

BURGUNDY
SCHOOL

OF WINE & SPIRITS

BUSINESS

COURSE CATALOGUE

MSc in Wine Management

Introduction

1.1 Programme Description

- *MSc in Wine Management*
 - *Programme is a transversal teaching on all operational functions in Wine, Beers & Spirits Industry*
 - *Aims at producing corporate specialists who will be able to apply in-depth theoretical and practical knowledge of international business environment to advanced international management practice in the Wine, Beers and Spirits Industry.*
 - *Career perspectives: International manager; Imports-exports manager; Sales executives; Brand manager; Logistic Manager; Purchase Manager; Administration and Finance executives....*

1.2 Price

Currently (2026-2027) € 18,000.00

1.3 ECTS Credits and Modules (416 hours – 60 ECTS credit – 3 semesters)

1st Semester

ECTS MSc Wine Management 2026-2027		
Main Courses Semester 1	Face to face courses	ECTS
Economic environment of the wine industry	20	4
Finance in the wine Industry	32	4
Wines of the world	30	4
Legal Rules & Introduction to the law of contracts in the W&S industry	30	4
Conference - Corporate Meeting	13,5	2
Sales and distribution in the wine industry	20	4
Marketing Wine, Beers and Spirits	33	4
Viticulture and oenology	15	2
Wine tourism	15	2
Wine Tastings Fields Trip	3,5	0
	212	30
<i>French (Elementary / Intermediate / Advanced)</i>	15	

Modules Details

MSc WM Concentration 1 - Economic Environment of the wine industry

Time volume (in hour): 20 **Total student workload:** 80 **ECTS:** 4 **Semester:** Autumn

Module's Manager: JACQUET Didier

Pre-requisites: none

Description: Main economic components in wine industry and wine corporates. To understand exchange flows between countries.

Learning objectives: To be able to anticipate trends in the Wine, Beers and Spirits Industry

Methodology:

Teaching tools: Cases. Course support

Pedagogical methods:

Assessments:

Final Individual Exam: 100%

Skills:

WM LO 14 - To be familiar with the tools required to operate across businesses in the wine sector

References:

FIVS (Fédération Internationale des Vins et Spiriteux) (1996), Economic impact of wines, beers and spirits on the world economy: employment and consumer expenditure, FIVS, 269 FIV

RESNICK Evelyne (2008), Wine brands: success strategies for new markets, new consumers and new trends, Palgrave MacMillan, 267.01 RES

Wine business management" by J. Gallo & Steve Charters, Pearson 2014

MSc WM Concentration 1 - Finance in the wine industry

Time volume (in hour): 32 **Total student workload:** 128 **ECTS:** 4 **Semester:** Autumn

Module's Manager: JACQUET Didier

Pre-requisites: None; but a basic knowledge in accounting and finance is helpful

Description: Basis of Finance and Accounting; Financial Analysis; specific elements for Wine Sector; Case Studies. Financial Business Plan 3 years. Management Control with cost price and inventory evaluation.

What Financial management means. Financial Analysis; ratios, profitability, risk Currency Risk management, Customers risk Management Control. Business plan.

Learning objectives: Being able to understand and manage all types of financial matters in wine companies being able to set up a business plan up to 3 years for a company in wine, beers and spirits sector

Methodology:

Teaching tools: Cases. Course support

Pedagogical methods:

Assessments:

Continuous collective assessment - Collective case study 20%

Continuous individual assessment - Quiz 20%

Final individual assessment - Final exam 60%

Skills:

WM LO 04 - To be able to react at unexpected events

References:

VERNIMMEN Pierre (2016), corporate finance: theory and practice / 2nd ed., John Wiley & Sons, XXXXX

HARRINGTON Diana R. (1998), Corporate financial analysis: in a global environment, South-Western College, 131.55 HAR

GOWTHORPE Catherine (2005), Financial accounting for non-specialists, Thomson Learning, 132.55 GOW
Wine business management" by J. Gallo & Steve Charters, Pearson 2014

MSc WM Concentration 1 - Wines of the world

Time volume (in hour): 30 **Total student workload:** 120 **ECTS:** 4 **Semester:** Autumn

Module's Manager: CHARTERS Steve

Pre-requisites: none

Description: Give a global knowledge of the wine Sector in term of diversity. Give the ability of assessing the characteristics of each large wine regions. Give the ability of assessing the characteristics of each main type of grapes.

