

DIVE IN

IN BURGUNDY
INSIDE WINE
& SPIRITS

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



EDOUARD MOGNETTI
Director School of
Wine & Spirits Business



EDITO

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For over a decade, the global wine and spirits market has experienced robust growth and is now undergoing significant transformation. The digital revolution, new consumption patterns, and an unpredictable geopolitical climate (including Brexit, Trump tariffs, COVID-19, and ongoing conflicts) have compelled the industry to adapt and innovate. To navigate these changes, the industry is focusing on strategies such as climate change adaptation, promoting agroecological transitions, segmenting product offerings, better understanding consumer expectations, and expanding into export markets. The environment is more complex and competitive than ever, yet it remains an exciting arena for those eager to excel.

As a world leader and pioneer in higher education for wine and spirits management, the School of Wine and Spirits Business has equipped itself to maintain its esteemed position. This unique institution, fully dedicated to the wine and spirits sector, boasts a powerful network of alumni and professional partners, alongside a highly qualified faculty. Our exceptional facilities, including a tasting room, wine and spirits cellars, a specialized research laboratory, and an elegant cocktail bar, immerse our students in their future professional environment. This comprehensive immersion underpins our ambitious goal: to prepare our students for the dynamic challenges of the global wine and spirits market by equipping them with the necessary skills to thrive in this ever-evolving industry. We transform their passion into a career!

Joining the School of Wine and Spirits Business is more than an academic and professional journey—it is a unique adventure filled with stimulating and enriching encounters that will undoubtedly change your life.”

Edouard Mognetti



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 our "terroirs", France is both the cradle of the world's greatest wines 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

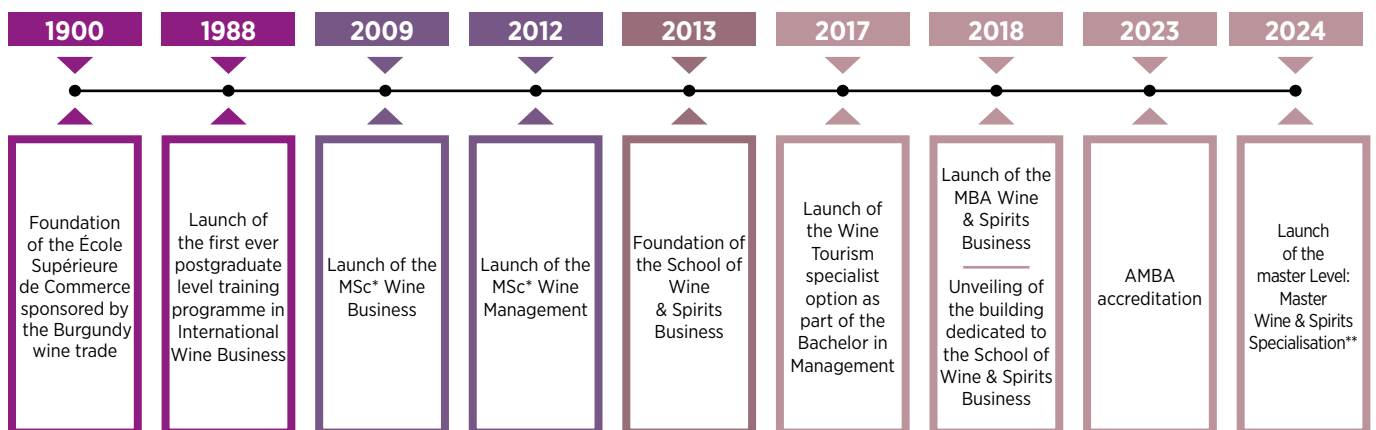
UNRIVALLED FACILITIES

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

“

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 Berkmann 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
- **Jijia 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



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**, 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.

OUR GLOBAL NETWORK

OF COMMITTED ALUMNI AND PARTNERS

One of the many strengths of the School of Wine & Spirits Business is its ability to tap into its wide-ranging, powerful network of alumni and partners.

In addition to its current community of over 2,000 alumni working in the wine and spirits sector, the School of Wine & Spirits Business can also draw upon an international professional network of over 19,000 BSB alumni.



