



Flinders
UNIVERSITY

FEARLESS

Flinders MBA



WINE AND TOURISM ENTREPRENEURSHIP PROGRAM

Name	Wine and Tourism Entrepreneurship Program (WTEP)
Study Period	Study Period 3 (October - December)
Area of Study	Innovation in the Australian Wine and Tourism Industry
Supervisor	Principal Problem Sponsor: Wine Australia (with access to the Australian Grape & Wine, the Australian Wine Research Institute and regional industry associations as required)
Topic Coordinator	Carla Dias Wadewitz (Flinders University)

What is the **WTEP**?

Through the Wine and Entrepreneurship Program (WTEP), you will work in multidisciplinary teams (4-5 students) to solve some of the most exciting challenges of the Australian Wine and Tourism industries.

The WTEP is offered as a Work Integrated Learning (WIL) Topic and will see you work with the Problem Sponsor supported by the Topic Coordinator and industry mentors.

Here are some examples of the problems you might work on:

- Developing a system to decrease carbon emissions in vineyards (with options to explore different levels such as soil, equipment, energy usage). In 2022 Wine Australia, with Australian Grape & Wine is undertaking a project developing a Carbon emissions roadmap for the Australian wine sector.
- Defining Social Enterprise models to support tech adoption for small wine producers.
- Developing a strategy for “No and Low Alcohol” products that taste like wine, made from wine grapes.
- Exploring and analysing “Open Access” digital and data platforms to enable improved profitability and relationships between the winegrape supply chains.
- Creating “Operational Media” opportunities for grower groups/ tourism operators to engage with each other, share information/ data and learn from one another.
- Developing a system to improve the wine tourism customer experience in Australia.
- Analysing and selecting off-the shelf digital connectivity solutions (at business mode level, not technology development) that allows different existing digital tech (i.e. cell, IoT, radio, broadband, NBN, LoRaWAN) to connect to each other and can act as a one-stop-shop for connectivity issues, working across all platforms and providers to deliver tangible and simple solutions.
- Developing a training and learning module to understand pruning techniques and execute these through available tools (i.e. the robotics, automation, vision-systems and mechanisation to make this efficient, accurate, effective & rapid, VR/AR opportunities to use for training new human and robotic pruners too, human handled – ocular/hand guidance of pruning remotely).
- Improving irrigation scheduling technology for vineyards (plant-based sensing potentially that supports decision-making about quality and quantity of fruit and canopy).
- Developing an asset/risk management framework for all wine grape vineyards in Australia and establish governance and support for such an asset.
- Developing a practical resource kit or guide for cellar door managers to address the biosecurity risks posed by visitors. Often, due to cellar door visitors visiting multiple premises within a few days and having a strong desire to ‘walk amongst the vines’, they can carry pests and diseases into vineyards on their clothing, footwear and vehicles. Whilst physical barriers (fencing) and signage can assist in preventing access and educating visitors, these can detract from the experience and design of the cellar door. The aim would be to develop resources to raise awareness of the importance of biosecurity and promote a range of actions that can guide cellar door managers to improve their biosecurity and protect their vineyards.
- Identifying the problem and developing a single software solution that would handle cellar door-hospitality bookings/Point of Sale (POS)/CRM/wine club/online sales.

How does the **WTEP** work?

In multidisciplinary teams, you and your fellow students will be given industry challenges to solve over a period of 10 weeks. These challenges are defined by the Problem Sponsors working in collaboration with Flinders University.

The WTEP is a hands-on program that immerses student teams by having them test their initial hypotheses outside the classroom. Every week teams will work on developing their projects leveraging on the knowledge and tools provided in class. Teams interact weekly with

the Problem Sponsor for knowledge sharing, support and guidance and with the Topic Coordinator who will be delivering the lectures and workshops.

From the first day of class, teams get out of the classroom and learn by doing. In the class, the teams are not just developing the solution to the challenge/problem provided by the Problem Sponsor, they are also validating (or invalidating) their hypotheses by exploring those problems/challenges through conversations with Industry experts.

What will you **learn**?

- An understanding of, and the ability to apply, the Design Thinking Framework, Customer Discovery and Validation, and the Business Model Canvas.
- A strong understanding of the Australian Wine and Tourism industries.
- A strong understanding of the context and tools of Industry 4.0.
- The development and application of future workforce skills:
 - Complex problem-solving
 - Critical thinking
 - Creativity
 - Collaboration and teamwork
 - Judgment and decision-making
- Cognitive flexibility
- Negotiation
- Building professional networks
- Prototyping
- The development and application of the following research skills:
 - Market research
 - Qualitative interviews
 - Qualitative data analysis
 - “White Paper” drafting
 - Implementing a research plan.

Indicative **Syllabus**

Week 1	<i>Workshop 1</i>	<i>Working in Wine and Tourism Innovation: what is it and reasons to innovate (Growth Mindset)</i>
Week 2	Lecture 1	Context of Industry 4.0 Problem Exploration – Design Thinking Framework
Week 3	Lecture 2	Customer Driven Innovation Customer Discovery & Validation Beneficiaries, Stakeholders, Customers
Week 4	Lecture 3	Business Model Canvas Value Proposition
Week 5	Lecture 4	Product Market Fit Product Sponsor Fit
Week 6	Lecture 5	Customer Relationships Channels
Week 6	Lecture 6	Activities/Resources/Key Partners Revenues & Costs
Week 8	Lecture 7	Prototyping/MVP/Digital Twin Decision Criteria for Industry 4.0 user design-driven innovation
Week 9	Lecture 8	Valuation & Funding Roadmap for Implementation of the Solution
Week 9	<i>Workshop 2</i>	<i>Presentation Skills Training</i>
Week 10	<i>Workshop 3</i>	<i>Final Presentations</i>

What is the time commitment for the WTEP during the Study Period?

Every week, you'll attend a 3-hour session (Workshop, Lecture or Combination of both) with the Topic Coordinator. These sessions are outlined in the Indicative Syllabus.

The expected total workload (contact & independent study) is 150 hours, which include 30 hours of sessions and 120 hours of liaison with the Problem Sponsor and mentors, as well as independent study, team work and assessment. The allocation of the 120 hours will be decided by the student, Problem Sponsor and Topic Coordinator.

It is expected that the teams of students liaise with the Problem Sponsor and/or other stakeholders (industry/academic mentors indicated by the Problem Sponsor or the Topic Coordinator) on a weekly basis (approximate duration of 1 hour).

Find out more

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Study in 2022

Flinders.edu.au/mba

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