



**BURGUNDY
SCHOOL OF
BUSINESS**

DIJON - LYON - PARIS - BEAUNE

**BURGUNDY
SCHOOL
OF WINE & SPIRITS
BUSINESS**

THE SCHOOL OF WINE & SPIRITS BUSINESS PROGRAMMES



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WHERE ARE WE ?

We are at the **Burgundy School of Business**, among the best business schools in the world (Top 5%):

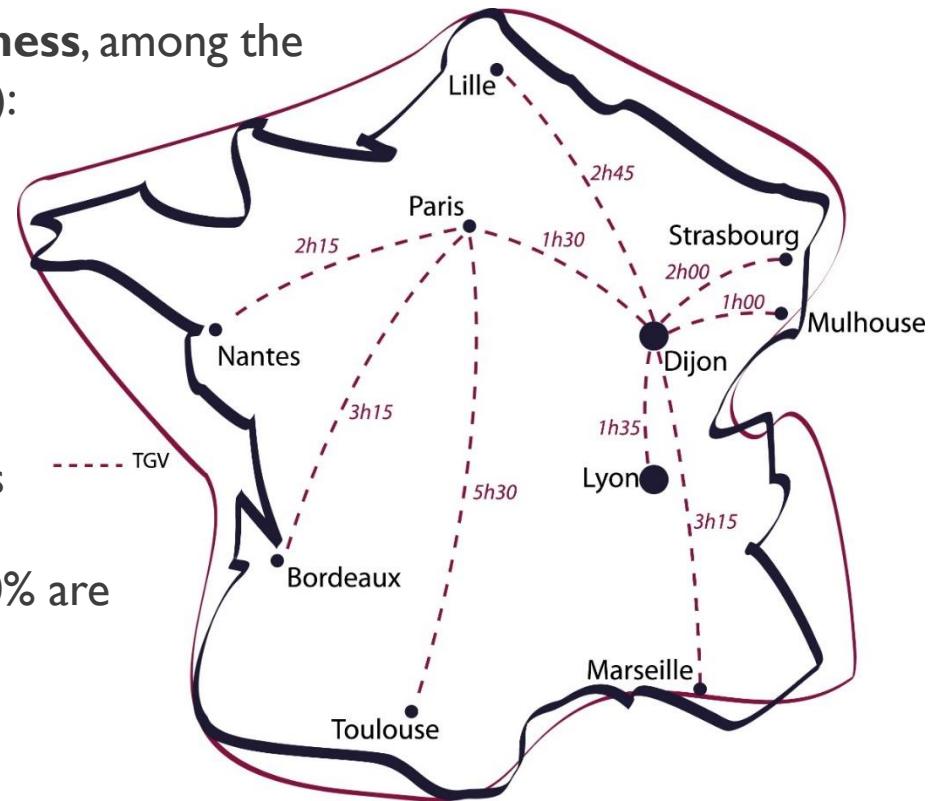
2,450 students

66 different nationalities

63 faculty members + **350** professionals

150 international academic partners whose 50% are accredited.

1,500 business partners



And of course, **1** School of Wine & Spirits Business
Want to know more about us ? Let's start !

WELCOME TO BURGUNDY !

- Burgundy School of Business (BSB), is located in the charming city center of **Dijon**, 1h40 from Paris by train, at Europe's doorstep.
- Students and wine lovers will have the opportunity to study in **the capital of the world-renowned wine growing region of Burgundy**, home of the School of Wine and Spirits Business launched by the BSB in 2013.
- Why not benefit from **one of the most sophisticated food and wine culture**, and discover the nearby wine estates ?



Did you know?

Since July 4th 2015, the "Climats", terroirs of Burgundy, have been inscribed on UNESCO World Heritage List. It recognizes the unique know-how, the heritage, and the exceptional character of more than 1000 parcels of vines.

Want to see more ? Come and go for a walk in the vineyard: visitors are welcome in the open and accessible plots, as long as they engage a respectful behavior.

THE SCHOOL OF WINE & SPIRITS BUSINESS

- The SWSB is dedicated to education and research in the Wine & Spirits industries. Our programmes prepare graduates to:



A rich pedagogic content:

- Provided by a faculty of experts, from a Master of Wine to a wine-maker, including several PhD holders and professionals
- In small classes, allowing close follow-up and availability of professors and staff. As for the finest wines of Burgundy, quality can only be obtained by a greater concentration

SWSB FACULTY

Here are some of the 10 permanent faculty members and visiting lecturers from both professional and academic fields who will teach you at the School of Wine & Spirits Business



Dr Jérôme GALLO
Director, School of Wine & Spirits
Business
Head of the MS CIVS



Prof. Steve CHARTERS, MW
Professor, Wine marketing



Prof. Roberta CROUCH
Head of MSc in Wine Business
Professor, Wine Marketing



Mr Pierre JOULIE
Head of MSc in Wine Management
Associate Professor, Finance



Dr Lara AGNOLI
Associate Professor, Wine
Economics

SCHOOL OF WINE & SPIRITS BUSINESS



Mr Claude CHAPUIS
Associate Professor,
Viticulture



Ms Laurence COGAN-MARIE
Associate Professor, Wine tourism



Dr Liz Thach, MW
Visiting Professor 2016
Wine Business Institute
Sonoma State Univ. (USA)