Gabrielle Gaeto
MBA Wine & Spirits Business, BSB'22
Assistant Vice President, Senior Operations Manager
Wine and Spirits, **Sotheby's** (New York, USA)

Shayna Jacobs
MSc Wine Management, BSB'19
Sommelier/Educator
The Owl Wine Bar & Home Goods Store (McDade, Texas, USA)

Luc Morlet
MS CIVS, BSB'97
Chairman
Morlet Family Vineyards (St Helena, California, USA)

Bruno Ferrari
MBA Wine & Spirits Business - BSB'20
Founder - Blended
Reserve Brand Ambassador - Diageo
(Lima, Peru)

Gabriel Edouards
MS CIVS - BSB'13
International sales manager
Vina Maquis/Ralces de Almahua (Nancagua, Chile)

TOP RECRUITING COMPANIES



Maxime Magnus
MBA Wine & Spirits Business, BSB'13
Revenue Growth and Commercial Planning Manager, Moët Hennessy
(London, UK)

Nick Groszek
MBA Wine & Spirits Business, BSB'14
Operations Manager
Moreno Wines (Wendover, UK)

Shivani Tomar
MSc Wine Management, BSB'16
Awards Executive
Decanter (London, UK)

Michel Weiss
MBA Wine & Spirits Business, BSB'14
Senior Buyer
Zachys Fine Wine (Copenhagen, Denmark)

Stephen Clapp
MBA Wine & Spirits Business, BSB'20
Advisor Europe Private Accounts USA
Le Club FICOFI (Paris, France)

Albane Lussat
MS CIVS, BSB'19
Trade Marketing Manager
Champagne Lanson (Paris, France)

Kathryn Smith
MBA Wine & Spirits Business, BSB'20
Director of Sales
Dr Wine Selection (Dijon, France)

Daria Semenova
MSc Wine Management, BSB'14
Sommelier Founder
Sam Myself (Saint Petersburg, Russia)

Michaela Daffner
MBA Wine & Spirits Business, BSB'18
Wine & Spirits Buyer
Hawesko (Hamburg, Germany)

Jing Jing
MBA Wine & Spirits Business, BSB'17
Assistant Brand Manager Marketing
Brown-Forman (Shanghai, China)

Ziqian Tang
MSc Wine Management, BSB'14
Brand Ambassador
Beam Suntory (Shanghai, China)

Marc Plantagenêt
MS CIVS, BSB'00
Chief Operating Officer Burgundy and Oceania
Tonnellerie Seguin Moreau (Beaune, France)
Tonnellerie Plantagenêt (Meursault, France)

Quentin Possidoni
MSc Wine Management, BSB'17
Area Sales Manager
M. Chapoutier (Dubai, UAE)

Diyi Zhou
MS CIVS, BSB'12
Brand Manager
Grandle International Wine & Spirits
(Xiamen, China)

Nicolas Rochon
MS CIVS, BSB'07
Export Area Director
Baron Philippe de Rothschild
(Pauillac, France)

Nicole Mascioli
MBA Wine & Spirits Business, BSB'22
Marketing Manager Bava
Azienda Vitivinicola (Bolgheri, Toscana)

Olga Verchenko
MBA Wine & Spirits Business, BSB'12
Export Area Manager
Pere Ventura Family Wine Estates
(Barcelona, Spain)

Henrielle Simaga
MS CIVS, BSB'20
Country Commercial Manager
Pernod Ricard (Gabon)

Maria del Mar Torres
MS CIVS, BSB'04
General Manager
Institut del Cava (Barcelona, Spain)

Sahapoom Anuchatibud
MBA Wine & Spirits Business, BSB'11
International Business Development Manager
Singha Beer (Bangkok, Thailand)

Arthur Morbois
MSc Wine Management, BSB'13
General Manager
La Maison du Whisky (Singapore, Malaysia)

Prateek Aora
BSB'11
Cofounder
iWine & Qla (New Dehli, India)

Bérénice Axisa
MBA Wine & Spirits Business, BSB'10
Sales Manager
Dandelion Vineyard, Heirloom Vineyards and Sister's Run (McLaren Vale, Australia)



5 PROGRAMMES

TO MEET VERY DIFFERENT ASPIRATIONS

1 MBA WINE & SPIRITS BUSINESS

An intense programme to master the strategic aspects of the global wine and spirits market.

