

DIVE IN

M B A

WINE & SPIRITS BUSINESS
2025 - 2026

BURGUNDY
SCHOOL

OF WINE & SPIRITS

BUSINESS

YOU HAVE ARRIVED AT THE BEST PLACE TO EXERCISE YOUR PASSION: BURGUNDY, THE HEART OF THE GLOBAL WINE AND SPIRITS ECONOMY. SURROUNDED WITH POWERFUL SECRETS OF WINE AND SPIRITS PRODUCTION, COMMERCE & INNOVATION, TAKE FULL ADVANTAGE: BE ENGAGED, COMMITTED, CURIOUS, ADVENTUROUS.

SAY YES TO ALL AROUND YOU. TASTE EVERYTHING, ALONE AND IN COMBINATION. TALK TO EVERYONE, FOR WHAT YOU MIGHT LEARN. CHALLENGE YOURSELF. LET YOUR LOVE OF THE WINE AND SPIRITS BUSINESS SHINE THROUGH.

BLOOM WHERE YOU ARE PLANTED! THIS IS YOUR TIME TO BECOME THE BEST POSSIBLE VERSION OF YOU. EMBRACE TRADITION WHILE YOU CULTIVATE AND LEAD CHANGE.

DIVE IN
IN BURGUNDY
INSIDE WINE AND SPIRITS



JACQUES THÉBAULT
Director
MBA Wine & Spirits Business



EDITO

“

One of the goals of this AMBA (Association of MBAs) accredited programme is to expose our students to a very global industry, with key consumption markets on three continents, emerging markets on three more, and production areas scattered all over the world. We believe our students will take full advantage of small group contacts with professors, lecturers and high-level professional speakers (about 80 of them), both inside and outside the classroom.

The MBA Wine & Spirits Business is designed for high-potential graduates who have a passion for wine and spirits and at least 3 years' work experience in any field. This intense programme, with a strong strategic, commercial and management focus, gives students a sound grasp of the requirements of the global market by offering them a diversity of cultural experiences and developing their understanding of the intricacies of the global business of wine and spirits.

It is ideal for those looking to reach middle to upper managerial positions in the industry or create/expand their own business. It offers a wide range of professional outcomes.

Ranked 1st in France for Full Time International MBAs (*), we believe the content of the programme, together with the rich and unique diversity of high-achieving students joining this MBA from all regions of the World, makes it a truly life changing experience!"

Jacques Thébaud

(*) Le MOCI 2021



DIVE IN

IMMERSE YOURSELF
IN OVER 2,000 YEARS
OF WINE CULTURE

FRANCE, THE **ULTIMATE BENCHMARK** FOR WINE PROFESSIONALS

France is one of the most exciting wine-producing countries in the world. Thanks to the uniqueness and diversity of its “terroirs”, France is both the cradle of the world’s greatest wines and spirits and home to many treasures for modern wine lovers. The names of all our wine regions strike a chord with connoisseurs, from Bordeaux to Alsace and Languedoc to the Loire Valley, with Burgundy at the heart of it all. Steeped in tradition and grounded by time-honoured techniques, France remains the reference point for quality and a driving force behind many modern international wine trends.

BURGUNDY, THE **HUB** OF THE GLOBAL WINE AND SPIRITS ECONOMY

Burgundy is a region that enjoys worldwide renown, especially for the land on which its vineyards are established. Drawing all the benefits of the geological conditions and unique climate on offer, the area has joined the list of sites protected by UNESCO with World Heritage status for their exceptional characteristics. The wine produced on these centuries-old strips of land are the stuff of dreams for wine lovers the world over: Romanée-Conti, Clos de Vougeot, Meursault, Pommard, Nuits-Saint-Georges, to name just a few, from within la Côte de Nuits, and la Côte de Beaune. These wines offer the perfect illustration of the variety to be found within Burgundy and the long-running expertise of local wine producers. Studying in these surroundings is an unrivalled opportunity for any student of wine and spirits management.



