

DIVE IN

IN BURGUNDY
INSIDE WINE
& SPIRITS

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

1 UNRIVALLED SCHOOL

A dedicated School with special facilities:
The Wine & Spirits Business Lab, The Tasting Room,
The Cellar, The Spirits World, The Business Lounge,
Researchers

2 HOLISTIC KNOWLEDGE

Product-Business-Sector skills, WSET 2 or
3 training and examination in Wine, and
WSET 2 training and examination in Spirits,
Management and Entrepreneurship skills,
Field trips

3 ACADEMIC EXCELLENCE

Triple accredited by AACSB, AMBA and EQUIS,
BSB is ranked among the top 1% of business schools
in the world



4 OUTSTANDING FACULTY

- 1 Master of Wine
- 70 professional lecturers working in leading companies
- 15 specialised teachers-researchers covering all facets of the industry

5 A WINE & SPIRITS NETWORK LIKE NO OTHER

- A 2,000-strong alumni network
- Track-specific expert partners
- Regular contact with industry leaders based in France and abroad

6 EXCLUSIVE LOCATION

Famous around the globe for its UNESCO World
Heritage vineyards, Burgundy is the premier place
to study wine and spirits management

BURGUNDY
SCHOOL
OF WINE & SPIRITS
BUSINESS

MBA

WINE & SPIRITS

BUSINESS

Are you already in a strategic position, a manager, an entrepreneur or in the process of a career change?

The MBA Wine & Spirits Business was designed to expose 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.

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. The MBA Wine & Spirits Business provides the skills needed to understand all the disciplines involved in a business and to support its transformation. This course is designed to help you acquire the logic, concepts and perspective of a manager. **It is ideal for high potential students 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.**

WHAT YOU

WILL LEARN

The teaching programme is organised to include these dimensions:

SEMESTER 1

- **Product Knowledge:** viticulture and oenology, Wine & Spirits of the world
- **Strategic Management:** Wine & Spirit Marketing, Company strategy, Wine & Society, Evaluating wine markets, Wine business Research...
- **Law**
- **Field trips:** Visits to French vineyards

SEMESTER 2

- **International Markets and Distribution:** negotiation, logistics and more
- **Strategic Management:** Strategy and business plan implementation, Wine business finance: advanced principles, etc.
- **Innovation:** Product and marketing innovation, Strategic planning
- **Field trips:** Visits to French vineyards, emblematic wine & spirits markets and Prowein fair in Düsseldorf (Germany).

SEMESTER 3

- **Professional thesis or Business Plan (compulsory)**
- **Internship** (optional)

PROGRAMME

HIGHLIGHTS

- 6 weeks of field trips included, during which students will have the opportunity to visit the most renowned French vineyards: Burgundy, Champagne, Alsace (or Beaujolais or Rhône or Jura/Savoie)
- Students will also discover emblematic wine & spirits markets with a 1-week learning expedition in New York, an international wine consulting project in Greece, a virtual field trip in London and a week in Germany (Prowein).
- Conferences: meetings with inspiring professionals all year
- WSET in Wine (2 or 3) training with a Master of Wine and WSET 2 Spirits training



AT A GLANCE

Start Date
September 2025

Duration/mode
3 academic semesters (including 2 full time semesters)

Credits
90 ECTS

2025 fees
€34,000

Eligibility

- French Master's or International bachelor's Degree and more than 3 years work experience in any field
- Proven passion for wine and/or spirits
- IELTS: 6.5 / TOEIC: 800 / TOEFL IBT: 90
- 625 face to face hours

Campus
Dijon

CONTACT

US

In need of advice for your career path? Book a free call with our team and discuss your needs and plans.