- Aimed at Bachelor's degree graduates with a minimum of 3 years of professional experience
- Providing both sectorial knowledge and advanced management skills,
- Leading to mid- to upper level managerial positions such as Managing Director, Export Director, Portfolio Director, Marketing Manager, Wine Educator, Entrepreneurs, BU Managers, etc.

2 MASTÈRE SPÉCIALISÉ (MS) COMMERCE INTERNATIONAL DES VINS ET SPIRITUEUX

The world pioneer programme in wine and spirits management specialised in marketing and sales in France and internationally in this sector.

- Aimed at Master's graduates or Bachelor's degree graduates with a minimum of 3 years of professional experience,
- Providing triple competence in management, product knowledge and sales,
- Leading to entry- to mid-level managerial positions such as Sales Manager, Export Area Manager, Brand Ambassador, etc.

3 MASTER OF SCIENCE (MSc) WINE MANAGEMENT

A transversal programme offering high level knowledge in all operational functions to launch an international career.

- Aimed at young bachelor's degree or other graduates and candidates with early working experience and no specific knowledge in the Wine & Spirits Industry,
- Providing Management and Business skills, together with deep global product knowledge in the Wine, Beer and Spirits Industry,
- Leading to positions such as Brand Ambassador, Import-Export Manager, PR Manager, Wine Shop Manager, Marketing Manager, etc.



4 SPECIALISATION BACHELOR WINE TOURISM

A fresh approach to the wine and spirits business, focusing on wine tourism.

- Aimed at BSB's students of the Bachelor in Management,
- Providing the fundamentals of wine tourism,
- Leading to positions such as head of wine tourism within a wine merchant, a wine estate or public institution.

5 SPECIALISATION MASTER IN MANAGEMENT WINE & SPIRITS BUSINESS APPRENTICESHIP

A comprehensive 2-years programme offering a broad approach to the wine & spirits business, while providing multi-disciplinary skills. Enables you to acquire knowledge that combines theory and practice, from production to marketing of wines and spirits

- Aimed at BSB's students of the Master in Management
- Leading to positions such as sales manager, business developer, category manager, buyer, etc.

MBA WINE & SPIRITS BUSINESS



Gain in-depth knowledge of the specific business skills needed for the sector, with a focus on strategy and the global market.

#1 internationally focused
full-time MBA taught in
France (*Le MOCI 2021*)

LE MOCI

HIGH LEVEL KNOWLEDGE & NETWORKING

6 WEEKS OF FIELD TRIPS

- Renowned French vineyards: Burgundy, Champagne, Alsace (or Beaujolais or Rhône)
- Emblematic wine & spirits markets: US, London (virtual), Greece
- Professional Trade Fair: ProWein (Germany)

UNIQUE GROUP DYNAMIC

8 to 15 nationalities; wide range of backgrounds

ABOUT 80 SPEAKERS FROM ALL SIDES OF THE INDUSTRY

MULTIPLE REAL CASE STUDIES WITH PRESENTATIONS TO COMPANIES

WSET TRAINING WITH A MASTER OF WINE

The programme is especially suited to seasoned, managerial-level professionals or entrepreneurs, and is organised into course blocks:

- **Product Knowledge**
Viticulture & oenology, Wine & spirits of the world, and more.
- **Strategic Management**
Wine & Spirits Marketing, Company strategy, Wine & Society, Evaluating wine markets, CSR, Wine Business Research, International Wine Export Project, and more.
- **International Markets & Distribution**
Negotiation, Logistics, and more.
- **Innovation**
Product and marketing innovation, Strategic planning, and more.
- **Career & Leadership**
- **Support Services**
Finance, Law, Human resources, and more.
- **Optional intensive French Module included**
- **Professional thesis or business plan**



AT A GLANCE

Timeline

More than 630 hours over a school year plus a professional thesis and optional internship.

ECTS	Language	Location	2025 Fees
90	100% English	Dijon	€34,000

Eligibility

- French Master's or International Bachelor's Degree
- More than 3 years work experience in any field
- Proven passion for wine and/or spirits
- IELTS 6.5, TOEIC 800 or TOEFL IBT 90

Career opportunities

Mid- to upper level managerial positions with an international scope in General management, Business Development, Export, Marketing, Sales, Communication, Purchasing, Trading, Tourism, Finance and Entrepreneurship.