BURGUNDY BY NUMBERS

- 29,000 Hectares of vineyards
- 1,247 "Climats" with UNESCO-listed world heritage status
- 33 Grand Cru vineyards
- 84 World-renowned Appellations d'Origine Contrôlée
- 4,200 Wine producers, merchants and cooperative wineries
- 1 Bottle out of every 2 produced in Burgundy exported
- 44 Burgundy wines in the TOP 50 most expensive wines in the world
- #1: the closest still wine producer to Paris



DIJON, A TOWN WITH IRRESISTIBLE CHARM

BSB is located in the heart of Dijon, a town offering a perfect blend of outstanding heritage, contemporary art, the latest music trends and gourmet food. In addition to being ideally situated close to the world-renowned **Route des Grands Crus**, Dijon also figures high on the list of **most desirable French towns in which to live**, offering a relaxing, environmentally-friendly setting thanks to the surrounding green belt area.

Dijon is home to one of the French International **Cities of Gastronomy**, a cultural project based upon the French gourmet food tradition registered on UNESCO's Intangible Cultural Heritage list. The city also hosts the headquarters of **The OIV (The International Organisation of Vine and Wine)**, the scientific and technical reference of the vine and wine world.

Dijon and its surroundings offer a full calendar of cultural opportunities and a wide variety of wine and cocktail bars. It also offers easy access to many sporting activities for amateurs and high-performance athletes alike (mountain biking, running, hiking, rowing), and cross-country and downhill skiing is just 1 hour 30 minutes away in the Jura ski resorts.

DIJON METROPOLE BY NUMBERS

- 260,000 INHABITANTS
- 1 HOUR 30 MINUTES FROM PARIS
(17 HIGH SPEED TRAINS PER DAY)
- 33,000 STUDENTS
- IN THE TOP 50 OF THE "WORLD'S
GREATEST PLACES OF 2023"
(TIMES 2023)

THE SCHOOL OF WINE & SPIRITS BUSINESS

THE GLOBAL PIONEER AND LEADER IN EDUCATION AND RESEARCH IN WINE & SPIRITS MANAGEMENT

1st INTERNATIONAL INSTITUTE DEDICATED TO THE TRAINING AND RESEARCH IN THE MANAGEMENT OF WINE & SPIRITS 

36 YEARS OF EXPERT KNOWLEDGE

170 STUDENTS A YEAR 

30 NATIONALITIES FROM 5 CONTINENTS 

#1 BEST INTERNATIONAL FULL-TIME MBA IN FRANCE (LE MOCI 2021)

#1 BEST SPECIALISED MASTER'S IN INTERNATIONAL WINE & SPIRITS BUSINESS IN FRANCE (EDUNIVERSAL 2024)

#1 MSc WINE MANAGEMENT, BEST SPECIALISED TRAINING FOR THE INTERNATIONAL MARKET (LA REVUE DU VIN DE FRANCE 2019)

5 PROGRAMMES
- MBA WINE & SPIRITS BUSINESS
- MS COMMERCE INTERNATIONAL DES VINS ET SPIRITUEUX
- MSc WINE MANAGEMENT
- BACHELOR LEVEL: WINE TOURISM SPECIALISATION
- MASTER LEVEL*: WINE & SPIRITS BUSINESS SPECIALISATION