THE SWSB STRENGTHS

A personalized approach to students' needs

Developing (future) professionals' skills:

- Encouraging objective-driven learning, through case studies and group works in specialized topics
- French courses as a foreign language for free
- WSET 2 & 3 training (courses and exam)
(WSET 2 fee is included / reduced fee for WSET 3 – optional)



Individual monitoring:

- Individual career counselling sessions and support by the International Relations Office
- Connexion (immersion) with the business world (academic trips, trade fairs)
- Careers Office help students to find their internship or first job



THE SWSB EXPERTISE

- **We are pleased to offer our expertise in 3 distinct programmes, designed to fit our students' needs and initial background:**

MSc in Wine Business

- Created in 2009, MSc in Wine Business is intended for students and graduates **with prior experience** in hospitality or wine industry, intending to **create their own business** or **becoming business specialists** in the wine industry

MSc in Wine Management

- Created in 2012, MSc in Wine Business is intended for students and graduates **with no prior experience** in the wine industry, **intending to start a career in a managerial position** in any sector of the wine industry

MS Commerce International des Vins et Spiritueux

- Created in 1988, MS CIVS is dedicated to those, students, graduates or professionals with or without prior experience, preferably in the wine industry, intending to **take various positions in the wine trade**.
This programme is also proposed on a part-time basis (Paris)

MSC IN WINE BUSINESS



English taught programme – 13.490€ - 18 months - Dijon

For students and graduates with prior experience, having a view to create their own business or becoming business specialists in the wine industry

- Better understand the industry and the intricacies of world wine & spirits commerce
- Development of marketing and financial skills in the wine industry
- Exposure to a diversity of cultural experiences: visits to wine regions and interactions during professional exhibitions (e.g. ProWein)
- Exposure to diversity among students (10 different nationalities in average)

4 main areas of studies:

- Viticulture & Oenology
- Marketing
- Management
- Finance and law

Career opportunities :

- ✓ *Winery marketing manager*
- ✓ *Wholesale/winery/retail distribution manager*
- ✓ *Estate manager*
- ✓ *Buyer, wine broker*
- ✓ *Wine/regional tourism manager*



Pr Roberta CROUCH
Director of the MSc in
Wine Business

MSC IN WINE BUSINESS (ACADEMIC YEAR 2016-2017)

Annual courses

- Career Development
 - Emergent Issues in Wine Business
 - Professional Exercises : Field Studies

Semester 1 - Autumn

Business Fundamentals

Grape and Wine Culture

- Viticulture & Oenology (30)
- Sensorial Analysis & Appreciation (30)
- Grapes & Wines of the World (30)
- Wine Markets (30)

Marketing Principles and legal issues

- Advanced Wine Marketing (30)
- Rights and regulations in the Wine sector (15)
- Contemporary legal issues in Wine Business (15)
- Entrepreneurship (24)
- Business communications (15)

Semester 2 - Spring

Management

- Wine tourism (30)
- Wine and society (30)
- Adopting innovations in Wine Business (15)
- Wine Business research (30)
- ProWein Trade fair (15)
- Professional project (32)
- Workshop in leadership (12)

Business Applications

Finance Courses

- Introductory Wine Business Finance (30)
- Management control in Wine business (15)
- Wine exporting and retailing – London (15)

Spring Field trips

- UK Wine Business Excursion
- ProWein (Germany)
- Wine Tourism Excursions

MSC IN WINE MANAGEMENT



English taught programme – 11.480€ - 18 months - Dijon

For student and graduates wishing to start a career in Wine & Spirits management, with no required prior experience in the wine industry

- Combination of theoretical and practical approaches
- Broad vision of the industry: from financing a wine business to advising a consumer on its choice
- Be able to work in a managerial position in any sector of the wine industry

- **Main Courses :**
 - Viticulture and oenology
 - Project management: Business Game
 - International Wine & Spirits environment
 - Wine tourism
 - Strategic brand management
 - Finance and legal rules
 - Sales and negotiation

Career opportunities :

- ✓ *Brand manager*
- ✓ *Import-export manager*
- ✓ *Sales executive or Commercial agent*
- ✓ *Administration and finance manager*
- ✓ *Communication manager, Public relation manager*



Pierre JOULIE
Director of the MSc
in Wine Management

MSC IN WINE MANAGEMENT (ACADEMIC YEAR 2016-2017)

Annual courses

- Professional project (28)
 - French as a foreign language
 - Transversal courses: Business Game (30)

Semester 1 - Autumn

Concentration courses

Wine fundamentals

- Viticulture & oenology (15)
- Grapes & wines of the world (30)
- Wine tourism (15)
- Field trips, visits and tastings (18)

Management fundamentals

(applied to the wine industry)

- Wine & Spirits Economics (15)
- Sales & Distribution (39)
- Finance (30)
- Legal rules (18)
- Conference & corporate meetings (18)

Autumn Field trip

- Loire Valley Wines Fair

Semester 2 - Spring

Management master courses

(applied to the wine industry)