Learning objectives: To be able to have a global view of the wine markets either in term of international competition and either in term of types of grapes in order to bring response to customers demand.

Methodology:

Teaching tools: Course support, Tastings

Pedagogical methods:

Assessments:

Final individual assessment 100%

Skills:

[WM LO 13 - To know the diversity of wine available throughout the world](#)

References:

EGAN Maryann (2004), Australian and New Zealand wines for dummies, John Wiley & Sons, 264.05 EGA
FIELDEN Christopher (2009), Exploring the world of wines and spirits, WSET School, 264.00 FIE
FIELDEN Christopher (2002), Exploring wines & spirits, WSET School, 264.00 FIE
PITIOT Sylvain (2012), the wines of Burgundy, Bourgogne, 263.57 PIT
MATTHEWS Georgina (Sous la dir. de) (2004), Wines of the world, Dorling Kindersley, 264.00 MAT
Wine Business Management" by J. Gallo & Steve Charters, Pearson 2014

MSc WM Concentration 1 - Legal Rules & Introduction to the law of contracts in the W&S industry

Time volume (in hour): 30 **Total student workload:** 120 **ECTS:** 4 **Semester:** Autumn

Module's Manager: JUNO-DELGADO Edwin

This course is designed to provide a clear, easy to understand the contract regime in wine industry. It explores the nature and extent of any liability which may be incurred as a consequence of a business transaction, whether between one businessman and another, or between a businessman and a consumer. In order to understand these specifications areas of contracts law it is necessary first to look at the basic ground of the law of contract.

Learning objectives: After studying this course, the student should understand the following main points:

- The distinction between a contract and other types of non-binding agreement
- The essential elements of a binding contract
- The factors which may affect the validity of a contract
- The ways in which the obligation under a contract may be discharged
- The remedies available for breach of contract

Methodology:

Teaching tools: Cases. Course support

Pedagogical methods:

Assessments:

Continuous individual assessment 40%

Final individual assessment 60%

Skills:

References:

RESNICK Evelyne (2008), Wine brands: success strategies for new markets, new consumers and new trends, Palgrave MacMillan, 267.01 RES

Pre-requisites: None

Description: This is a course entirely in English, on the International legal aspects of wine trade.

Free Movement of Wine in the EU Alcohol Taxation in the EU Delimitation of Vine Geographical Areas The European DO/GI system (compared to the US) EU Rules on Wine Labelling WTO Rules and International Wine Trade International Intellectual Property Issues in the Wine Sector The Bilateral Wine Trade Agreements (US, EU, Australia) Protection of Consumers and Anti-Alcoholic Policies in an International Context European Environmental Standards in Wine-Making Organic wines as an issue of International Law

Learning objectives: Familiarize Students with major issues of wine regulation at the European level or in a comparative perspective, in order to better deal with regulation issues in the field of Global Wine Business.

Methodology:

Teaching tools: Cases. Course support. Work

Pedagogical methods:

Assessments: Continuous individual assessment - Individual case study 100%

Skills:

WM LO 02 - To be able to identify potential risks stand by organization

References:

FIELDEN Christopher (2009), Exploring the world of wines and spirits, WSET School, 264.00 FIE

MOUSSY Nicholas (2009), Access to European Union: law, economics, policies, European Study Service, 413.29 MOU

ADAMS Alix (2008), Law for business students / 5th ed. 2008, Pearson, 322.55 ADA

MSc WM Concentration 1 – Conference - Corporate Meeting

Time volume (in hour): 13,5 **Total student workload:** 40 **ECTS:** 2 **Semester:** Spring

Module's Manager: JACQUET Didier

Pre-requisites: None

Description: On a regular basis, thematic and job conferences by Professionals will be organized.

