

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

MSc WINE MANAGEMENT

The Master of Science in Wine Management is a postgraduate programme fully taught in English that provides an excellent and unique opportunity to recent Bachelor programme graduates with an interest in a wine management career but with no specific prior experience.

This programme allows students to not only obtain a global vision in the wine industry, but also gain management and financial skills in spirits and beer industries, having an in-depth theoretical and practical knowledge of the international business environment, as well as advanced international management practice. The degree aims to produce corporate specialists, allowing graduates to apply with confidence for all managerial openings in wine, spirits and beer industries.

WHAT YOU WILL LEARN

The teaching programme is organised to include these dimensions:

SEMESTER 1

- **Wine & Spirits fundamentals and management modules:** Wines of the world, Viticulture and oenology, tastings and field trips
- **Wine & Spirits management modules:** Finance, Marketing, Sales and distribution in the Wine & Spirits Industry, Wine tourism, Introduction to the law of contracts, etc.
- **Practical approach:** Specialist lectures and meetings with industry representatives, project, field trips in Burgundy

SEMESTER 2

- **Business Development module:** Business Ethics, Innovation Management, Research Methodology
- **Wine management modules:** Legal Protection (Brand, Model, Design), Logistics & Distribution
- **Practical approach:** Wine Business Game, Institutional tastings, conferences, wine Exhibition, field trips

SEMESTER 3

- **Professional thesis**
- **Internship** (optional)

PROGRAMME HIGHLIGHTS

- A programme located in Dijon, the capital of the world renowned wine growing region of Burgundy, which Climats are registered on the Unesco Heritage list since 2015
- 3 Field trips included in Burgundy, Loire Valley and Languedoc to discover the vineyards*
- Exposure to a diversity of experiences through 2 trade fair visits : ProWein Fair (Düsseldorf, Germany) and Wine Paris (France)
- WSET 2 wine or spirits (included in the programme) and 3 (optional) training

Programme subject to change
Edition December 2024 - Non-binding document - photo credits: Shutterstock - Please, drink responsibly



AT A GLANCE

Start Date

September 2025

Duration/mode

12 months, full-time

Credits

90 ECTS

2025 fees

€18,000

Eligibility

- A bachelor's degree in any subject
- Non french Bachelor's degree in any field (3 or 4 years) or 240 ECTS.
- IELTS: 6.0 / Duolingo: 115 / TOEIC: 785 / TOEFL IBT: 80
- Up to 3 years work experience
- 420 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.



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