

DIVE IN

IN BURGUNDY
INSIDE WINE
& SPIRITS

BURGUNDY
SCHOOL

OF WINE & SPIRITS

BUSINESS

YOU HAVE ARRIVED AT THE BEST PLACE TO EXERCISE YOUR PASSION: BURGUNDY, THE HEART OF THE GLOBAL WINE AND SPIRITS ECONOMY. SURROUNDED WITH POWERFUL SECRETS OF WINE AND SPIRITS PRODUCTION, COMMERCE & INNOVATION, TAKE FULL ADVANTAGE: BE ENGAGED, COMMITTED, CURIOUS, ADVENTUROUS.

SAY YES TO ALL AROUND YOU. TASTE EVERYTHING, ALONE AND IN COMBINATION. TALK TO EVERYONE, FOR WHAT YOU MIGHT LEARN. CHALLENGE YOURSELF. LET YOUR LOVE OF THE WINE AND SPIRITS BUSINESS SHINE THROUGH.

BLOOM WHERE YOU ARE PLANTED! THIS IS YOUR TIME TO BECOME THE BEST POSSIBLE VERSION OF YOU. EMBRACE TRADITION WHILE YOU CULTIVATE AND LEAD CHANGE.

DIVE IN
IN BURGUNDY
INSIDE WINE AND SPIRITS

Dr Jérôme GALLO
Director
School of Wine & Spirits Business



WELCOME TO

The global wine and spirits market has been growing strongly and continuously for at least 10 years. Between 2007 and 2016, it showed an increased consumption of more than 10% for wines and nearly 50% for spirits!

In this rich professional and academic environment, the School of Wine & Spirits Business maintains values (passion, humility, courage, intelligence, sharing) with a deep collective ambition: to assert itself as the international reference in higher education in wine and spirits management, a sustainable and dynamic leader.

We want to inspire our students to, in turn, become successful professionals for the benefit of the companies that they will join and become standard bearers for our values and those that typify the Burgundy region, the home of wine *par excellence*, the birthplace of one of the most famous wine regions in the entire world and the ideal region for immersing oneself in the world of wine production.

We have equipped ourselves in order to provide this inspiring source of strength, notably via a team of seasoned teaching professionals and wide-ranging, powerful networks of alumni, corporate representatives and experts. We have unequalled facilities, exemplified by a new dedicated building fitted with a tasting room, wine and spirits cellars, a laboratory specially designed for conducting consumption experiments, and a business lounge designed in the style of a sophisticated cocktail bar.

Joining the School of Wine & Spirits Business offers you the chance to embark on a truly unique adventure. An adventure that, needless to say, is academic and professional by nature, but also human, featuring thought-provoking and fruitful connections whilst making your own contribution to a fast-moving, forward-looking sector. In short, the thrill of a lifetime!