Learning objectives: to bring better knowledge to students by raising an important point. It could be for organisation, products, technic skills and also some professionals speaking about their jobs and/or their companies.

- Saké day
- Market prospection
- WSET presentation
- Study methodology
- Field trips presentation

Methodology:

Teaching tools: Courses, interviews

Pedagogical methods: conferences

Assessments:

Skills:

References:

MSc WM Concentration 1 - Sales and distribution in the wine industry

Time volume (in hour): 20 **Total student workload:** 80 **ECTS:** 4 **Semester:** Autumn

Module Manager: JACQUET Didier

Pre-requisites: None

Description: Give a knowledge in wine sector leading to the ability of building a distribution network. Analysing markets, distributing mass product or "niche". Also lecturers on developing international distribution and on specific use of Wine Fairs

Learning objectives: The student must be able to develop an ability to analyse problems in term of wine sales and to bring ideas to outperform the market

Methodology:

Teaching tools: Course support. Cases. Simulation.

Pedagogical methods:

Assessments:

Continuous collective assessment - Collective case study 30%

Continuous individual Assessment – Quiz 10%

Final individual assessment - Written exam 60%

Skills:

WM LO 01 - To be able to identify the needs of an organization

References:

WILSON Damien (), Promoting wine by 'terroir',

BROUARD Joëlle (), the acceptance of marketplaces on the internet in wine industry,

RESNICK Evelyne (2008), Wine brands: success strategies for new markets, new consumers and new trends, Palgrave MacMillan, 267.01 RES

WAGNER Paul (2007), Wine marketing & sales: success strategies for a saturated market, Robert Mondavi, 267 WAG

Wine business management" by J. Gallo & Steve Charters, Pearson 2014

MSc WM Concentration 1 – Marketing Wine, Spirits & Beers

Time volume (in hour): 33 **Total student workload:** 132 **ECTS:** 4 **Semester:** Autumn

Module Manager: JACQUET Didier

Pre-requisites: None

Description: Give a knowledge in wine sector leading to the ability of developing a brand either as a producer or as a distributor.

Learning objectives: The student must be able to know the tools and being able to develop a product image. Being able to identify segments in market and understand the needs of customers.

Methodology:

Teaching tools: Course support. Cases

Pedagogical methods:

Assessments:

Continuous collective assessment - Collective case study 40%

Final individual assessment - Written exam 60%

Skills:

References:

GOODMAN Steve (2012), Principles of wine marketing, Winetitles, 267.01 GOO

WILSON Damien (), Promoting wine by 'terroir',

MOULTON Kirby (2001), Successful wine marketing, Aspen publishers, 267 MOU

BROUARD Joëlle (), the acceptance of marketplaces on the internet in wine industry, ,

RESNICK Evelyne (2008), Wine brands: success strategies for new markets, new consumers and new trends, Palgrave MacMillan, 267.01 RES

WAGNER Paul (2007), Wine marketing & sales: success strategies for a saturated market, Robert Mondavi, 267 WAG

HALL Michael C. (2008), Wine marketing: a practical guide, Editions Butterworth-Heinemann, 267 HAL

Wine business management" by J. Gallo & Steve Charters, Pearson 2014

MSc WM Concentration 1 - Viticulture and oenology

Time volume (in hour): 15 Total student workload: 60 ECTS: 2 Semester: Autumn

Module's Manager: CHAPUIS Claude

Pre-requisites: none

Description: An introduction to viticulture including a field trip to discover the main characteristics of a vineyard

- History of viticulture - Physical factors: the weather, the soil, natural influences... - The biological cycle of vines - Pests and diseases - Grape varieties - Sustainable viticulture, organic and biodynamic viticulture - The notion of terroir and the terroir effect - The Appellations Contrôlées system in France and Europe

