Bachelor of Agribusiness
Viticulture

Agriculture & Environment
AT CURTIN

Course Code: 307519

Career Opportunities
This degree prepares graduates for leadership roles within the viticultural industry as well as in the broader agribusiness sector. Graduates find employment with industries associated with the supply chain of the viticultural industry, including marketing organisations, financial institutions, and in consultant and development officer positions.

Course Description
The Australian wine industry has grown rapidly in the past decade. The industry continues to expand in export markets where it competes on the basis of both price and quality.

This degree combines agribusiness management and marketing with the technical principles of viticulture, grape and wine production and wine evaluation. Students will develop an understanding of management, economics, finance, marketing and business planning as it relates to the viticulture and wine industry. Students study viticulture within a systems framework that considers wider national and international market issues and environmental constraints that impact on the industry. They will develop an understanding of management, economics, finance, marketing and business planning as it relates to the viticulture and wine industry.

agrienvi.curtin.edu.au

This course is for students seeking a business career in an industry that rewards commitment and creativity with opportunities for travel and career development.
All about: Viticulture

Graduate Profile

Anthony Wilkes
CEO, Ferngrove Vineyards Ltd

I grew up on a farm in the Rocky Gully/Frankland region of Western Australia, about 360km south of Perth. After finishing high school at Mount Barker, I wanted to study business, but I would have missed the agricultural component. However after a visit to Muresk Open Day, I realised that studying a degree in Agribusiness would allow me to study both my interests at the same time. The Muresk course was university-based, relevant and applicable to modern agriculture, and the professional practice component was the catalyst to furthering my career.

After graduation I started work as a Commercial & Export Analyst in the Pastoral/Beef Cattle operations of Heytesbury Beef Pty Ltd, following which I was promoted to the parent company Heytesbury Pty Ltd, where I was instrumental in the successful Vasse Felix Vineyard project in 1997. In 1998 I joined former Heytesbury CEO Darrel Jarvis (also a former Muresk student) in establishing the 285ha Palandri vineyard at Rocky Gully and subsequent 4,000 tonne winery in Margaret River.

Over 6 years I worked my way up to the position of Chief Operating Officer and helped guide Palandri towards becoming one of the largest wine companies in WA.

In October 2004, I was offered the CEO position at Ferngrove Vineyards Ltd. Ferngrove is the 3rd largest producer of premium West Australian wines today, exporting to 12 countries and being well on its path to establishing a respected global wine brand showcasing some of the best WA wines.

International Students

International Students studying in Australia on a student visa can only study full-time and there are also specific entry requirements that must be met. Please refer to www.international.curtin.edu.au or phone +61 8 9266 7331 for further information, as some information contained in this booklet may not be applicable to international students. Australian citizens and permanent residents and international students studying outside Australia may have the choice of full-time, part-time and external study. Information about TISC only applies to Australian residents.

Course Structure

YEAR 1
Grape and Wine Production
Agribusiness Systems
Agribusiness Communications
Agricultural Soils
Horticultural Agronomy
Agribusiness Management
Agribusiness Economics and Policy
Statistics
Horticultural Plants and Grapevine Physiology
Irrigation Science and Technology

YEAR 2
Wine Marketing and Business
Viticulture Principles
Agribusiness Management
Agribusiness Accounting and Finance
Viticultural Practices
Agribusiness Risk and Resource Management
Agribusiness Finance
Agribusiness Taxation
Agribusiness Law

YEAR 3
Corporate Agribusiness Management
Agribusiness Marketing Research
Operations Research for Agribusiness
Viticulture Project
Sensory Evaluation
International Marketing
Agricultural Knowledge and Information
Agribusiness Planning

CurtInnovation

Curtin aspires to be a leading edge university of technology. To fulfil this vision, we strive to be innovative and forward-looking in everything we do. It’s in our approach to teaching and learning, it’s in our research, it’s in our staff, it’s in our students. It’s in our graduates. It’s in the way we think and act. It’s what we call CurtInnovation.