Dr Jérôme GALLO

Director
Burgundy School
of Wine & Spirits Business



THE SCHOOL

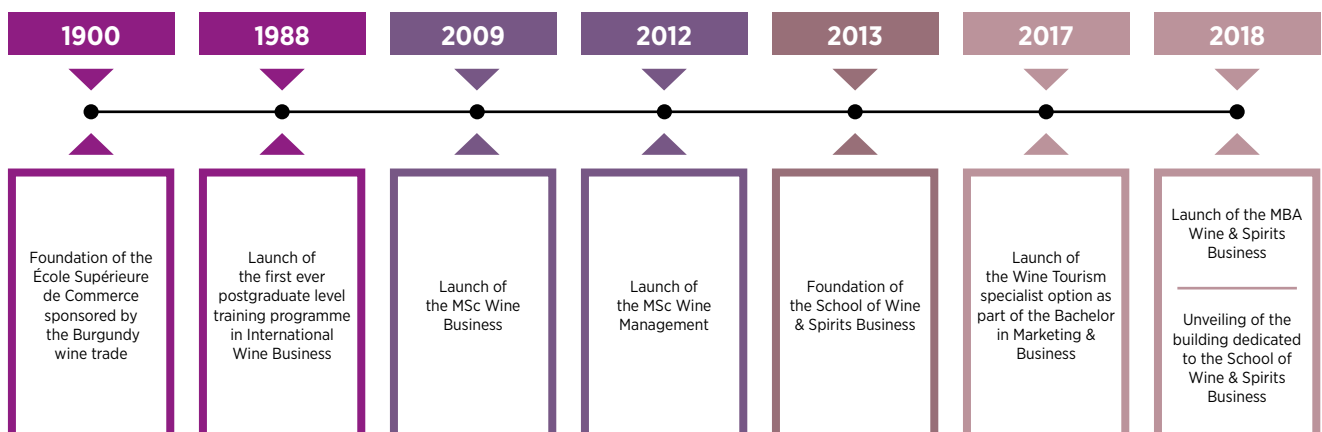
A SUPERB SETTING IN THE HEART
OF A LEGENDARY VINEYARD



THE SCHOOL OF WINE & SPIRITS BUSINESS AT THE HUB OF THE GLOBAL WINE AND SPIRITS ECONOMY

Burgundy is a region that enjoys worldwide renown, especially for the land on which its vineyards are established. Drawing all the benefits of the geological conditions and unique climate on offer, the area has joined the list of sites protected by UNESCO with World Heritage status for their exceptional characteristics. The wine produced on these centuries-old strips of land are the stuff of dreams for wine lovers the world over: Romanée-Conti, Clos de Vougeot, Meursault, Pommard, Nuits-Saint-Georges, to name just a few, from within la Côte de Nuits, and la Côte de Beaune. These wines offer the perfect illustration of the variety to be found within Burgundy and the long-running expertise of local wine producers. Studying in these surroundings is an unrivalled opportunity for any student of wine and spirits management.

WINE AND SPIRITS MANAGEMENT AT BSB IN A FEW DATES





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BURGUNDY BY NUMBERS

- 29,000 HECTARES OF VINEYARDS
- 1,247 CLIMATS WITH UNESCO-LISTED WORLD HERITAGE STATUS
- 33 *GRANDS CRUS* VINEYARDS
- 84 WORLD-RENOUNDED AOCs
- 4,200 WINE PRODUCERS, MERCHANTS AND COOPERATIVE WINERIES
- 1 BOTTLE OUT OF EVERY 2 PRODUCED IN BURGUNDY EXPORTED
- 36 BURGUNDY WINES IN THE TOP 50 MOST EXPENSIVE WINES IN THE WORLD
- #1: THE CLOSEST STILL WINE PRODUCER TO PARIS



DIJON, A TOWN WITH AN IRRESISTIBLE CHARM

The School is located in the heart of Dijon, a town offering a perfect blend of outstanding heritage and contemporary art, the latest musical trends and gourmet food. In addition to being ideally situated close to the world-renowned **Route des Grands Crus** of vintage wines, Dijon also figures high on the list of **most desirable French towns in which to live**, offering a relaxing, environmentally-friendly setting thanks to the surrounding green belt area. It will also soon be home to one of the **French International Cities of Gastronomy**, a cultural project based upon the French gourmet food tradition registered on UNESCO's Intangible Cultural Heritage list. The town scene offers many sporting activities, for amateurs and high-performance athletes alike (mountain biking, running, hiking, rowing), and offers opportunities for cross-country and downhill skiing just 1 hour 30 minutes away in the Jura skiing resorts. Life in Dijon features a host of cultural opportunities and a wide variety of wine bars for lovers of the many Burgundy vintages on offer.

DIJON METROPOLIS BY NUMBERS

- 280,000 INHABITANTS
- 1 HOUR 30 MINUTES FROM PARIS (17 HIGH SPEED TRAINS PER DAY)
- 33,000 STUDENTS
- 3RD BEST TOWN IN WHICH TO STUDY (L'ÉTUDIANT 2018)



6 GOOD REASONS

FOR STUDYING AT THE
SCHOOL OF WINE
& SPIRITS BUSINESS



1 ACADEMIC EXCELLENCE



- Double accredited by AACSB and EQUIS, BSB is ranked among the top 1% of business schools in the world
- The Specialised Master's in International Wine & Spirits Business (MS CIVS), the longest-standing international programme, is ranked no. 1 in France and no. 3 in the world (Eduniversal 2018)
- The MBA Wine & Spirits Business is ranked second best internationally focused MBA taught in France (Le Moci 2018)
- A world-recognised programme portfolio: MBA, Specialised Master's, MSc and Bachelor programmes, all featured in the top international and national rankings

2 HOLISTIC KNOWLEDGE

- Product-Business-Sector Skills: courses dedicated to production methods, tasting techniques and the world's wine and spirits markets, all taught by School of Wine & Spirits Business professors and the Burgundy University's Jules Guyot Institute. The international benchmark WSET 2 or 3 Wine, and WSET 2 Spirits professional certificates, incorporated into all programmes, providing a significant career boost for all graduating students
- Management skills: modules dedicated to Marketing, Management, Law and Finance, as applied to the wine and spirits economy
- Entrepreneurship skills and the design of a business plan
- Field trips to iconic wine and spirits markets and to the most renowned French vineyards