15 DEDICATED RESEARCH PROFESSORS
1 MASTER OF WINE

70 EXPERTS IN THE WINE AND SPIRITS INDUSTRY

*Apprenticeship

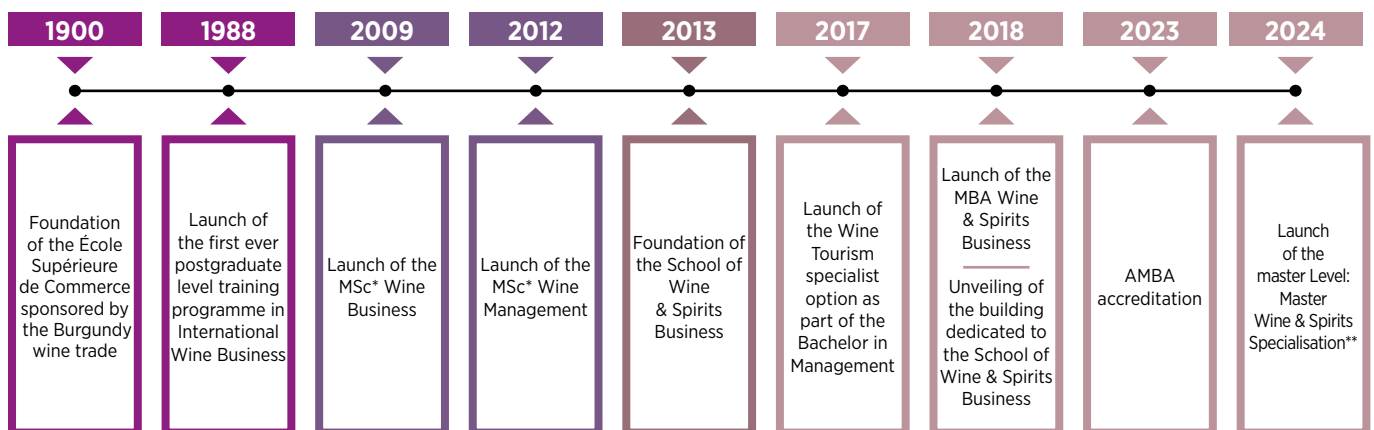
UNRIVALLED FACILITIES

Burgundy School of Business is home to the first institution of its kind in the world entirely dedicated to the teaching of and research into wine and spirits management:

- **The Wine & Spirits Business Lab:**
A behavioural research laboratory designed specifically for the alcoholic beverage industry.
- **The Tasting Room:**
A state-of-the-art room comprised of 32 fully equipped places for tasting classes and research activities.
- **The Cellar:**
A 12°C storage cellar situated at the building's entrance and housing the institution's collection of bottles.
- **The Spirits World:**
An area specially dedicated to spirits.
- **The Business Lounge:**
A sophisticated and elegant reception area for meetings and networking.



WINE AND SPIRITS MANAGEMENT AT BSB OVER THE YEARS



* Master of Science
** In apprenticeship

A FACULTY

THAT COMBINES ACADEMIC EXPERTISE
AND INDUSTRY KNOW-HOW



PROF. STEVE CHARTERS
Master of Wine
Phd, Professor of Marketing

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I have the dual role of teacher and researcher, my studies focusing on consumer behaviour and the links that exist between wine and the places from which it comes. I am also a member of the Institute of Masters of Wine, a global network of over 400 Masters of Wine spread over thirty countries worldwide. One of my aims is to help students in the School of Wine & Spirits Business gain full benefit from the network and expertise I have to offer.”

Prof. Steve CHARTER

THE FACULTY

- **Edouard Mognetti**, Director BSB School of Wine & Spirits Business
- **Dr. Lara Agnoli**, PhD, Professor of Economics and Marketing, Head of Department
- **Claude Chapuis**, Professor of viticulture and Culture
- **Prof. Steve Charters**, PhD, Master of Wine, Professor of Marketing
- **Dr. Magalie Dubois**, PhD, Professor of Wine Marketing, Head of Wine Tourism Bachelor Specialisation
- **Prof. Nikos Georgantzis**, PhD, Director of the Wine & Spirits Business Lab, Professor of Experimental Economics
- **Prof. Théodoros Georgopoulos**, PhD, Professor of International Law, lawyer specialising in wine and spirits, expert advisor to the European Commission, Director of the Institut Georges Chappaz (Wine and Champagne Institute), Chairman of the Greek Wine Producers Association
- **Didier Jacquet**, Director of the MSc Wine Management, Professor of Finance
- **Chris McIndoe**, Professor International Business & Owner Vinspiration Wines
- **Dr. David Ménival**, PhD, Adjunct Professor and Director of the Champagne branch of Crédit Agricole Grand-Est
- **Frédéric Mercier**, Director of the Specialised Master's Commerce International des Vins et Spiritueux, Professor of Marketing and Entrepreneurship
- **Prof. Jean-François Outreville**, PhD, Adjunct Professor expert in wine economics and finance
- **Laurent Tepelos**, Professor WSET
- **Jacques Thébault**, Director of the MBA Wine & Spirits Business, Professor of Marketing, International Business & Leadership
- **Dr. Jean-Christian Tisserand**, PhD, Professor of Economics