Learning objectives: Knowing enough about viticulture in order to be able to establish relationships between the work in the vineyard and the wine obtained, to speak about it in a business situation

Methodology: - Lectures and debates

Teaching tools: CD - Support Audio. Periodical. Course support. Videotape. Company visit

Pedagogical methods: Seminars. Discussion groups. Projects. Oral presentations. Internet. Analysis of similar behaviors

Assessments:

Continuous collective assessment 40%

Final individual assessment 60%

Skills:

References:

General Viticulture by A.J. Winkler, James Cook, W.M. Kliewer and Lloyd Lider. California 1973

The Wines of Burgundy by Sylvain Pitiot and Jean-Charles Servant. Collection Pierre Poupon Wine Bible by Karen MacNeil

Wine business management" by J. Gallo & Steve Charters, Pearson 2014

MSc WM Concentration 1 - Wine tourism

Time volume (in hour): 15 **Total student workload:** 60 **ECTS:** 2 **Semester:** Autumn

Module's Manager: JACQUET Didier

Pre-requisites: none

Description: This course should allow the students to be able to apprehend the concept of wine tourism in the New World & the Old World countries. At the completion of this course, the students should acquire the specificities of wine tourism & be able to develop and manage a wine tourism project.

Session 1: Introduction to the module & to the concept of wine tourism Session 2: Enhancing the wine tourism experience - Special focus on wine tours / Session 3: Developing & managing a wine tourism festival/event / Session 4: Concept of wine trails Session 5: Jury – Group Presentation of an innovative wine tourism project in Wine Tourism 2, 2nd semester

Learning objectives: WM LO 06 - To be able to optimize business under constraints

Methodology:

Teaching tools: Cases. Course support. Manual

Pedagogical methods:

Assessments:

Continuous individual assessment - Individual dossier 60%

Continuous collective assessment - Collective oral presentation 40%

Skills:

References:

- Global Wine Tourism, Research, Management & Marketing by Jack Carlsen & Stephen Charters, 2006. - Wine Tourism around the world, Development, management and markets by C. Michael Hall, Liz Sharples, Brock Cambourne, Niki Macionis, 2000. - Wine, Food, and Tourism Marketing (Journal of Travel & Tourism Marketing, Vol. 14, Numbers 3/4 2003) - C Michael Hall - Food tourism around the world, Development, management and markets by C. Michael Hall, Liz Sharples, Richard Mitchell, Niki Macionis & Brock Cambourne, 2003. - Food & Wine festivals & events around the world, C. Michael Hall & Liz Sharples, 2008.

MSc WM Concentration 1 - Wine Tastings Fields Trip

Time volume (in hour): 3,5 **Total student workload:** 0 **ECTS:** 0 **Semester:** Autumn

Module's Manager: JACQUET Didier

Pre-requisites: None

Description: To associate tasting knowledge and wine producing structure. To understand professional organisation for a medium size company (linked to Finance course)

Learning objectives: being able to identify grapes and origin from a wine and have good knowledge of constraints in Wine and spirits sector.

Methodology:

Teaching tools: Tasting. Company visit

Pedagogical methods:

Assessments:

Continuous individual assessment - Written exam 100%

Skills:

WM LO 05 - To be able to use critical thinking

References:

SZABO John (2013), Pairing food & wine for dummies, John Wiley & Sons,,266.02 SZA

MITCHELL Evan (2009), the psychology of wine: truth and beauty by the glass, Praeger, 261 MIT

BLANNING Berverley (2010), Wine tasting, Hodder Education, 266.02 BLA

JACKSON Ronald S. (2002), Wine tasting: a professional handbook, Elsevier academic press, 266.02 JAC
Wine business management" by J. Gallo & Steve Charters, Pearson 2014