3 UNRIVALLED FACILITIES

The first of its kind in the world entirely dedicated to the teaching of and research into wine and spirits management:

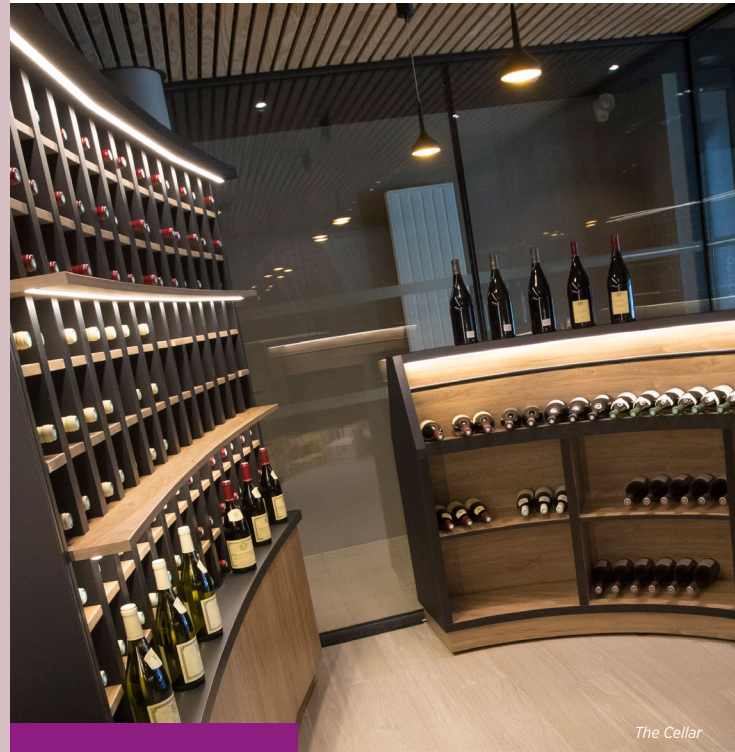
- The Wine & Spirits Business Lab, a behavioural research laboratory dedicated to the world of wine and spirits
- The Tasting Room, a state-of-the-art room comprising 32 fully equipped places for tasting classes and research activity
- The Cellar, a 12-degree storage cellar, a showcase situated at the building's entrance and housing the institution's collection of bottles; a prime resource for more informal tasting sessions
- The Spirits World, an area specially dedicated to spirits
- The Business Lounge, a sophisticated and elegant reception area

4 A VARIETY OF STUDENT AND STUDY PROFILES

- The student cohort represents around 20 nationalities from five continents on campus per year
- Programmes promote the acquisition of multicultural soft skills specific to the wine and spirits industry
- Class dynamic that contributes to the creation of a professional network



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5 A WINE AND SPIRITS NETWORK LIKE NO OTHER

- A 2,000-strong alumni network plus the support of the 16,000-strong global BSB alumni community
- Track-specific expert partners, representing the areas of Import/Export, Distribution, Production, Marketing and Innovation.
- Regular contact with industry leaders based in France and abroad (including the Americas and Asia) via courses, conferences, field trips and meetings.

6 GUIDANCE EVERY STEP OF THE WAY

- Courses delivered in face-to-face, small group set-ups (20-30 students on average), facilitating the learning process, and dialogue between and follow-up of students
- A career and coaching centre designed to support students in setting up their professional project and in looking for internships and jobs
- One-on-one assistance with the admissions procedure, visa applications, and finding accommodation
- Personalised guidance, including an integration week and team building activities

4 PRO-GRAMMIES

TAILOR-MADE TO DEVELOP
CROSS-FUNCTIONAL EXPERTISE

The School of Wine & Spirits Business offers cross-functional programmes

1 THE SPECIALISED MASTER'S IN INTERNATIONAL WINE & SPIRITS BUSINESS (MS CIVS)

Programme taught in French (20% of course in English) ■ ■

Entry requirements

- 5-year post-secondary degree or 4-year post-secondary degree with 3 years of professional experience minimum
- Special interest in the wine & spirits sector

Launched in 1988, SWSB's long-running programme develops a triple skillset in students, providing an all-encompassing understanding of the area:

Product expertise

- Technical wine and grape knowledge

Sectorial expertise

- Knowledge of the main actors within the international markets and major wine producers
- Knowledge of the main French wine regions

Management expertise

- Strategic, operational and digital marketing
- Distribution
- International market approach
- Commercial management
- Entrepreneurship
- Wine tourism
- Management of wine producing businesses
- Law

Career opportunities

Entry and middle management positions, Head of Marketing, Sales Manager, Area Manager, Brand Ambassador, Wine & Spirits Consultant, etc.