PROF. NIKOS GEORGANTZIS
PhD, Director of Wine & Spirits
Business Lab

GUEST SPEAKERS

More than 150 academic and professional guest speakers from the French and international worlds of wines and spirits, including recent appearances from:

- **Julio Alonso**, Executive Director Wines of Chile USA (New York)
- **Wesley Boas**, Marketing Director / Still Wines, Pernod Ricard, USA
- **Garvin Brown**, Former Chairman of the Board, Brown-Forman, United Kingdom
- **Laurent Cutier**, VP Sales and Marketing, The Gardener-French Riviere Gin, USA
- **Emma Dawson**, MW Head of Buying Berkman Wine Cellars, United Kingdom
- **Michel Drappier**, Owner of Champagne Drappier, France
- **David Drucker**, Executive Vice President of Sales, Empire Merchants, USA
- **Manuel Reman**, President Champagne Krug, France
- **Pascaline Lepeltier**, Best French Sommelier 2018, Meilleur Ouvrier de France 2018, Beverage Director, Chambers, USA (New York)
- **Hadrien Mouflard**, Director General, Champagne Ayala & Co, France
- **Jolana Novotna**, Europe Export Director, Maison Joseph Drouhin, France
- **Jiajia Pan**, Munchen Education Founder & CEO, China (Guangzhou)
- **Liz Thach**, Master of Wine, Professor of Marketing, Wine Business Institute Sonoma State University, USA
- **Tim Triptree**, Master of Wine, International Director, Wine at Christie's, United Kingdom

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The Wine & Spirits Business Lab is the only research laboratory dedicated to behavioural studies into the wines and spirits sector. The set-up employs experimental economics techniques in order to explore the emotions, cognitive processes and decision-making factors that influence consumers, producers and experts in their actions and opinions. The Lab team works in close collaboration with partners from the wine-production industry, students and universities from all over the world, an open set-up that enables them to produce academic research that is both intellectually stimulating and of genuine use to society."

Prof. Nikos GEORGANTZIS

KEY SPONSORS

School of Wine & Spirits Business ecosystem stakeholders

The School of Wine & Spirits Business benefits from partnerships with key representatives of the Burgundy wine and spirits industry. These leading figures in the local wine-growing scene demonstrate a strong commitment to the School's various activities and ethos. Students who come from all over the world to study at the School of Wine & Spirits Business therefore have the chance to immerse themselves completely in the world of wine as soon as they arrive.

- **Albéric Bichot**, CEO, Maison Albert Bichot
- **Thierry Brouin**, formerly Director of Winemaking, Clos des Lambrays, LVMH
- **Judith Cartron**, CEO, Joseph Cartron
- **Jean-François Curie**, CEO, Maison Boisset - La Famille des Grands Vins
- **Frédéric & Véronique Drouhin**, CEO and Oenologist, Maison Joseph Drouhin
- **Erwan Faiveley**, CEO, Maison Faiveley
- **Nathalie Fèvre**, President of the Association for the Women and Wines of Burgundy
- **Pierre-Henry Gagey**, ex. former Chairman, Maison Louis Jadot
- **Ludivine Griveau**, Manager, Domaine des Hospices de Beaune
- **Rose-Marie Ponsot**, President, Domaine Ponsot
- **Cécile Tremblay**, CEO, Domaine Tremblay

As well as **Guillaume Deglise, Nadine Gublin & Sylvain Pitiot** among other key figures.

THE MBA WINE & SPIRITS BUSINESS

ACCREDITED PROGRAMME



JACQUES THÉBAULT
Director
MBA Wine & Spirits Business

Jacques Thébault acquired extensive experience within the Sopexa Group (communications and marketing consulting agency, notably specialised in wines and spirits). His solid managerial background in the USA, Southern Europe, Switzerland and France, led him to become the Shanghai-based director of seven agencies in Asia. His unique experience has given him an in-depth understanding of international markets: consumer behaviour, distribution channels, B2B and B2C marketing strategy and communications, and Business Unit management. In addition to programme management, his role includes enhancing ties with international professional guest speakers, and teaching courses in international marketing and leadership.