2nd Semester

Main Courses semestre 2	Face to face courses	ECTS BSB
Business Game	33	2
Business Ethics & Sustainable developpement in the W&S industry	30	2
Innovation Management	15	2
Research Methodology	15	2
Legal Protection: Brand, Model, Design	12	2
Spirits of the World	15	2
Logistics	12	2
Sales and marketing in the W&S industry	18	2
Conference - Corporate Meeting	27	2
History and Culture of Fermented Drinks	27	2
TOTAL	204	20
<i>French (Elementary / Intermediate / Advanced)</i>	15	
TOTAL MSc WM	416	60

MSc WM Concentration 2 - Business Game

Time volume (in hour): 33 **Total student workload:** 63 **ECTS:** 2 **Semester:** Spring

Module's Manager: JACQUET Didier

Pre-requisites: None

Description: business game is a simulation giving the students the opportunity to act as managers of a firm

Learning objectives: capacity to work in teams, capacity to analyse an economic situation and to implement a strategy to become leader in wine sector. Creating his own domain and driving growth

Methodology: the business game is the possibility for students to show their autonomy when working on an economic case as managers of a firm in a worldwide context

Teaching tools: Cases. Data base

Pedagogical methods: Case studies. Oral presentations. Diagnostics. Internet. Games

Assessments:

Final individual assessment - Individual executive summary 100%

Skills:

WM LO 8 – To be able to manage people with diverse skills sets

References:

WOLFE Joseph (2000), the global business game: a strategic management and international business simulation: player's manual, South-Western College, 113.55 WOL

Wine business management" by J. Gallo & Steve Charters, Pearson 2014

MSc WM Concentration 2 - Business Ethics & Sustainable development in the W&S industry

Time volume (in hour): 30 **Total student workload:** 120 **ECTS:** 2 **Semester:** Spring

Module's Manager: JACQUET Didier

Pre-requisites: None

Description: Developing students' critical judgment and helping them to understand their responsibilities as managers within different cultural contexts. This course aim at studying the Principles of professional conduct, the Reputation effects and governance connected to Finance and accounting conducts and corporate management. Also, Ethics, Culture and Firms towards Identities will be studied such as Internal Aspects: The Cultural and Gender Difference in the Workplace and External Aspects: International Business and Indigenous Peoples. Moreover, concerning the Environment, this course explore the Concepts interactions: ethics, sustainable development, corporate social responsibility and the managerial issues of the green company. Finally, we will investigate the Trust and Ethics with Trust building Strategies and specific Case studies.

Learning objectives: [LO 12 -To be aware of ethical issues](#)

Methodology: There will be lectures with student participation, small group activities, short case studies and other teaching methods as appropriate.

Teaching tools: E-learning. Manual. Cases. Course support. Work

Pedagogical methods: Seminars. Case studies. Researches. Projects. Oral presentations. Debates. Interviews. Diagnostics

Assessments:

Final individual assessment - 60%

Continuous individual assessment - Individual case study 40%

Skills:

[WM LO 09 - To be aware of ethical issues](#)

References:

Business Ethics: 6/e, Richard De George, 2006 Prentice Hall ISBN-10: 0130991635 | ISBN-13: 9780130991638

VELASQUEZ Manuel G. (2002), Business ethics: concepts and cases, Prentice Hall, 111.85 VEL

WEISS Joseph W. (2002), Business ethics: a stakeholder and issues management approach, South-Western College, XXXXX

TREVINO Linda Klebe (1999), MANAGING BUSINESS ETHICS: STRAIGHT TALK ABOUT HOW TO DO IT RIGHT, John Wiley & Sons, XXXXX

MSc WM Concentration 2 - Innovation Management

Time volume (in hour): 15 **Total student workload:** 60 **ECTS:** 2 **Semester:** Spring