PATRICIA MAFFETANO

COURSES AND PLANNING COORDINATOR

Eno Cultura - São Paulo
BSB'20



My year in the MSc Wine Management has been an extremely enriching one.

I enjoyed discovering new ways of experiencing wine tastings through multiple captivating thematic sessions. The course is also about understanding the nuances of this industry according to each profession in the wine and spirits business (trade, logistics, marketing, finance, communications, production chain...).

But above all, it is about travelling through history and culture, with the support of numerous professional and passionate speakers."

MASTÈRE SPÉCIALISÉ

COMMERCE INTERNATIONAL DES VINS ET SPIRITUEUX

Launched in 1988, the School of Wine & Spirits Business' longest-running programme is the first ever postgraduate programme in wine and spirits management.

**#1 Master in Wine & Gastronomy management
in France and #5 in the world
(Eduniversal 2024)**



MARKETING AND SALES-ORIENTED PROGRAMME

OPERATIONAL MANAGEMENT TRAINING

MORE THAN 45 ACTIVE PROFESSIONAL SPEAKERS

5 FIELD TRIPS

Bourgogne, Bordeaux-Cognac, Alsace-Champagne, South of France, Spain or Italy

WSSET WINE AND SPIRITS TRAINING WITH A MASTER OF WINE

The programme develops a triple skill set in students:

- **Technical expertise**

Ability to explain the specificities of vinification and products, to comment on a wine or spirit during tastings, to ensure the presentation of an estate or a trade, a terroir or an appellation:
Viticulture, Oenology, Spirits, Tasting.

- **Sectorial expertise**

Knowledge of the main actors within the international wine and spirits markets and the characteristics of the main markets:
Wines and Spirits of the world, French producing regions, Industry strategy.

- **Management expertise**

The fundamentals of management applied to the wine and spirits sector in the areas of marketing and international trade:
International marketing, Distribution and operational marketing, Export strategy, Digital, Wine tourism, Entrepreneurship, and more.

AT A GLANCE

Timeline full-time

400 hours over a school year, plus mandatory internship plus a professional thesis or business plan.

ECTS	Language	Location	2025 Fees
75	80% French 20% English	Dijon	€15,500

Timeline part-time

380 hours of teaching over 24 months, a professional thesis or business plan required.

ECTS	Language	Location	2025 Fees
75	80% French 20% English	Dijon & Paris	€13,000

Up to 3 intakes possible each year, in January, June and October.

Eligibility

- Master's degree
or non-French Bachelor's degree plus 3 years work experience
- Proven passion for wine and/or spirits
- TCF/TEF C1 for non French-native student

Career opportunities

Entry-to mid-level managerial positions such as Head of Marketing, Sales Manager, Area Manager, Brand Ambassador, Wine & Spirits Consultant, Setting up or taking over a business (winery, start-up, etc.), etc.

THOMAS TITEUX

SALES MANAGER

Pardela Spirits & Whisky Moon Harbour
BSB'19



The MS CIVS will bring you at the heart of the wine & spirits universe. It focuses on product knowledge, with 6 weeks of study trips: a real immersion in the daily life of winemakers, oenologists, distillery managers, etc. Coming from a legal background, I acquired a solid knowledge of the products, their production processes and the entire related business.

By the time we graduate from the programme, we are truly operational. As a sales manager in the spirits industry, I actually use the sales and negotiation techniques I learnt in class on a daily basis, but not only that. The focus on entrepreneurship within the programme is an undeniable asset, whether you want to start your own business or not."

MASTER OF SCIENCE (MSc)

WINE MANAGEMENT

A generalist programme designed to provide students with the necessary training for operational divisions within companies in the wine and spirits sector.



for the international market
(La Revue du Vin
de France 2019)



TAILORED TO STUDENTS WITH LITTLE OR NO EXPERIENCE

INTRODUCTION TO WINES, BEERS AND SPIRITS OF THE WORLD

3 FIELD TRIPS

Burgundy, Loire Valley and Occitany

2 TRADE FAIR VISITS INCLUDED

- ProWein Fair (Düsseldorf, Germany)
- Wine Paris (Paris, France)

WSET WINE AND SPIRITS TRAINING WITH A MASTER OF WINE

The programme offers a multifunctional view of the way in which companies in the wine and business sector operate and is complemented by face to face meetings with professionals, trade-specific conferences and field trips.