An in-depth knowledge of the specific business skills (strategy, management, marketing & commercial) required for the global wine and spirits market

SECTORIAL APPROACH

- Modules in wine and spirits fundamentals (viticulture, oenology etc.) in partnership with Burgundy University's Jules Guyot Institute.
- A world-famous certification in the wine and spirits education: WSET 2 and/or 3 Wine training, WSET 2 Spirits training with a Master of Wine*
- Field trips in Burgundy (vicultural classes in Aloxe-Corton vineyards, Clos des Lambrays) and Champagne (visits organized to leading Champagne Houses), Alsace or Beaujolais or Rhône
- New York Learning Expedition
- Greece Learning Expedition

* Additional registration fee may apply.

MANAGEMENT SKILLS

- Modules in Management applied to the industry, with a special focus on wine and spirits marketing
- A Wine and Law seminar in Champagne
- A Head of programme with 25 years of hands-on and managerial work experience in the wine and spirits sector over 3 continents
- Objective-driven learning through case studies and group workshops on specialized topics (leadership workshops, entrepreneurship, negotiation)



INSIGHTS INTO THE CORPORATE WORLD

- Trips to two emblematic wine and spirits markets:
 - On site: the 'New York Distribution, Marketing & Communications Trip'
 - On line: the 'London Wine Exporting, Distribution & Virtual Trip'
- Professional talks by top managers of the wine and spirits industry
- Professional trade fair: ProWein in Germany
- Trip to Greece as part of the International Wine Consulting Project in partnership with the Greek Wine and Spirits Federations

INTERNATIONAL DIMENSION

- About 10 nationalities creating cultural and professional diversity among students
- International faculty and experts from all around the world
- Diversity in the classroom and in experience
- Partnership with Geisenheim University

PATRICIA MAFFETANO

SENIOR TECHNOLOGY SPECIALIST

Diageo (São Paulo, Brazil)
BSB'20



Being able to live in Dijon, the heart of one of the most prestigious wine regions in the world, and experience incredible days with my classmates in the classroom or traveling by numerous wine regions in France, was one of the most unforgettable moments of my career and of my life. And time flew!

Almost 10 months of indescribable opportunities, walking through Vougeot vines, cycling through the vineyards of Châteauneuf-du-Pape, plus plenty of connection and learning in the several lectures with the most renowned professionals in the area. Thanks to the Burgundy School of Business - BSB, to the most passionate and amazing professors, and to the many friends I made on this spectacular journey! Looking forward to the scenes of the next chapters."



MBA WINE & SPIRITS

BUSINESS'S COURSES

MORE THAN 630 HOURS OF FACE TO FACE CLASSES (*)

SEMESTER 1

3-week free intensive French Classes (pre-programme and optional)

Product knowledge

- Viticulture & Oenology
- Sensorial analysis with an intercultural approach
- Wines of the World
- WSET Wine 2 and/or 3 training

Strategic Management

- Real-life case studies, methods to analyse and improve a business and skills to become a specialised manager
- Wine and spirits marketing: planning, analysis tools, brand positioning, communication plans management, consumer profiles and behaviour, brand attributes, product and service positioning, PR and reputation management
- Company strategy, industry challenges
- Evaluation of wine and spirits markets, business review
- Wine business finance principles
- Corporate Social Responsibility in the wine and spirits industry

Law

- Champagne wine and law seminar
- International and contemporary legal issues in the wine business

Career and Leadership

- Leadership and Career development Journey, part I
- Entrepreneurship, part I

Conferences and Field Trips

- Lectures and meetings with senior-level professionals
- France - Visits to Burgundy, Alsace, Beaujolais or Rhône



SEMESTER 2

International Markets and Distribution

- Logistics
- Wine exporting and retailing: country focus on USA, Canada, China, Scandinavia and France
- Real case studies (for instance):
 - Compagnie des Indes
 - Wines of Chile
 - Bischöfliche Weingüter Trier
- Wine buying process and negotiation training

