

★ What delegates will get out of the programme

The goal of the UCT Graduate School of Business is to be a leading emerging market business school that is relevant to contemporary South African, African and global social and business challenges. Delegates on this programme will gain:

- ★ Values-based leadership skills and systems thinking which are applicable to local and international wine industries, as well as markets in a global context.
- ★ Resources to become business innovation leaders – both locally and internationally.
- ★ An understanding of the paradigm of the emerging economy and the insights it brings as to how business could be done differently.
- ★ An in-depth understanding of management practice at crucial points in the wine value chain in South Africa and globally.

★ What is learned on the programme?

The programme is comprised of four modules delivered over 12 months. Each module is an eight-day contact period and will involve an integrated case study where delegates can demonstrate their learning.

Each module addresses a specific learning goal, related to one of the main research competencies of the GSB. This guarantees an ideal combination of learning outcomes and an innovative learning experience.

Before and during the programme, delegates will be given relevant readings and preparation material and mentored through their preparation. The modular programme will culminate in an action research project, based on some aspect of the action research week at the end of the modular programme.

in Wine Business Management

CONTACT US



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POSTGRADUATE DIPLOMA



The UCT Graduate School of Business draws on its considerable academic resources, partnerships and alumni in the South African, African and international wine industries, to deliver a unique programme that is designed to equip wine industry leaders operating in emerging markets with the skill-set necessary to build more competitive, innovative and transformative organisations.

The South African wine industry, although one of the world's most established, is embedded in an emerging market business environment, characterised by high degrees of uncertainty, complexity and inequality. The UCT GSB has designed this postgraduate qualification to equip professionals in the wine industry with the skills to successfully negotiate this terrain. The unique skill-set, common amongst successful wine business leaders, is grounded in highly informed, context-based savoir-faire and academic learning.

The course integrates systems thinking and action learning, applying this to aspects of wine business management practice at critical points throughout the wine value chain. The resulting learning will enable graduates to balance the often-conflicting economic, social, and environmental value creation processes expected by stakeholders in contemporary wine organisations.

This programme was inspired by a clear gap in wine education in South Africa, which has largely been focused on the technical aspects of wine making. It aims to shift potential leaders in the wine industry from knowing, to doing, to being and to foster transformation.

It begins with a focus on personal development to cultivate delegates' value systems and leadership skills. The second module then leads delegates through the practical aspects of business acumen. Thereafter, delegates will be taught how to apply their leadership and managerial skills in an emerging market context. The fourth module immerses delegates in the practical and theoretical aspects of wine business management practice and gives them a basic training in viticulture, oenology and the sensorial evaluation of wine. Delegates will round off their experience with an action research project.

* **Module 1:** **Values-based Leadership and Business Model Innovation**

19 – 26 May 2014

The world has a great need for leaders who are able to refocus organisations on the task of creating and contributing wealth and adding value to society with meaningful, purposeful and inclusive business. For this reason, the importance of knowing who you are and what you stand for has never been more important than in today's business world. Through a challenging curriculum,

this module encourages delegates to delve into values-based leadership and ethical and responsible business. Participants must explore and expand their world views and their self-knowledge in order to become better leaders. At the end delegates will have to exhibit personal leadership competencies, which reflect values-based solutions to business problems in their particular fields.

* **Module 2:** **Business Acumen**

25 August – 1 September 2014

The core of a good leader is shaped by the strength of their fundamental business acumen. As Africa's leading business school, the UCT GSB is perfectly placed to transmit the fundamentals of management. For more than four decades the school has taught the principles of business and management theory to generations of students. With the largest full-time faculty of any African business school, the

school's inputs are up-to-date and relevant. This module will take delegates through the building blocks of business, including finance, strategy, marketing and human resource management. Delegates will need to demonstrate a superior working knowledge of management and organisational theory, as well as practical business tools and techniques in order to be efficient and effective managers.

* **Module 3:** **Economics, Emerging Markets and the Managerial Context**

20 – 27 November 2014

Businesses leaders face a host of complex challenges when they operate in diverse national and international environments. Understanding how to navigate the white water rapids of emerging markets is a skill all on its own. The aim of this module is to equip delegates with adaptable managerial and leadership skills to empower them to operate successfully in diverse national and international

contexts. Students will be guided on how to draw from a wide spectrum of ideas and disciplines and adapt to diverse cultures and institutional environments in order to operate in conditions of uncertainty and inequality. Within this framework, the school emphasises the importance of sustainable and inclusive development and the role of business in promoting this.

The programme underlines the GSB's commitment to 'full-colour' thinking through academic rigour, societal relevance and innovation in teaching.

* **Module 4:** **Wine Business Management**

2 – 9 February 2015*

The aim of this module is to develop the delegates' wine business management acumen, industry knowledge and the market insight necessary to negotiate the complex challenges specific to wine businesses. The wine industry is complex, evolving and dynamic and in order to be a proficient leader in this context, the GSB believes you need to understand its subtleties. This module gives delegates a thorough understanding of the structure and dynamics of the wine value chain in South Africa and globally, from international wine laws and regulations to logistics, purchasing and distribution on the ground. Delegates will apply theoretical constructs in the fields of strategy, finance, marketing, economics, operations, sociology and organisational theory to cases at various points in the value chain. Over and above this, they will gain a basic theoretical and practical understanding of viticulture and oenology as well as a historical, social, economic and anthropological understanding of wine production and markets in South Africa. The sensorial and forensic analysis of wine will also not be neglected – delegates will undergo several tutored wine tasting and sensorial evaluation sessions.

* **Action Research Project**

In order to complete the Postgraduate Diploma in Wine Business Management, delegates will have to submit an action research project of a specified length, standard and on an acceptable topic in wine business management. To facilitate this process, delegates will join the South Africa module of the visiting international Master of Science in Wine Management group of the OIV (International Organisation of Vine and Wine) offered through Montpellier SupAgro, France.

The UCT GSB is a member of the AUIV (International University Association of Wine) a network of over 35 universities globally, offering programmes dedicated to the science and management of wine.

**Dates subject to change*

