

## MSc Wine Management (MSc WM)

**Specialisation's Manager:**

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**Department:**

*School of Wine and Spirits Business*

**Minimum number of places: 20**

**Maximum number of places: 60**

### Admission Process:

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

### Structure :

Semester 1 (Sep.-Dec.): Core and concentration courses-first semester final exams mid of December

Semester 2 (Jan.-April): Core and concentration courses-first semester final exams mid of April

Semester 3 (May- 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 MODULES

Economic Environment of the Wine Industry: the specificity of the wine industry and the main economic trends.

Finance in the Wine Industry: financial basics for students with US GAAP references; financial risks; setting up a 3 years business plan for investments. Management Control with inventory value calculation and cost price.

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

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

Conference, Corporate Meeting: Courses given by visiting professor, focus on Sake, barrel ageing...

Sales and Distribution in the wine industry: structure the world's main wine and spirits markets with a focus on wine market segments and price points. Building your range of wines in price and positioning.

Marketing Wine, Beers and Spirits: the importance and need for marketing in the wine and spirits industry

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

Wine Tourism: The entrepreneurial view of a growing business

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

# FIRST SEMESTER MODULES

	Period	Module	Contact hours	Dept	ECTS
Concentration course 1	S1	Economic Environment of the Wine Industry	20	SWSB	4
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	Legal Rules & Introduction to the Law of Contracts in the W&S Industry	30	SWSB	4
Concentration course 1	S1	Conferences, Corporate meetings	14,5	SWSB	2
Concentration course 1	S1	Sales and Distribution in the Wine Industry	26	SWSB	4
Concentration course 1	S1	Marketing in Wine, Spirits & Beers Industry	33	SWSB	4
Concentration course 1	S1	Viticulture and Oenology	15	SWSB	2
Concentration course 1	S1	Wine Tourism	15	SWSB	2
Concentration course 1	S1	Wine Tastings, Field trips	3,5	SWSB	0
Total contact hours and ECTS first semester			219		30

## SECOND SEMESTER MODULES

**Business Game:** Students are given a series of business targets and constraints from the current wine business, and must choose the best course of action to take in different fields.

**Business Ethics:** The importance and consideration of ethical business practice in the modern wine sector, including considerations in sustainable business issues.

**Innovation Management:** 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

**Research Methodology:** 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.

**Legal Protection band, model, design:** the goal is to provide students with sufficient knowledge of protection rules in the world which is crucial in branding issues.

**Spirits of the World:** the most important spirits around the world, information about the main spirits makers and their importance in wine & spirits competitions. Tastings are included. Preparation for the WSET spirits.

**Marketing Focus Asia:** this gives students an understanding of the specificities of marketing Wines & Spirits in this high potential area.

**Logistics:** From placing an order through to delivery. Optimizing, providing good customer service, and being efficient can make the difference.

**Conference-Corporate Meeting:** courses and conferences with SWSB teachers and guest speakers (negotiation, market research and brand positioning, doing business in China, market prospection ... )

**History and Culture of Fermented Drinks:** The beer industry, History of Distillation

**Field Trips, W & S Exhibition:** Wine Paris, Prowein, The Loire Valley, Languedoc

## SECOND SEMESTER MODULES

	Period	Module	Contact hours	Dept	ECTS
Concentration course 2	S2	Business Game	33	SWSB	2
Core course 2	S2	Business Ethics	15	SWSB	2
Core Course 2	S2	Innovation Management	15	SWSB	2
Core course 2	S2	Research Methodology	15	SWSB	2
Concentration course 2	S2	Legal Protection: Brand, model, design	12	SWSB	2
Concentration course 2	S2	Spirits of the World	15	SWSB	2
Concentration course 2	S2	Wine & Spirits Marketing Focus: Asia	8	SWSB	1
Concentration course 2	S2	Logistics	12	SWSB	2
Concentration course 2	S2	Conferences-Corporate Meeting	39	SWSB	3
Concentration course 2	S2	History and Culture of Fermented Drinks (Wine, Beer & Sake)	24	SWSB	2
<b>Total contact hours and ECTS second semester</b>			<b>188</b>		<b>20</b>