Strategic Management

- Strategy and business plan implementation
- Evaluating wine markets, advanced module
- Wine business finance: advanced principles
- Societal issues: wine, spirits and society
- Research for the professional thesis or business plan

Career and Leadership

- Leadership and Career development Journey, part II
- Entrepreneurship, part II
- Managing people and organisations

Innovation

- Product and marketing innovation in the industry.
- Strategic planning, crisis management, and adapting to disruption in the wine business

Product Knowledge

- Spirits & Liqueurs of the World (WSET 2 Spirits training)

Conferences and Field Trips

- Germany - Seminar in partnership with Geisenheim University
- Meeting inspiring professionals
- Düsseldorf (Germany): Prowein Trade Fair
- Clos des Lambrays, Domaine Ponsot
- Innovation and Digitalisation in the wine and spirits industry
- Spirits dedicated field trip: Couvreur, l'Héritier Guyot for Crème de Cassis
- London (United Kingdom) **virtual** field trip: Wine Exporting, Distribution, Retail Strategies
- New York (USA) learning expedition for one week: Distribution, Marketing & Communications*
- International Wine Consulting Project, Greece

* subjected to change based on visa availability

SEMESTER 3

Mandatory professional thesis (or Business Plan)

Optional internship

(*) Subject to modifications

CAREER OPPORTUNITIES

MBA WINE & SPIRITS BUSINESS

The MBA Wine & Spirits Business will deliver dramatic new career opportunities for those seeking middle to upper managerial positions in the wine and spirits sector.

- General Management (Managing Director, Entrepreneur, Founder, Business Unit Director, Area Manager etc.)
- Export (Export Director or Manager)
- Marketing (Marketing Director, Brand Manager, Hospitality Manager etc.)
- Sales (International Account Supervisor, National Sales Managers, Area Sales Manager, Key Account Manager, Brand Ambassador, Wine Educator etc.)
- Communications (Public Relations Manager, Event Manager etc.)
- Digital Marketing Director
- Purchasing (Buyer)
- Finance (Finance Manager)

DAVID GOSIN

FOUNDER AT AUTHENTIC PRODUCTION

Canadian student
BSB'17



Before I started my time at the School of Wines & Spirits Business, I was missing a strong network of industry professionals and I didn't feel like I had a network in the industry I wished to work in.

Today, I have that network. I am a part of that network, and have a better idea about the industry that I want to work in! When my CBC Web Series aired, I was honoured by the support that the school showed me. It was shared and supported by both faculty and classmates alike. I will always remember this. To know your school supports your achievements is a wonderful feeling."



Nick Groszek - BSB'14
Operations Manager, **Moreno Wines** (Wendover, UK)

Maxime Magnus - BSB'13
Revenue Growth and Commercial Planning Manager, **Moët Hennessy** (London, UK)

Miranda McCage - BSB'18
Marketing Director, **Vinmonopolet** (Copenhagen, Denmark)

Michele Weiss - BSB'14
Senior Buyer, **Zachys Fine Wine** (Copenhagen, Denmark)

Michaela Daffner - BSB'18
Wine & Spirits Buyer, **Hawesko** (Hamburg, Germany)

Kathryn Smith - BSB'20
Director of Sales, **Dr Wine Selection** (Dijon, France)

Stephen Clapp - BSB'20
Advisor Europe, **Le Club FICOFI** (Dijon, France)

Leon Femfert - BSB'12
Managing Director **Nittardi Vineyard** (Castellina in Chianti, Italy)

Nicole Mascioli - BSB'22
Marketing Manager Bava, **Azienda Vitivinicola** (Bolgheri, Toscana)

Olga Verchenko - BSB'12
Export Area Manager, **Pere Ventura Family Wine Estates** (Barcelona, Spain)

Gina HU - BSB'23
Head Sommelier, **Quanjudé** (Bordeaux, France)

L'Ré Burger - BSB'13
Winemaker, **Stellenzicht Wine** (Stellenbosch, South Africa)

Jing Jing - BSB'17
Assistant Brand Manager Marketing, **Brown-Forman** (Shanghai, China)

Haotian Zhou - BSB'14
Brand Ambassador China Pol Roger/Hugel/Perrin, **Summergeate** (Shanghai, China)

