

## MSc Wine Management (MSc WM)

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| <b>Specialisation's Manager:</b> | Didier JACQUET | Email : <a href="mailto:didier.jacquet@bsb-education.com">didier.jacquet@bsb-education.com</a> |
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| <b>Department:</b> | School of Wine and Spirits Business |
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| <b>Minimum number of places: 20</b> | <b>Maximum number of places: 80</b> |
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### Admission Process:

- Resumé, cover letter and meeting with the Head of the MSc WM

### Structure :

Semester 1 (Sep.-Dec.): Concentration courses

Semester 2 (Jan.-May): Core and concentration courses

Semester 3 (June- Dec.): Professional thesis, Internship (optional)

### Presentation:

The programme aims to produce corporate specialists who will be able to apply in-depth theoretical and practical knowledge of the international business environment to advanced international management practice in the Wine Sector.

Students obtain a global vision of this unique industry, from in-depth theoretical and practical knowledge of the international business environment to advanced international management practice in the wine industry.

Career perspectives: International manager; Imports-exports/Brand manager; Sales executive; Finance and Administration Officer

## FIRST SEMESTER

Viticulture and Oenology: farming methods, winemaking and the effects they have on the characteristics of wine.

Wines of the world: the most important grapes used around the world, information about the main vineyards and spirits makers and their importance in wine & spirits competitions. Tastings are included. Preparation to WSET 2/3.

Economic environment of the wine industry: the specificity of the wine industry and the main economic trends.

Sales: sales and negotiations with a focus on wine market segments and price points. Building your offer of wines in price and position.

Marketing wine, spirits, beer: the importance and need for marketing in the wine, spirits and a focus on beers; conferences on digital marketing.

Finance in the wine industry : Financial basics for students with US GAAP references; financial risks; setting up a 3 year business plan for investments, creation or external growth. Management Control with inventory value calculation and cost price.

Wine Tourism: Oenological tourism is growing in popularity and we want to provide students with sufficient tools to be efficient in this developing market.

Legal Rules in the Wine Industry: a general overview of contract law, regulations for wine inside the EEC and main countries involved in the wine industry.

Professional Project: to help you to decide your future in the wine industry and give you career tips.

Field Trips, Tastings: Wine tasting as a professional and visit to growers, negociants; blind tasting exam

| <u>Conference, Corporate Meeting: Courses given by Visiting Professor, focus on Sake, Champagne ....</u>   |        |   |               |      |      |
|--|--------|---|---------------|------|------|
|  | Period | Module  | Contact hours | Dept | ECTS |
| Concentration course 1   | S1     | Economic Environment of the Wine Industry                             | 16            | SWSB | 2    |
| Concentration course 1   | S1     | Finance in the Wine Industry  | 32            | SWSB | 4    |
| Concentration course 1   | S1     | Wines of the World  | 30            | SWSB | 4    |
| Concentration course 1   | S1     | Marketing in Wine, Spirits & Beers Industry                           | 24            | SWSB | 3    |
| Concentration course 1   | S1     | Introduction to the law of contracts in the wine and spirits industry | 12            | SWSB | 2    |
| Concentration course 1   | S1     | Legal Rules in the Wine Industry                                      | 18            | SWSB | 4    |
| Concentration course 1   | S1     | Sales and Distribution in the Wine Industry                           | 22            | SWSB | 4    |
| Concentration course 1   | S1     | Professional Project  | 7             | SWSB | 1    |
| Concentration course 1   | S1     | Viticulture and Oenology  | 15            | SWSB | 2    |
| Concentration course 1   | S1     | Wine Tourism  | 15            | SWSB | 3    |
| Concentration course 1   | S1     | Conferences, Corporate meetings                                       | 13            | SWSB | 3    |
| Concentration course 1   | S1     | Wine Tasting Field Trips  | 10            | SWSB | 2    |
| SECOND SEMESTER  |        |   |               |      |      |
| <p><u>Business Ethics:</u> The importance and consideration of ethical business practice in the modern wine sector, including considerations in sustainable business issues</p> <p><u>Research Methodology:</u> Students learn about the process of research application for a wine business. They are shown the difference between academic and professional research and are shown how to use one to facilitate the other; required for a good professional thesis</p> <p><u>Innovation Management:</u> The topic of innovation adoption is integral to a sector reliant on attracting new consumers. How to appeal to and introduce them to such a complex product is key to this module focusing on wine sector</p> <p><u>Business Game:</u> Students are given a series of business targets and constraints from a current wine business, and must choose the best course of action to take in different fields</p> <p><u>Legal Protection:</u> the goal is to provide students with sufficient knowledge of protection rules in the world which is crucial in branding issues</p> <p><u>Introduction to the Law of contracts :</u> All you need to know about contracts in Wine &amp; Spirits</p> <p><u>Marketing Focus Asia:</u> this gives students an understanding of the specificities of marketing Wines &amp; Spirits in this high potential area</p> <p><u>Logistics:</u> the logistics chain is important to understand, from placing an order through to delivery. Optimizing, providing good customer service, and being efficient can make the difference</p> <p><u>Field Trips, W &amp; S Exhibition:</u> 2 days trip to Wine Paris; Prowein at Dusseldorf 5 days; day trips in Champagne</p> |        |   |               |      |      |

Institutional Tastings, Conferences: Tastings, Conferences by professionals, careers conferences  
Wine Tourism: The entrepreneurial view of a growing business  
Negotiation : How to prepare and lead an efficient negotiation

|                        | Period | Module  | Contact hours | Dept | ECTS |
|------------------------|--------|---|---------------|------|------|
| Core course 2          | S2     | Business Ethics   | 15            | SWSB | 2    |
| Core Course 2          | S2     | Innovation Management   | 15            | SWSB | 2    |
| Core course 2          | S2     | Research Methodology  | 16            | SWSB | 2    |
| Concentration course 2 | S2     | Wine Business Game  | 32            | SWSB | 4    |
| Concentration course 2 | S2     | Legal Protection: Brand, model, design                                | 12            | SWSB | 3    |
| Concentration course 2 | S2     | Spirits of the World  | 15            | SWSB | 2    |
| Concentration course 2 | S2     | Wine & Spirits Marketing<br>Focus: Asia                               | 16            | SWSB | 2    |
| Concentration course 2 | S2     | Logistics   | 27            | SWSB | 4    |
| Concentration course 2 | S2     | Institutional Tastings, Conferences                                   | 30            | SWSB | 1    |
| Concentration course 2 | S2     | Wine Exhibition, Tastings, Field Trips                                | 30            | SWSB | 2    |
| Concentration course 2 | S2     | Wine Tourism  | 4             | SWSB | 1    |
| Concentration course 2 | S2     | Negotiation   | 9             | SWSB | 2    |
| Concentration course 2 | S2     | History and Culture of Fermented Alcoholic Drinks (Wine, Beer & Sake) | 18            | SWSB | 2    |
| Research Work          | S3     | Professional Thesis   |               | SWSB | 30   |