The programme is available in part-time and full-time formats in accordance with applicants' personal and professional commitments. The 18-month, part-time format is especially suitable for continuing education applicants looking to combine working life with a wide-ranging training programme.

The Specialised Master's in International Wine & Spirits Business, the longest-standing programme, is ranked no. 1 in France and no. 3 in the world (Eduniversal 2018)



CHARLES MAESTRALI BSB'17
On Trade Sales Manager at Ginsberg+Chan
Wine Merchants Asia - Hong Kong

At the end of my Specialised Master's in International Wine & Spirits Business I was hired by the Hong Kong-based importer Ginsberg+Chan Wine Merchants Asia. Our company specialises in the sale of limited edition bottles in Asia. My current role as Relationship Manager involves the management of sales to other professionals, including wine merchants, hotels and restaurants, private clubs, and importers. The Specialised Master's programme equipped me with the necessary wine expertise, access to a huge global alumni network which I use on a daily basis and above all credibility via the high esteem in which the programme is held both in France and abroad.



2 THE MBA WINE & SPIRITS BUSINESS

Programme taught in English 

Entry requirements

- Non-French Bachelor's degree or French Masters (level 1)
- TOEIC 800 or equivalent English language competency
- 3 years of professional experience preferably in the wine and spirits sector
- A proven interest in wine and spirits

A top-level training programme aimed at high-potential applicants looking to take on managerial positions or set up their own business.

The programme is especially suited to seasoned, managerial-level professionals and is organised into 8 course blocks:

- Product Knowledge (wine growing, oenology, sensorial analysis, wines and spirits of the world, WSET 2 or 3 wine and WSET 2 spirits certificates)
- Strategic Management (economy, strategy, market analysis, marketing research, society and industry challenges, and more)
- Wine & Spirits Marketing (branding, consumer behaviour, international portfolio management, press/public relations, wine tourism)
- Digital Transformation
- International Markets & Distribution (including logistics and negotiation)
- Field trips in some of the most renowned French vineyards (Champagne, Burgundy, Beaujolais) and emblematic wine and spirits markets (New York, London, Germany), and Wine and Spirits VIP Rooms
- Support services: Finance, Legal, Human Resources
- Entrepreneurship, Leadership & Personal Branding

Career opportunities

Middle and Senior Manager positions with an international scope in general management, business unit management, marketing, business development, communications, purchasing, management of wine and spirits businesses, trading, head of wine tourism and head of finance.

The MBA Wine & Sprits Business is ranked second best internationally focused MBA taught in France (Le MOCI 2018)



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WILLEM COETZEE BSB'18
South Africa

The programme is a practically-oriented one. We get to do a lot of networking during the various trips we go on. Whilst on our importing and retailing trip to London, we received incredible insight from some of the UK's biggest wine and spirits importers and brand owners who gave us invaluable information on the market and on how Brexit will affect it. My favourite class trip was to ProWein, the world's largest wine trade fair, held in Düsseldorf. It provided me with the opportunity to meet potential employers face to face and have real discussions with them about where the industry is heading, whilst also offering me a few potential career opportunities in South Africa and the U.S.



3 MSc WINE MANAGEMENT

Programme taught in English 

Entry requirements

- A French Masters (level 1) or non-French Bachelor
- TOEIC 785 or equivalent English competency

Launched in 2012, this generalist programme is designed to provide students with the necessary training for operational divisions within companies in the wine and spirits sector.

Business divisions

- Sales
- Marketing
- Communications
- Wine Tourism

Managerial divisions

- International Strategy
- Innovation
- Ethics
- Corporate Social Responsibility
- Business Game

Support divisions

- Finance
- Logistics
- Legal

Product training

- Fundamentals of wine (Viticulture, Oenology, Sensorial Analysis).
- In-depth introduction to spirits and Focus Days (E.g. Lebanese wines, sake)
- Training for the WSET 2/3 Wine by a Master of Wine, and WSET 2 Spirits

This multi-function view of the ways in which companies from the wine and business sector operate is completed via face-to-face meetings with professionals, trade-specific conferences, and field trips.