Xingyu Shi - BSB'13
Trade Marketing Manager, **Jebsen & Jessen Group** (Shanghai, China)

Harnil Mathur - BSB'23
Head Sommelier, **The Magistracy** (Hong-Kong, China)

Pierre Segault - BSB'17
Senior Relationship Manager, **Crop & Vine** (Hong-Kong, China)

Prateek Arora - BSB'11
Founder, **iWine & Qla** (New Delhi, India)

Anand Virmani - BSB'14
Founder, **NAO Spirits & Beverages** (New Delhi, India)

Aymeric Dehont - BSB'13
Area Sales Manager South East Asia, Hong Kong, Taiwan, Macao, **Castel** (Vietnam)

Mingmeng Zhang - BSB'14
Marketing Manager, **Australian Premium Wine Group** (Adelaide Hills, Australia)

Sahapoom Anuchatibud - BSB'11
International Business Development Manager, **Singha Beer** (Bangkok, Thailand)

Bérénice Axisa - BSB'10
Sales Manager, **Dandelion Vineyards, Heirloom Vineyards and Sister's Run** (Mclaren Vale, Australia)

TOP 6 REASONS

FOR STUDYING AT THE
SCHOOL OF WINE & SPIRITS BUSINESS

#1 EXCLUSIVE LOCATION

- **France** is the point of reference for all wine and spirits experts, combining a strong sense of tradition with the dynamism of a new generation of professionals.
- Famous around the globe for our wines of exceptional character and quality originating from 29,000 hectares of vineyards which are over 2,000 years old, **Burgundy** is the premier place to study wine and spirits management
- Very close to **Champagne, Jura, the Rhône Valley, Switzerland** and **Germany**, Burgundy and Dijon are perfectly situated to explore the wine and spirits markets.
- The **School of Wine & Spirits Business** is a one-of-a-kind institution, entirely dedicated to the world of wines and spirits, and equipped with unrivalled facilities designed to familiarise our students with the industry's highest standards and requirements.

#2 CUTTING-EDGE EDUCATION



BSB is ranked among the top 1% of business schools in the world with triple accreditation by AACSB, EQUIS and AMBA.

- All programmes are regularly adapted to provide **cross-sector skills** to expose you to all aspects of the industry, from production to business management or entrepreneurship.
- You'll be able to network and gain insights into the global wine and spirits industry via professional extracurricular events led by market leaders and co-designed with partner companies such as **Maison Albert Bichot, Maison Joseph Drouhin, Maison Latour, Wines of Chile, La Compagnie des Indes** and **Kronenbourg**.
- **Field trips are included** in France and abroad: iconic French vineyards, emblematic wine and spirits markets in France or abroad, and key trade fairs for each programme.
- **WSET wine and WSET spirits** professional certificates are incorporated into all programmes, providing a significant career boost for our graduates.
- **Worldwide recognition:** BSB is ranked **52nd in the world*** (up 10 place) and **46th in Europe**, standing out as the 7th French business school in terms of career progression (2024 FT MIM ranking).



#3 OUTSTANDING FACULTY

Get inspired by our highly selected pool of professors and expert speakers with in-depth knowledge of the specific business skills of the global wine and spirits market.

- **Outstanding profiles:** A Master of Wine, 70 professional lecturers working in leading companies such as Brown-Forman, Christie's or Maison Drouhin, and 15 specialised teachers-researchers with more than 90 years of combined experience in the wine industry.
- Teachers and lecturers with a breadth of expertise covering **all facets of the industry:** business, finance, law, entrepreneurship, marketing, consumer behaviour, and tourism.
- **Top researchers** whose work is used to enrich the content of the programmes, including contributions to the professional community through features in The World Financial Review, Wine and Viticulture Journal or Winebusiness.com.

#4 INTERNATIONAL PERSPECTIVES

BSB offers the best training ground to launch an international career in the wine and spirits business.