• Product Knowledge

Fundamentals of Wine (Viticulture, Oenology, Sensorial Analysis), Grapes & Wines of the World, Spirits & Liqueurs of the World

• Wine & Spirits Management

Economic Environment, Finance, Sales & Distribution, Marketing, Wine Tourism, Wine & Culture, Logistics, Legal Rules

• Business Development

Global Strategy, Innovation Management, Business Ethics, Corporate Social Responsibility, Business Game; Research Methodology

AT A GLANCE

Timeline

More than 400 hours over a school year plus a professional thesis and optional internship.

ECTS	Language	Location	2025 Fees
90	100% English	Dijon	€18,000

Eligibility

- International Bachelor or 240 ECTS or French Master 1
- IELTS 6.0, TOEIC 785 or TOEFL IBT 80

Career opportunities

Brand Manager, Head of Import-export, Head of Sales Unit, Cellar Manager, Product Marketing, etc.

DEBORAH LAFONT

SALES DEVELOPMENT MANAGER

The Editoralist
BSB'19



My year in the MSc Wine Management has been an extremely enriching one.

I enjoyed discovering new ways of experiencing wine tastings through multiple captivating thematic sessions. The course is also about understanding the nuances of this industry according to each profession in the wine and spirits business (trade, logistics, marketing, finance, communications, production chain...).

But above all, it is about travelling through history and culture, with the support of numerous professional and passionate speakers."



SPECIALISATION BACHELOR WINE TOURISM

*within the Bachelor in Management
3rd year*

Designed for students who wish to work in wine tourism and wine events, the programme develops the business and marketing skills to work in the wine and spirits trade, with a strong wine tourism focus.

The programme combines the fundamentals of tourism marketing and wine:

PRESENCE OF ACTIVE PROFESSIONAL SPEAKERS

2 FIELD TRIPS:

- Champagne & Burgundy

REAL CASE STUDIES

- 100% continuous exams
- Introduction to viticulture & oenology
- Sensorial analysis & wine tasting
- Tourism marketing
- Direct wine sales
- WSET 1 certification

A real advantage to continuing in MSc Wine Management or specialisation master in management "Wine & Spirits business".



Find out more about
our **Bachelor in Management**



AT A GLANCE

Timeline

120 hours over the 3rd year of the Bachelor in Management.

ECTS	Language	Location	2025 Fees*
60	100% English	Dijon	€11,000

Eligibility

- A 2 or 3 year non-French higher education degree or 120 ECTS in a business & management programme in the same university.
- IELTS 6.0, TOEIC 785 or TOEFL IBT 80

Career opportunities

Wine tourism manager, Wine tourism developer.

*Bachelor in Management fees for the 2025/2026 school year

FANNY-LOU HEINTZELMANN

Bachelor Marketing & Business Wine Tourism Specialisation



I chose the major in Wine Tourism at the end of the Bachelor programme. I had no specific skills in that sector, that is why I chose for my general knowledge, to follow the wine tourism major.

During this semester, I acquired many notions concerning the wine market via viticulture, tourism and marketing. I especially learned to introduce and promote wines during tastings in the School of Wine & Spirits Business. Obviously, 100% of the programme is taught in English, which is essential in the wine and spirits world."

SPECIALISATION MASTER IN MANAGEMENT

WINE & SPIRITS BUSINESS

APPRENTICESHIP

The Wines and Spirits specialisation enables students to gain an interdisciplinary view of the wine and spirits industry.

MASTER 1

- Wines of the World: the global wine industry, studies of grape varieties, wine growing regions, wine making techniques and market trends.
- Knowledge of the wine industry: production, distribution, global wine marketing and consumption

MASTER 2

- Wine & Spirits Strategic Marketing
- Digital Marketing for the Wine & Spirits Industry : Social media management, influencer marketing, e-commerce
- Spirits of the World
- Finance for wine businesses
- Strategy for the wine and spirits sector
- Viticulture and oenology: vine cultivation and winemaking, planting, harvesting, vinification and ageing techniques
- Export strategy in the wine industry
- Sustainable development and ethics in the wine and spirits industry
- Wine & Spirits Tourism

Programme taught 50% in French and 50% in English.
Dedicated to French students on apprenticeships

AT A GLANCE

Timeline

60 hours for 1st year Master and 210 hours for 2nd year Master.