Career prospects

Brand Manager, Head of Import-export, Head of Sales Unit, Cellar Manager, Product Marketing, etc.



ÉLODIE GOFFINET BSB'17
Supermarkets Area Manager
Grands Chais de France - France

I am Supermarkets Area Manager for Les Grands Chais de France, a major representative of the wine and spirits sector both in France and abroad, and number one exporter of French wine in the world. I manage a portfolio of 90 clients across 2 departments. My work features a number of headline events through the year (rosés, wine fairs, and sparkling products). On a daily basis I am the face of GCF in the field, maintaining smooth links with the group's distribution network and streamlining direct sales and the resale of operations negotiated with brands handling our product ranges. The MSc Wine Management has provided me with a strategic overview of the industry and product knowledge, all of which helped me secure employment and will continue to prove an asset for the future development of my career.





The Business Lounge

4

THE WINE TOURISM SPECIALISATION

Bachelor Marketing & Business

Programme taught in English 🇬🇧

Designed for applicants wishing to work in wine production or within a wine merchant. The programme develops the business and marketing know-how required to work in the wine and spirits trade, with a wine tourism focus.

Programme

The programme combines the fundamentals of wine :

- Wine production, oenology
- Sensory analysis and tasting
- Tourism marketing
- Direct wine sales
- Professional business experience via field trips to the Jura and Burgundy regions

Career opportunities

Head of Wine Tourism within a Wine Merchant, Wine-Growing Estates.

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FANNY-LOU HEINTZELMANN BSB'18
Bachelor Marketing & Business
Wine Tourism specialisation

I chose the major in Wine Tourism at the end of the Bachelor programme. I had no specific skills in that sector, that is why I chose for my general knowledge, to follow the wine tourism major. During this semester, I acquired many notions concerning the wine market via viticulture, tourism and marketing. I especially learned to introduce and promote wines during tastings in the School of Wine & Spirits Business. Obviously, 100% of the programme is taught in English, which is essential in the wine and spirits world.



A FACULTY

THAT COMBINES ACADEMIC EXPERTISE
AND INDUSTRY KNOW-HOW

The School of Wine & Spirits Business faculty consists of both **academic experts** including Steve Charters, a Master of Wine and **highly experienced professionals working in the industry**.

Their aim is to conduct top-level research activity that can be used to enrich the content of the programmes, whilst nurturing close ties with the sector and the companies operating within it.



P^r STEVE CHARTERS
PhD, Master of Wine

I have the dual role of teacher and researcher, my studies focusing on consumer behaviour and the links that exist between wine and the places from which it comes. I am also a member of the Institute of Masters of Wine, a global network of 380 Masters of Wine spread over thirty countries worldwide. One of my aims is to help students in the School of Wine & Spirits Business gain full benefit from the network and expertise I have to offer.

THE FACULTY

- **Dr Jérôme Gallo**, Director of the School of Wine & Spirits Business, Professor of Economics
- **Dr Lara Agnoli**, PhD, Professor of Economics and Marketing
- **Dr Yann Chabin**, Professor of Management
- **Claude Chapuis**, Professor of Wine-growing and Culture
- **Pr Steve Charters**, PhD, Master of Wine, Professor of Marketing
- **Laurence Cogan-Marie**, Professor of Marketing and Wine Tourism
- **Pr Nikos Georgantzis**, Director of the Wine & Spirits Business Lab, Professor of Experimental Economics
- **Pr Théodoros Georgopoulos**, Professor of International Law, lawyer specialising in wine and spirits, expert advisor to the European Commission, Director of the Institut Georges Chappaz (Wine and Champagne Institute), Chairman of the Greek Wine Producers Association
- **Pierre Joulié**, Director of the MSc Wine Management, Professor of Finance
- **Dr David Ménival**, Adjunct Professor and Director of the Champagne branch of Crédit Agricole Grand-Est
- **Frédéric Mercier**, Director of the Specialised Master's in International Wines & Spirits Business, Professor of Marketing and Entrepreneurship
- **Pr Jean-François Outreville**, Adjunct Professor specialising in the wine economy
- **Jacques Thébault**, Director of the MBA Wine & Spirits Business, Professor of Marketing, International Business & Leadership
- **Dr Jean-Christian Tisserand**, Professor of Economics



Pr NIKOS GEORGANTZIS

Director of the Wine & Spirits Business Lab

The Wine & Spirits Business Lab is the only research laboratory dedicated to behavioural studies into the wines and spirits sector. The set-up employs experimental economics techniques in order to explore the emotions, cognitive processes and decision-making factors that influence consumers, producers and experts in their actions and opinions. The Lab team works in close collaboration with partners from the wine-production industry, students and universities from all over the world, an open set-up that enables them to produce academic research that is both intellectually stimulating and of genuine use to society.