Module's Manager: JACQUET Didier

Pre-requisites: None

Description: In this course we will briefly review the characteristics of innovation strategies and rapidly move to the analysis of their content, contexts and processes. We will focus on "innovative contexts" and key leadership, entrepreneurial and management skills that are conducive to innovations. Emphasis is put on the alignment between innovative strategies and structures, their underlying human dimensions, and on how they enable a company to be "different", and fuel its growth. We investigate how new, young (fast growing) as well as mature companies can invent or reinvent themselves to support innovative strategies and innovations and sustain superior performances in the long run. The methodology combines introductory and concluding lectures, readings, mini cases and videos, and a "mini project". This "mini project"; consists in an analysis of an innovative company (or innovation) focusing on the alignment of organisational structures and strategies. The outcome is an "innovative- mini case" that will be discussed in class; In order to make this course fruitful, you will be asked to read the articles, before the sessions. Welcome on board, Cordially Marc Ingham

Learning goals. This course will contribute in developing your analytical and methodological competencies as well as your personal skills. It is designed to enable you to better think and act as a team player and innovator. • integrate complementary dimensions enabling to better understand why, when and how companies successfully develop innovations. • develop and apply their analytical skills to conduct a rigorous and creative analysis focusing on the interplay between three dimensions: Structures- Cultures- Strategies • develop their capabilities to think and act as innovative entrepreneurs and team leaders

Learning objectives: To be able to build up a new concept and study feasibility

Methodology:

Teaching tools: Cases. Course support

Pedagogical methods:

Assessments:

Continuous individual assessment - Quiz 60%

Continuous collective assessment 40%

Skills:

[WM LO 12 – To exhibit motivations to help the development of the Wine sector](#)

References:

All references are available on e-learning

AHMED Pervaiz K. (2010), Innovation management: context, strategies, systems and processes, Pearson, 151.57 AHM

TROTT Paul (2008), Innovation management and new product development, Prentice Hall, 151.57 TRO

MSc WM Concentration 2 - Research Methodology

Time volume (in hour): 15 **Total student workload:** 50 **ECTS:** 2 **Semester:** Spring

Module's Manager: AGNOLI Lara

Pre-requisites: None

Description: this course is made to give a method to students in order to help them for their professional thesis. Analysis, getting data or creating his own data base. Qualitative and quantitative methods.

Learning objectives: being able to analyse and create or use a conceptual framework

Methodology:

Teaching tools: Course support

Pedagogical methods:

Assessments:

Final individual assessment - 100%

Skills:

WM LO 15 - To be able to conduct and achieve a research in wine sector

References:

Méthodologie de la recherche : réussir son mémoire ou sa thèse en science de gestion	151.95 GAV	Pearson,	2012	GAVARD-PERRET Marie-Laure
Méthodologie de la recherche qualitative : les 10 [dix] questions clés de la démarche compréhensive	151.75 DUM	Vuibert	2013	DUMEZ Hervé

MSc WM Concentration 2 - Legal Protection Brand, model, design

Time volume (in hour): 12 **Total student workload:** 48 **ECTS:** 2 **Semester:** Spring

Module's Manager: JUNO-DELGADO Edwin

Pre-requisites: None

Description: Wine is driven by image and brand. The worldwide distribution requires a particular care with name, even label design, to be protected. We study the worldwide agreements and the characteristics of them. This course provides the basics of copyright law exploring the various kinds of works copyright protects and why; the different rights under copyright; limitations and exceptions to those rights, including the fair use doctrine; copyright ownership issues; and how liability arises under copyright law.

Learning objectives: to be able to alert management and to protect the company. How does a student know the issue? How confidently may he/she discuss it?

- Ability to identify key problems concerning brands protection in wine industry,
- The use of comparative analysis,

Methodology:

Teaching tools: Cases. Course support

Pedagogical methods:

Assessments:

Continuous individual assessment 50%

Continuous individual assessment – quiz – 10%

Final collective assessment – 40%

Skills:

References:

RESNICK Evelyne (2008), Wine brands: success strategies for new markets, new consumers and new trends, Palgrave MacMillan, 267.01 RES

MSc WM Concentration 2 - Spirits of the World

Time volume (in hour): 15 **Total student workload:** 60 **ECTS:** 2 **Semester:** Spring

Module's Manager: CHARTERS Steve

Pre-requisites: none

Description: Give a global knowledge of the Spirits Sector in term of diversity. Give the ability of assessing the characteristics of each large Spirits Family.