- Wine & spirits marketing focus: Asia (15)
- International development (15)
- Legal protection (18)
- Law of Contracts (9)
- Logistics (33)

Spring Field trips

- ProWein (Germany)

Concentration courses

Wine master courses

- Wine tourism entrepreneurship (15)
- Conferences and institutional tastings (19)
- Corporate Social Responsibility (15)

- Wine Tourism Excursion

- Burgundy Field Trip

Core courses

- Business ethics (15)
- Innovation management (15)
- Research methodology (15)
- Thesis personal project (1)

MS COMMERCE INTERNATIONAL DES VINS ET SPIRITUEUX

Full-time



French taught programme – 11.900€ - 12 months - Dijon

Created in 1988 as a pioneer of wine business education, the MS CIVS programme is dedicated to those intending to take various positions in the wine trade, sustained by a large alumni network in the wine & spirits industry

- 25% of modules taught by oenology university professors: viticulture, oenology, sensorial analysis
- Field trips in 8 different vineyards of Europe
- Project management and proactive involvement in field trips
- Modules taught by professionals former MS CIVS graduates

■ Main Courses :

- Wine making
- Wine tasting and viticulture
- Wine environment
- Management of the wine industry: trade, marketing, law, finance, purchasing, etc.

Career opportunities :

- ✓ *Brand manager*
- ✓ *Import-export manager*
- ✓ *Sales executive or Commercial agent*
- ✓ *Distributor*
- ✓ *Communication manager, Public relation manager*
- ✓ *Consultant in the wine industry*
- ✓ *Wine estate manager, owner*



Dr Jérôme GALLO
Head of the MS CIVS

Management and Marketing Skills

- Marketing stratégique du vin (30)
- Marketing opérationnel
- Marketing digital (21)
- Commerce International (24)

- Droit (24)
- Gestion commerciale (30)
- Économie et gestion viticoles (30)
- Entrepreneuriat (15)
- Management Family Business (18)
- Distribution (24)
- Management et Développement RH (12)

Sectorial Approach

- Connaissance des acteurs de la filière (24)
- Les principaux vignobles mondiaux
- Wine Tourism (15)
- Actualités de la filière (12)
- Approche des marchés internationaux (18)
- Spiritueux (18)

Technical Skills

- Viticulture (33)
- Œnologie (30)
- Analyse sensorielle – Dégustation (30)
- Grapes and wines of the world (21)

Projet tutoré

Team-Building et Séminaire de rentrée (1 semaine)

Voyages d'étude - Connaissance des vignobles (170)

- 8 vignobles visités (5 semaines)
- Bourgogne (Chablis, Côte de Nuits, Côte de Beaune), Bordeaux, Champagne, Alsace, Côtes du Rhône Méridionale/Septentrionale, Languedoc, Italie, Espagne,...

Alumni network : a few examples

C. Blaise 2007
**MOET
HENNESSY**
Trendy Director

M. Boularand 2009
LANSON Int UK
Brand ambassador

M. Magnus 2013
**MOET
HENNESSY UK**
Business Development
Executive

J. De Tudert 2002
CAMUS
Cognac
Sales Director

E. Giry 2010
**BACARDI
MARTINI**
Market Head CHD

S. Baschiera 1983
**MOET &
CHANDON**
General Manager

P.E. Guemas 1997
**PERNOD-
RICARD**
International
Development Manager
for Asia & Pacific

T. Jacquet 2010
**REMY
COINTREAU**
International Product
Manager

E. Smith 2013
**HARPERS
WINE & SPIRIT**
Deputy Editor

ADMISSION REQUIREMENTS

MSc Wine Business	MSc Wine Management	MS CIVS (full-time)
<p>International Bachelor degree with an academic background in management or technical fields (wine, agrifood)</p> <p>A professional experience* in the fields of wine and/or spirits that goes beyond university work placements</p>	<p>Bachelor degree in any kind of major.</p> <p>No prior professional experience in the wine industry is required</p>	<p>Master degree in any field of study or a B.A. Honours or similar 4-year degree</p> <p>No prior professional experience in the wine industry is required</p>
<p>Command of English: TOEIC (800), TOEFL (88/575), IELTS (6.5) (or equivalent certificate) obtained no more than 2 years before application</p>	<p>Command of English: TOEIC (750), TOEFL (80/550) or IELTS (6.0) (or equivalent certificate) obtained no more than 2 years before application</p>	<p>Command of French: TEF(4) / DELF(B2)</p> <p>Minimum proficiency in English will be checked during interview</p>

*The more relevant work experience the candidate has, the greater is the chance of acceptance into the programme.

ACADEMIC CALENDAR



	MSc Wine Business	MSc Wine Management	MS CIVS (full time)
Application deadline	July N (application, interview, committee)		September N (application, interview, committee)
Semester 1	September-January		October-January
Semester 2	January-May		
Semester 3	June-December Work placement + professional/research dissertation	June-December Professional thesis, optional work placement	June-December Work placement + Professional thesis
Graduation	April N+2		



THANK YOU FOR YOUR ATTENTION!

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