GUEST SPEAKERS

60 academic and professional guest speakers from the French and international worlds of wines and spirits, including recent appearances from:

- **Garvin Brown**, Chairman of the Board, Brown-Forman
- **Laurent Cutier**, Brand Director Tequila Avion Pernod Ricard USA
- **Mathieu Duchemin**, Director General Moët Hennessy Diageo Singapore/Malaysia
- **Bruno Le Breton**, Owner-Oenologist, BLB Vignoble
- **Hadrien Mouflard**, Director General, Champagne Ayala & Co
- **Jolana Novotna**, Europe Export Director, Maison Joseph Drouhin
- **Vitalie Taittinger**, Marketing Director, Champagne Taittinger
- **Liz Thach**, Master of Wine, , Professor of Marketing, Wine Business Institute Sonoma State University (USA)
- **Michael Werner**, Research & Insight Executive, Berry Bros. & Rudd (London)
- **Damien Wilson**, Hamel Family Chair in Wine Business, Sonoma State University (USA)

RESEARCH AT THE SCHOOL OF WINE & SPIRITS BUSINESS

Some team members work closely with our partners from the industry, students and other academics from the BSB and all over the world (California, Italy, New Zealand, Australia, UK, South Africa, India, Greece...) in order to be inspired/and inspire other researchers on the themes which we study with a vision to provide a practical and academically stimulating output to the society.

The research department includes **The Wine & Spirits Business Lab**, a unique concept worldwide and **the publication of articles** in peer-reviewed journals, prestigious publications aimed at a scientific community, publication of a reference guide on wine economics and management, etc.

KEY SPONSORS, School of Wine & Spirits Business ecosystem stakeholders

The School of Wine & Spirits Business benefits from partnership by key representatives of the Burgundy wine and spirits industry. Our Key Sponsors encapsulate the commitment received from the leading figures of the Burgundy wine-growing scene to the School's various activities. Students who have come from all over the world to study at the SWSB therefore have the chance to immerse themselves completely in the world of wine, Burgundy-style, as soon as they arrive.