Learning objectives: To be able to have a global view of the spirits markets either in term of international competition and either in term of spirits family in order to bring response to customers demand and to follow trends.

Methodology:

Teaching tools: Course support, Tastings

Pedagogical methods:

Assessments:

Final individual assessment 100%

Skills:

References:

FIELDEN Christopher (2009), Exploring the world of wines and spirits, WSET School, 264.00 FIE

FIELDEN Christopher (2002), Exploring wines & spirits, WSET School, 264.00 FIE

MSc WM Concentration 2 - Logistics

Time volume (in hour): 12 **Total student workload:** 48 **ECTS:** 2 **Semester:** Spring

Module's Manager: JACQUET Didier

Pre-requisites: None

Description: this course will give a deep knowledge of incoterms and all the ways to export wine and spirits with their reciprocal costs. Carbon balance will be made.

Learning objectives: to be able to manage exportation in the best way for the company. Getting possibility to choose and make arbitrage between transportation options.

Methodology:

Teaching tools: courses, study case

Pedagogical methods: a huge study case (18 hours) will make students in charge of providing wines all around the world.

Assessments:

Continuous individual assessment - Individual dossier 50%

Final individual assessment - Individual case study 50%

Skills:

[WM LO 06 - To be able to optimize business under constraints](#)

References:

Group ESC Toulouse (2002), Collaborative learning in logistics and transport: the application of 3WIM, ,
HARRISON Alan (2005), Logistics management and strategy, Pearson Education, 141.43 HAR
10 exercices and case studies in transport and logistics 143.55 SEV Celse, 2016 SEVIN Jean-Claude

MSc WM Concentration 2 - Sales and Marketing in the W&S industry

Time volume (in hour): 18 Total student workload: 72 ECTS: 2 Semester: Spring

Module's Manager: JACQUET Didier

Pre-requisites: None

Description: This course will give the main keys to students to create/expand a business

Learning objectives: to be able to understand particularities in each country for wine and spirits for consumer behaviour, distribution methods, cultural differences....

Methodology:

Teaching tools: Course support

Pedagogical methods:

Assessments:

Continuous individual assessment - 60%

Continuous collective assessment - 40%

Skills:

WM LO 11 - To be sensitive to the cultural differences in the global business environment

References:

WINER Russell S. (2000), Marketing management, Prentice Hall, 121.55 WIN

GOODMAN Steve (2012), Principles of wine marketing, Winetitles, 267.01 GOO

DATZ Christian (2007), Wine & design, TeNeues, 267.03 DAT

DATZ Christian (2006), Winery design, TeNeues, 267.03 DAT

Wine business management" by J. Gallo & Steve Charters, Pearson 2014

MSc WM Concentration 2 – Conference - Corporate Meeting

Time volume (in hour): 27 **Total student workload:** 107 **ECTS:** 2 **Semester:** Spring

Module's Manager: JACQUET Didier

Pre-requisites: None

Description: On a regular basis, thematic and job conferences by Professionals will be organized.

Learning objectives: to bring better knowledge to students by raising an important point. It could be for organisation, products, technic skills and also some professionals speaking about their jobs and/or their companies.

- Negotiation
- Winemaking and ageing containers
- Oenology
- Introduction to Sherry

Methodology:

Teaching tools: Courses, interviews

Pedagogical methods: conferences

Assessments:

Skills:

References:

MSc WM Concentration 2 –History and Culture of Fermented Drinks (Beer, Wine & Saké)

Time volume (in hour): 27 **Total student workload:** 108 **ECTS:** 2 **Semester:** Spring

Module's Manager: Didier JACQUET

Pre-requisites: None

Description: This course is divided into two parts:

Part 1 deals with the spirits business, and more precisely with the history of spirits and the understanding of the social forces behind their development. The visible traces of this history in today's spirits market and its voluntary use from a marketing perspective will be analysed. Technical basics of distillation will also be briefly covered, with the aim of giving students a cross-disciplinary understanding of distilled spirits.