ECTS	Language	Location	2025 Fees
60 / year	50% French 50% English	Lyon	€13,800*/year

Eligibility

This programme requires a minimum 3-year bachelor's degree and an apprenticeship contract with a company in France.

Career opportunities

Brand Manager, import-export sales manager, sales agent, communications manager, specialised press officer, wine tourism manager.

* Paid by the company



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. For the MBA and MSc Wine Management, the interview will be conducted in English. For the Mastère Spécialisé CIVS, the interview will be held in French and the level of English will be validated orally.

#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

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.



HAUTES CÔTES



Dr. Wine SELECTION



DOMAINE PONSOT



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



STORIES

ÉLODIE GOFFINET

SALES MANAGER (FRANCE & EXPORT)

Cave Vinicole "Les Fautières" d'Orschwiller-Kintzheim
Alsace, France

MSc Wine management
BSB'17



Les Fautières is the smallest cooperative in Alsace and represents roughly 60 w' families since 1957. As of today I manage sales of around 1.6 million bottles for a global turnover of more than 5M€ a year with clients across France and the world. Globally I lay out the business development plan in accordance with the strategy of our general management. From a pure business perspective I negotiate and streamline sales over the year according to priorities. My work also features a number of high profile events throughout the year. My role is thus to be an ambassador. I promote our values, our philosophy and the wines.

The MSc Wine Management has provided me with a strategic overview of the industry and product knowledge, all of which helped me secure employment at first, and will continue to prove an asset for ensuring the development of my career."

JACYLYN STOKES

PROPRIÉTAIRE

La Belle Nue Wine - California, USA

MBA Wine & spirits business
BSB'20



Many wine regions have established their identity around the people and place. Much like a wine region, BSB established my career and professional identity around people and place. For me, it was the community around the world.

Any MBA program can provide a curriculum, but BSB provided a life experience that is helping me to change and expand my family business. It has also prepared me to start two of my own businesses, one of which is my own wine label."

ALBANE LUSSAT

TRADE MARKETING MANAGER GLOBAL TRAVEL RETAIL & EXPORT

Champagne Lanson - France

MS Commerce international des vins et spiritueux
BSB'19



The CIVS gave me the confidence to enter a highly specialised field with a solid knowledge foundation. Thanks to the programme, I have acquired the ability to meet the challenges of the sector and to exchange with professionals while bringing in new ideas and having a critical opinion through a global vision of the market. I really appreciate the strength of the CIVS network: CIVS alumni are all over France and the world and there is a real sense of solidarity among us."





WILLEM COETZEE

REGIONAL SALES MANAGER USA

DGB - South Africa

MSc Wine Business
BSB'18



The program perfectly combines theory and practice. Networking is facilitated through the various trips we take throughout the program. On our trip to London, we benefited from the expertise of the UK's leading wine importers, exporters, and brand owners, who delivered key insights into market trends and the implications of Brexit. Of the various study tours, the one to Düsseldorf as part of the ProWein event, the world's largest wine trade show, particularly stood out for me. I had the chance to meet potential employers directly and engage in real conversations with them about the future of the industry, while creating professional opportunities for myself in South Africa and the United States."

CLEMENT TALMO

EXPORT MANAGER USA

Rhonéa - France

MS Commerce international des vins et spiritueux
BSB'19



The MS CIVS is a unique programme which provides both solid technical knowledge and a 360° vision of the best practices in all areas of the wine and spirits business. More than a training course, it is an experience that helps you confront your professional ambitions with the reality of the market, to reassert your objectives and ambitions, and thus to refine your new skills from a different perspective. The players in the world of wines and spirits are generally very discreet. Having the opportunity to meet and exchange with dozens of professionals and former students allows you to get a head start and build a valuable network for your whole career. As a matter of fact, I got my job thanks to an alumni even before the end of my internship."



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 places) 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:** 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 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.

BURGUNDY SCHOOL OF WINE & SPIRITS BUSINESS

GETTING IN TOUCH

FRENCH STUDENTS

swsb@bsb-education.com

INTERNATIONAL STUDENTS

info-international@bsb-education.com

Book a call



DIJON

29 rue Sambin - BP 50608
21006 Dijon Cedex



LYON

131 rue du Professeur Beauvisage
69008 Lyon

BSB
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BSB-EDUCATION.COM

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Please, drink responsibly.