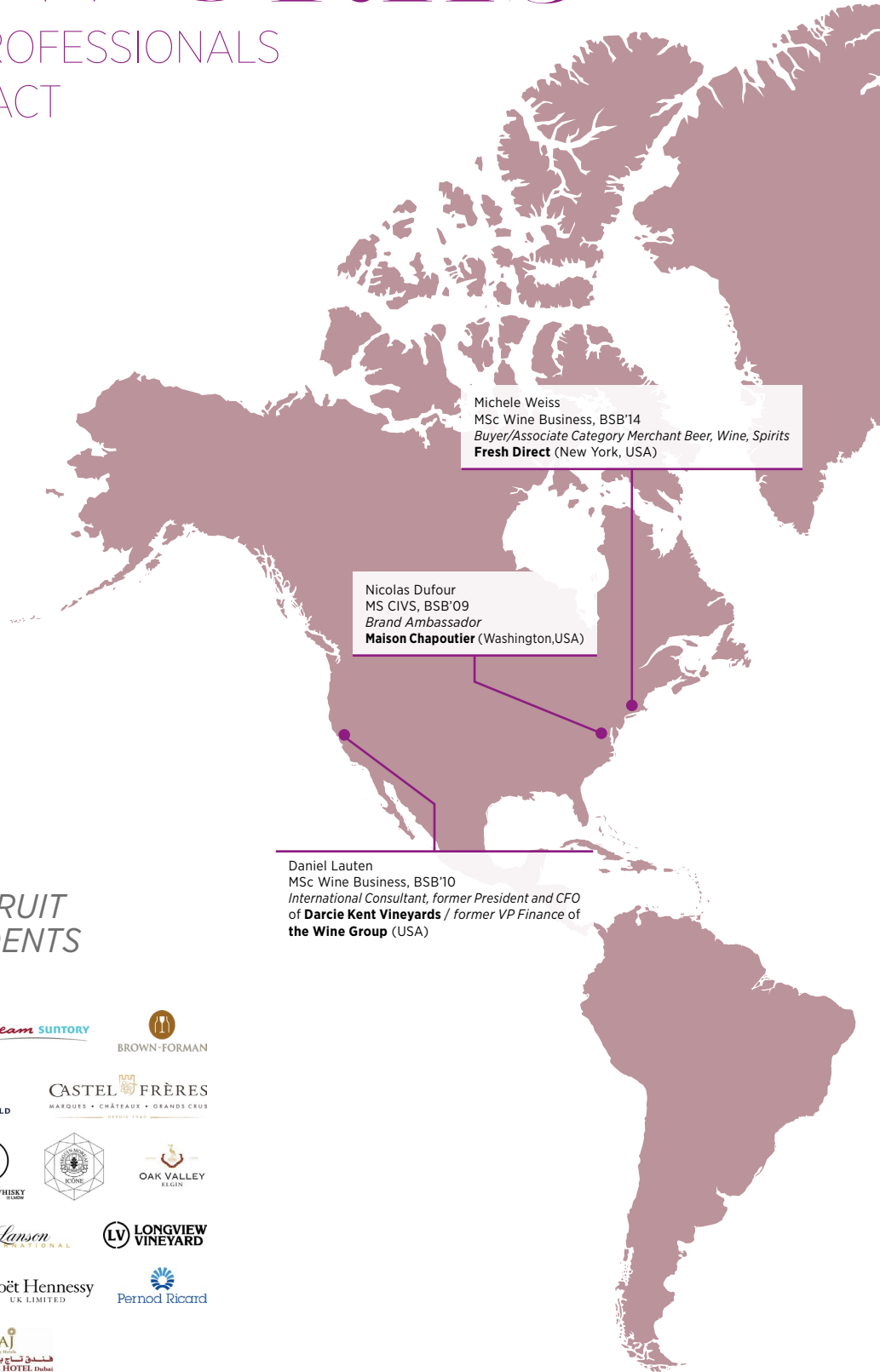
- **Guillaume d'Angerville**, Chairman, les Climats de Bourgogne Association
- **Albéric Bichot**, CEO, Maison Albert Bichot
- **Thierry Brouin**, Clos des Lambrays, LVMH
- **Jean-François Curie**, CEO, Maison Boisset - La Famille des Grands Vins
- **Frédéric & Véronique Drouhin**, CEO and Oenologist, Maison Joseph Drouhin
- **Erwan Faiveley**, CEO, Maison Faiveley
- **Stéphane Follin-Arbelet**, CEO, Châteaux de Meursault et Marsannay - Marché aux Vins
- **Pierre-Henry Gagey**, Chairman, Maison Louis Jadot
- **Louis-Fabrice Latour**, CEO, Maison Louis Latour
- As well as **Guillaume Deglise & Sylvain Pitiot** among other key figures

NETWORKS

ALUMNI AND PROFESSIONALS
IN CLOSE CONTACT

One of the many strengths of the School of Wine & Spirits Business is its ability to tap into its wide-ranging, powerful networks of alumni and partners.

In addition to its current community of over 2,000 alumni working in the wines and spirits sector, the School of Wine & Spirits Business can also draw upon an international professional network of over 16,000 BSB alumni.



Michele Weiss
MSc Wine Business, BSB'14
Buyer/Associate Category Merchant Beer, Wine, Spirits
Fresh Direct (New York, USA)

Nicolas Dufour
MS CIVS, BSB'09
Brand Ambassador
Maison Chapoutier (Washington, USA)

Daniel Lauten
MSc Wine Business, BSB'10
International Consultant, former President and CFO
of **Darcie Kent Vineyards** / *former VP Finance of*
the Wine Group (USA)

THEY RECRUIT OUR STUDENTS



Maxime Magnus
MSc Wine Business, BSB'13
Business Development Manager
Moët Hennessy (UK)

Marie Boularand
MS CIVS, BSB'09
Prestige Business Manager
Lanson International (London)

Juliette Pech
MSc Wine Management, BSB'16
On Trade Area Manager
Brown-Forman

Alexandre Bader
MS CIVS, BSB'94
Executive Management Department for France
Billecart Salmon

Frédéric Raynaud
MS CIVS, BSB'94
Director General
Coopérative de Pfaffenheim

Arthur Morbois
MSc Wine Management, BSB'13
Project & Development Manager
La Maison du Whisky (Paris)

Marc Plantagenêt
MS CIVS, BSB'00
Operations Director, Burgundy
Seguin Moreau

Andrea Trivino Lira
MS CIVS, BSB'08
Head Sommelier Wine & Spirits Manager
Hôtel The Palace (Dubai)