Part 2 deals with the beer business and strategies adopted by business organisations in this industry. It will adopt an economic and historical perspective to explain the current structure of the beer business today.

Learning objectives:

The course offers students:

1. Deep understanding of BW&S as cultural products and business
2. Open-minding view of BW&S history.

Methodology:

courses, study case, potential tastings

Research

The two tasting sessions would serve for research works that targets to study (from a behavioural and social-psychological points of view) the following question: *“Is beer/wine/Saké rather an alcoholic drink or a cultural drink?”*. The question is of a particular market interest for WB&S producers (as well as the consumers).

Assessments:

20% multiple-choice quiz

30% Group-work study case about Beer Business

30% Group-work study case about Spirit Business

Skills:

References:

“Beeronomics: how beer explains the world” 269.01 SWI Oxford University Press, 2017 SWINNEN Johan

“For the love of wine: my odyssey through the world's most ancient wine culture” 264.01 FEI Potomac Books 2016 FEIRING Alice

« Nihonshu : Japanese sake » 269 ROU Gauthier Roussille 2017 ROUSSILLE Gautier

“Wine: a social and cultural history of the drink that changed our lives” 261 PHI Infinite ideas, 2018 PHILIPS Rod

“Wine and culture: vineyard to glass” 261 BLA Bloomsbury, 2013 BLACK Rachel E.

“Wine and the vine : an historical geography of viticulture and the wine trade”. 265 UNW Routledge, 1996 UNWIN Tim

MSc WM Concentration 2 - International Wine fair, Fields Trip

Time volume (in hour): 0 **Total student workload:** 0 **ECTS:** 0 **Semester:** Spring

Module's Manager: JACQUET Didier

Pre-requisites: None

Description: Students need to study competition in the wine and spirits sector. Exhibitions as Prowein, Wine Paris are very good example of growing competition.

Learning objectives: to be able to understand diversity in Wines and Spirits, to speak and meet professional. To evaluate the importance and cost of being in wine exhibition.

Methodology:

Teaching tools: Others. Tasting. Company visit

Pedagogical methods:

Assessments:

Continuous collective assessment - Collective dossier 100%

Skills:

References:

FIVS (Fédération Internationale des Vins et Spiriteux) (1996), Economic impact of wines, beers and spirits on the world economy: employment and consumer expenditure, FIVS, 269 FIV

FIELDEN Christopher (2009), Exploring the world of wines and spirits, WSET School, 264.00 FIE

ANDERSON Kym (2004), the world's wine markets: globalization at work, Edward Elgar, 262.01 AND

MACNEIL Karen (2001), Wine bible, Workman, 264.00 MAC

JACKSON Ronald S. (2002), Wine tasting: a professional handbook, Elsevier academic press, 266.02 JAC

MATTHEWS Georgina (Sous la dir. de) (2004), Wines of the world, Dorling Kindersley, 264.00 MAT

3rd Semester

Période	Module	Hours	ECTS
S3	Professional Thesis / Internship	0	30

MSc WM Professional Thesis / Internship

Time volume (in hour): 0 **Total student workload:** 300 **ECTS:** 30 **Semester:** Year

Module's Manager: JACQUET Didier

Pre-requisites: None

Description: This module is your final compulsory work for MSc Wine Management. You need to make a professional thesis. It can be parallel to an internship.

Learning objectives: Time to be able to assess a problematic and find a way to study it. Use of a conceptual and academic framework. Collecting data and using it accurately.

Methodology:

Teaching tools: student skills, all other modules, conference

Pedagogical methods: work closely with a Tutor

Assessments:

Final individual assessment - 100%

Skills: same as Research Methodology - [WM LO 15 - To be able to conduct and achieve a research in wine sector](#)

References:

Thesis Guide (Burgundy School of Business)