

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

BSB RANKED IN THE GLOBAL TOP 50
BUSINESS SCHOOL IN THE WORLD
2025 FT MIM ranking



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 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 positions in wine, spirits and beer industries.

12-month programme (2 semesters).

WHAT YOU WILL LEARN

SEMESTER 1

SEPTEMBER - DECEMBER 2026

- **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, Legal rules & introduction to the law of contracts, etc.
- **Practical approach:** Specialist lectures and meetings with industry representatives, project, field trips in Burgundy

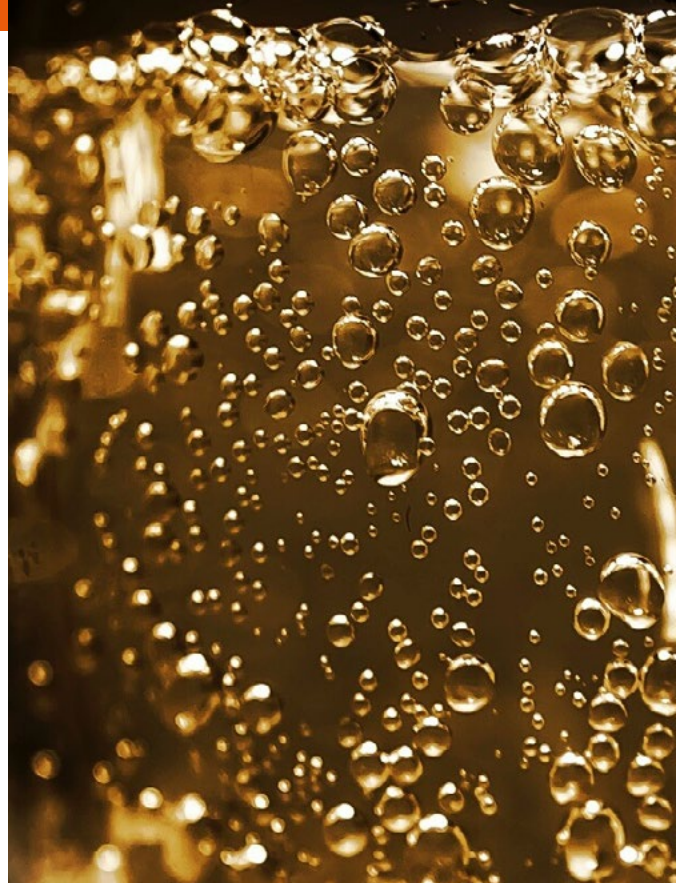
SEMESTER 2

JANUARY - JUNE 2027

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



AT A GLANCE

Start Date

September 2026

Duration/mode

12 months, full-time

Credits

60 ECTS

2026 fees

€18,000

Eligibility

- Validated Master's degree in French or validated 4-year International Bachelor's degree or 240 ECTS in business, management, or equivalent discipline
- IELTS: 6.0 / Duolingo: 115 / TOEIC: 785 / TOEFL IBT: 80

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.