Nicolas Rochon
MS CIVS, BSB'07
Export Area Manager
Baron Philippe de Rothschild

Emeline Picard-Halley
MSc Wine Management, BSB'14
Marketing & Communication Manager
Domaine Cazes Advini (Rivesaltes, France)

Shruthi Mannar
MSc Wine Management, BSB'13
Events & Wine Communications Executive
Moët Hennessy LVMH (India)

Danelle Bosman
MSc Wine Business, BSB'13
Cellar Door Manager/Public Relations
Oak Valley Wines (South Africa)

Ziqian Tang
MSc Wine Management, BSB'14
Brand Manager
Beam Suntory (Shanghai, China)

Xingyu Shi
MSc Wine Business, BSB'13
Brand Ambassador/Wine
Pernod Ricard (China)

Haotian Zhou
MSc Wine Business, BSB'14
Brand Ambassador China Pol Roger/Hugel/Perrin
Summergeat (Shanghai, China)

Aymeric Dehont
MSc Wine Business, BSB'13
Area Sales Manager South East Asia
Castel Frères (Vietnam)

Sahapoom Anuchatibud
MSc Wine Business, BSB'11
International Business Development Manager
Singha Beer (Bangkok)

Bérénice Axisa
MSc Wine Business, BSB'10
National Sales Manager
Longview Vineyard (Adelaide Hills, Australia)

Burgundy
School of
Wine &
Spirits
Business

BSB

AT A GLANCE



3 CAMPUSES



DIJON



LYON



PARIS

2 700

STUDENTS

176 INTERNATIONAL PARTNERS IN **52 COUNTRIES** ACROSS **5 CONTINENTS**

1500 CORPORATE PARTNERS

70 DOUBLE DEGREES

6 EXCELLENCE TRACKS:
WINE & SPIRITS BUSINESS - FINANCE -
BEHAVIOURAL ECONOMICS - ARTS &
CULTURAL MANAGEMENT - DIGITAL -
ENTREPRENEURSHIP & INNOVATION

350 GUEST SPEAKERS

72 PROFESSORS

+ 16 000 ALUMNI

INCLUDING 2 000 WINE AND SPIRITS PROFESSIONALS



1 RESEARCH CENTRE (CEREN)

2 TEACHING CHAIRS RESEARCH WITH COMPANIES

2 RESEARCH LABORATORIES LESSAC AND WINE & SPIRITS BUSINESS LAB

1 SCHOOL OF WINE & SPIRITS BUSINESS



22 STUDENT ASSOCIATIONS

1 INCUBATOR



AN INTERNATIONAL CAMPUS

1/4 INTERNATIONAL STUDENTS

66 NATIONALITIES

36% INTERNATIONAL FACULTY



Burgundy
School of
Wine &
Spirits
Business

KEY FIGURES

SCHOOL OF WINE & SPIRITS BUSINESS



1st INTERNATIONAL INSTITUTE DEDICATED TO THE TRAINING AND RESEARCH IN THE MANAGEMENT OF WINE & SPIRITS

30 YEARS OF EXPERT KNOWLEDGE

180 STUDENTS A YEAR



20 NATIONALITIES FROM 5 CONTINENTS



No1 SPECIALISED MASTER'S IN INTERNATIONAL WINE & SPIRITS BUSINESS IN FRANCE (EDUNIVERSAL 2018)

No2 BEST INTERNATIONAL MBA (LE MOCI 2018)

4 PROGRAMMES

- MBA WINE & SPIRITS BUSINESS
- SPECIALISED MASTER'S IN INTERNATIONAL WINE & SPIRITS BUSINESS (CIVS)
- MSc WINE MANAGEMENT
- BACHELOR - LEVEL WINE TOURISM SPECIALIZATION

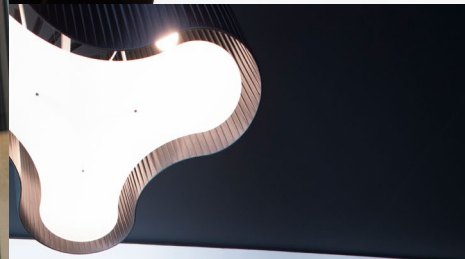
14 DEDICATED RESEARCH PROFESSORS

- 1 MASTER OF WINE

60 EXPERTS IN THE WINE AND SPIRITS INDUSTRY



Large international media coverage



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