulture will complete the coursework education offerings in viticulture and oenology of the University of Melbourne, both undergraduate and now postgraduate courses, and existing postgraduate research training. This continuity of wine industry education courses offered by FLFR utilises the excellent and rapidly developing infrastructure at the Dookie campus for education in the wine industry. This infrastructure includes a 24 ha vineyard, a 50 tonne commercial and teaching winery, and developing research facilities in viticulture.

The development of this course has the strong support of the Victorian Wine Industry Association. Wine industry courses are also part of the Faculty of Land and Food Resources' strategic direction to broaden its education appeal through offering education to a wide range of rural based industries, particularly those that are developing rapidly, and to off-campus students working in the industry.

The Master of Wine Technology and Viticulture will be available part time by distance education. The program will be offered to students who successfully complete the Graduate Certificate in Wine Technology and Viticulture; and students who have a degree in a field other than viticulture.

2 Course/Program Objectives

On completion of the Master of Wine Technology and Viticulture, students should be able to:

- understand and utilise the principles of chemistry and microbiology as they apply to grape production and wine making;
- compare and analyse the wine production regions and styles within Australia and internationally;
- devise, improve and implement integrative management practices and techniques for the production of quality grapes and wine;
- critically analyse and modify wine quality using chemical, sensory and blending techniques;

- develop appropriate viticultural and oenological responses to changing biophysical, economic and social conditions that impact on the wine industry;
- lead and manage in complex and dynamic wine business environments; and,
- foster discussion, debate and exchange of ideas on wine industry topics.

In addition to learning specific technical skills and knowledge that will assist graduate students in their future careers in the wine, viticulture or associated industries, in this course students will develop generic skills and attributes that will assist them in their chosen career path. These include:

- an advanced understanding of the changing knowledge base in the specialist area;
- an ability to evaluate and synthesise the research and professional literature in the discipline;
- advanced skills and techniques applicable to the discipline;
- well-developed problem-solving abilities in the discipline area, characterised by flexibility of approach;
- advanced competencies in areas of professional expertise and/or scholarship; a capacity to articulate their knowledge and understanding in oral and written presentations;
- an advanced understanding of the international context and sensitivities of the specialist area;
- an appreciation of the design, conduct and reporting of original research; a capacity to manage competing demands on time, including self-directed project work;
- a profound respect for truth and intellectual integrity, and for the ethics of scholarship;
- an appreciation of the ways in which advanced knowledge equips the student to offer leadership in the specialist area;
- the capacity to value and participate in projects which require team-work; an understanding of the significance and value of their knowledge to the wider community (including business and industry);
- a capacity to engage where appropriate with issues in contemporary society; and
- where appropriate, advanced working skills in the application of computer systems and software and a receptiveness to the opportunities offered by new technologies.

3 Entry Requirements

The Selection Committee will evaluate the applicant's ability to pursue successfully the course using the following criteria.

- The minimum entry requirement is an undergraduate degree at pass level plus a minimum of 6 years of relevant work experience; or,
- Successful completion of the Graduate Certificate of Wine Technology and Viticulture with an average grade of 65% or higher.

The Selection Committee may conduct interviews and tests and call for referee reports and employer references to elucidate any of the matters referred to above.

4 Course/Program Structure

The Master of Wine Technology and Viticulture course structure consists of 150 credit points and is modelled on the existing structure of the Master of Agribusiness. A Graduate Certificate program (50 credit points) is nested within the Masters. The Masters is designed primarily for part-time study by flexible mode (Table 1).

Students enrolling into the Masters of Wine Technology and Viticulture with qualifications in related discipline areas (e.g. degrees in viticulture, wine science or oenology) can apply for credit for some or all of the 4 subjects offered at Graduate Certificate level. It is possible to exit from the Masters with a Graduate Diploma (100 credit points) as this provides some extra flexibility for distance education students.

Table 1. Master of Wine Technology and Viticulture incorporating the Graduate Certificate in Wine Technology and Viticulture

Year	Sem	Points	Code	Subject
Graduate Certificate in Wine Technology and Viticulture				
1	1	12.5	208811	Concepts in Viticulture and Wine Science
	1	12.5	208722	Financial management for Agribusiness
	2	12.5	208812	Winegrowing
	2 or Summer	12.5	New	Australian Wine – A World Perspective
Master of Wine Technology and Viticulture incorporating the Certificate in Wine Technology and Viticulture				
2	1	12.5	208813	Winegrowing Operations
	1	12.5	208815	Special Studies in Viticulture or Oenology
	2	12.5	New	Managing Grapevine Physiology
	2	12.5	New	Advanced Oenology
and				
3	1	12.5	New	Wine Science
	2	12.5	208814	Wine Technology
or				
	1	12.5	208723	Human Resource Management
	2	12.5	New	Advanced Viticulture Techniques
or				
	1 and 2	25	New	Wine Industry Research Project

The program makes use of the following existing subjects:

- 208811 Concepts in Viticulture and Wine Science
- 208722 Financial Management for Agribusiness
- 208812 Winegrowing
- 208813 Winegrowing Operations
- 208815 Special studies in Viticulture, Oenology or Wine Marketing
- 208723 Human Resource Management
- 208814 Wine Technology

New subjects introduced include:

- 208 5XX Australian Wine – A World Perspective
- 208 5XX Managing Grapevine Physiology
- 208 5XX Advanced Oenology
- 208 5XX Wine Science
- 208 5XX Advanced Viticulture Techniques
- 208 5XX Wine Industry Research Project (25.0 pts)

5 Availability of Course

The program will be available from Semester 1, 2008 to Fee-paying overseas students, Fee-paying Australian students and Commonwealth supported students