- Discover the distinctions between **various wines and spirits from around the world** and build knowledge in associated markets through expert speakers, in-depth courses and tastings.
- Receive an overview of the **global business environment**, with a focus on the major wine and spirits markets around the world.
- Learn from **the most international faculty** among wine and spirits management schools, with teachers and experts from 12 different countries.
- Engage with a **multicultural student body**, with an average of 50% international students of more than 30 different nationalities over the past 5 years.

#5 CAREER EMPOWERMENT

Boost your employability with BSB's resources, tools, and connections.

- Take advantage of our **2,000-strong global School of Wine Alumni network** plus the support of the 19,000-strong global BSB alumni community.
- Benefit from opportunities to be introduced to the elite network of the greatest Burgundian domains such as **Domaine des Hospices de Beaune, Domaine Ponsot** or **Clos des Lambrays**.
- Connect with powerful executives from leading companies in the sector such as **Bouchard Père & Fils, Badet Clement** or **Berry Bros. & Rudd**.
- A wide range of companies regularly recruit our students, including **Pernod Ricard, Moët Hennessy, Baron Philippe de Rothschild, ASC Fine Wine, Omniaz** or **Backsberg Vineyards & Cellars**.
- Our **career and coaching centre** is designed to support you in shaping your career path and in looking for internships and jobs.

#6 UNIQUE STUDY ENVIRONMENT AND SUPPORT NETWORK



We provide an ideal framework for you to get the most out of your school experience.

- Courses are delivered in face-to-face, small group set-ups (15 to 30 students on average), facilitating the learning process and dialogue between students.
- Classmates come from a great diversity of profiles, with or without a background in the wine and spirits industry, to ensure the richest possible insight for students. Our recent graduating class included the captain of an international rugby team, an international lawyer, and a marketing director of a leading global IT company.
- As part of BSB which holds the **Bienvenue en France** label, you'll receive personalised guidance, including assistance with the admissions procedure, visa applications, and finding accommodation in France as well as an in-depth welcome programme with free language classes and team building activities all year round.

HOW TO APPLY

5 STEPS TO JOIN THE SCHOOL OF WINE & SPIRITS BUSINESS

#1 FILL IN YOUR ONLINE APPLICATION

Go to our website or scan the QR Code.
Select the programme you're interested in and
click on **Apply Now**



#2 PAY THE APPLICATION FEE

After attaching all the documents, you will be asked to review and validate your application and pay the €100 non-refundable application fee. This fee must be paid online by credit card when you submit your application. Please note that your application will not be complete until we receive payment of the application fee.

#3 GET READY FOR YOUR INTERVIEW

The next step in the application process is to meet with the programme director for an oral motivation interview. This interview can take place at the School of Wine & Spirits Business or online. You will be given the opportunity to present yourself, your background and your motivation during approximately 1 hour.

#4 CONFIRM YOUR ACCEPTANCE

If your application is successful, you will receive the notification of acceptance and the pre-acceptance letter. At this stage, you need to pay the deposit within 20 days. This is necessary to secure your place.

#5 MAKE TWO VERY IMPORTANT APPOINTMENTS

- Contact Campus France to validate your application
- Apply for your visa with the embassy in your (nearest) country of residence



INFORMATION

ADMISSION

100% English track
Dijon Campus
3 academic semesters

Admissions deadline:
July 10, 2025

Requirements:

- Bachelor's degree
- IELTS 6.5, TOEIC 800, TOEFL IBT 90 or Duolingo 125
- At least three years of professional experience in any field
- Proven passion for wine and/or spirits

Admission process:

- On-line application form
- Oral motivation interview in English with the Head of the programme (face-to-face or Online)

Tuition fees 2025-2026*
€34,000

*Field trip travel and lodging costs included

BSB FOUNDATION



BSB and its Foundation offer a scholarship programme to support students at the School of Wine and Spirits Business, thanks to its dedicated Patrons' Club. The Patrons' Club brings together key players in the world of wines and spirits (major French and international donors with a passion for wines and spirits, commercial companies, prestigious French estates, etc.). They support the School of Wine and Spirits Business and contribute to the development of the sector.


DOMAINE DUJAC

HAUTES CÔTES

Abritée par

Fondation des
Négociants en
Vins et Spiritueux
d'île de France



Dr. Wine
SELECTION



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