

# DIVE IN

M S C

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WINE MANAGEMENT

2021

BURGUNDY  
**SCHOOL**  

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OF WINE & SPIRITS  

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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**

**Pierre JOULIÉ**  
Director  
MSc Wine Management



# EDITO- RIAL

Regardless of the nature of your experience and education, if you have a passion for the wine, beer and spirits world, you can have a place amongst us.

You feel the magic linked to the production process and you want to learn how to do business in the wine, beers and spirits industry. Even if you don't have a specific proficiency or if you have already shown interest with only a small professional experience, then the MSc in Wine Management is suited for you.

Learning the key points of all the main operational functions, all doors will stay open for your future profession. Should you want to work in sales, communication, marketing, management, finance, logistics, even running a wine shop or creating your own business. We are able to provide you with the knowledge you need to achieve your goal.

The MSc Wine Management is a great opportunity for you to acquire and develop an expertise in the wine, beer and spirits world.

*Pierre JOULIÉ*

# THE SCHOOL OF WINE & SPIRITS BUSINESS



## 1 **ACADEMIC EXCELLENCE**

- Double accredited by **AACSB** and **EQUIS**, Burgundy School of Business is ranked among the top 1% of business schools in the world
- The Specialised Master 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 2020)
- The MBA Wine & Spirits Business is ranked **second best international MBA taught in France** (Le Moci 2020)
- A world-recognised programme portfolio: MBA, Specialised Masters, 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** professional certificate 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 education 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 & Spirits Industry
- Class dynamic that contributes to the creation of a professional network

## KEY FIGURES OF THE SCHOOL OF WINE & SPIRITS BUSINESS

**1<sup>st</sup>** 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 IN INTERNATIONAL WINE & SPIRITS BUSINESS IN FRANCE (EDUNIVERSAL 2020)

**No2** BEST INTERNATIONAL MBA (LE MOCI 2020)

**4** PROGRAMMES  
 - MBA WINE & SPIRITS BUSINESS  
 - SPECIALISED MASTER 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 & SPIRITS INDUSTRY

# 5



The Cellar

# 5 A WINE AND SPIRITS NETWORK LIKE NO OTHER

- A 2000-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.

# 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 a coaching center designed to support students in setting up their professional project and in looking for internships and job
- One-on-one assistance with the admissions procedure, visa applications, and finding accommodation
- Personalised guidance, including an integration week and team building activities

# 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.



**Pr 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 where it is grown. I am also a member of the Institute of Masters of Wine, a global network of 400 Masters of Wine spread over thirty countries worldwide. One of my aims is to help School of Wine & Spirits Business students take full advantage of 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 Joulé**, Director of the MSc in Wine Management, Associate 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 in International Wines & Spirits Business, Associate 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, Associate 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**, Managing Director, Moët Hennessy Diageo Singapore/Malaysia
- **Bruno Le Breton**, Owner-Oenologist, BLB Vignoble
- **Hadrien Mouflard**, Managing Director, 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, United Kingdom, South Africa, India, Greece, etc.) 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 », The 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 School of Wine & Spirits Business therefore have the chance to immerse themselves completely in the world of wine, Burgundy-style, as soon as they arrive.

- **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
- **Nathalie Fèvre**, President of the Association for the Women and Wines of Burgundy
- **Pierre-Henry Gagey**, Chairman, Maison Louis Jadot
- **Ludvine Griveau**, Manager, **Domaine des Hospices de Beaune**
- **Louis-Fabrice Latour**, CEO, Maison Louis Latour
- As well as **Guillaume Deglise**, **Rose-Marie Ponsot** & **Sylvain Pitiot** among other key figures

# THE MSc WINE MA- NAGEMENT

## HIGHLIGHTS



**PIERRE JOULIÉ**  
Programme Director

*Pierre Joulié graduated as an actuary from the prestigious Institut de Science Financière et d'Assurances. After starting his career in Investment Banking, he became CFO and Member of the Board at the prestigious wine merchant Maison Louis Latour, where he worked for more than 11 years before founding his own wine trading company. He joined Burgundy School of Business in September 2012 to head the MSc in Wine Management. He is also an associate professor of Finance.*

**A 16 month programme to produce corporate specialists who will be able to apply in-depth theoretical and practical knowledge of the international business environment to international management in the wine, beer and spirits industry.**

### **THEORETICAL & PRACTICAL APPROACHES**

- Practical knowledge of the international business environment
- Advanced international management practice in the wine, beer and spirits industry
- Fundamentals of management, law, finance and marketing applied to the sector

### **SECTORIAL APPROACH: REALITIES OF THE WINE & SPIRITS INDUSTRY**

- Field trips in Burgundy, Languedoc, Champagne etc.
- Professional Fairs (ProWein, Wine Paris)

### **INSIGHTS INTO THE CORPORATE WORLD**

- Specialist lectures and meetings with industry representatives («Marketing & Distribution issues», «Burgundy Producers», «Sake tastings and market», «New tasting approaches: Lebanese Wines»...)
- Visits to wineries

**Ranked one of the best specialised training for the international market by "Revue du Vin de France" (2019)**



## ALL MODULES ARE LINKED TO THE WINE, BEER AND SPIRITS INDUSTRY

### Semester 1

#### Wine & Spirits Fundamentals Modules

- Grapes & Wines of the World
- Spirits & Liqueurs of the World
- Viticulture & Oenology
- Wine and Spirits Tastings & Fieldtrips

#### Wine & Spirits Management Modules

- Economic Environment of the Wine Industry
- Finance in the Wine & Spirits Industry
- Sales & Distribution in the Wine & Spirits Industry
- Marketing in the Wine, Beer & Spirits Industry
- Wine & Spirits Tourism
- Legal Rules in the Wine and Spirits Industry

#### Practical Approach Modules

- Specialist lectures and meetings with industry representatives
- Professional Project
- Field trips

### Semester 2

#### Business Development Modules

- Business Ethics
- Innovation Management
- Research Methodology
- Global Strategy in the Wine & Spirits Industry
- Corporate Social Responsibility

#### Wine Management Modules

- Legal Protection: Brand, Model, Design
- Introduction to the Law of Contracts
- Wine & Spirits Marketing Focus: Asia
- Logistics
- Conferences: distribution, wine and culture

#### Practical Approach Modules

- Wine Business Game
- Institutional Tastings, Conferences
- Wine Exhibition, Tastings, Field Trips
- Job conferences

### Semester 3

#### Professional Thesis (with optional internship)

**MORE THAN 400 HOURS FACE TO FACE CLASSES**

## INTERNATIONAL DIMENSION

- International faculty and experts from all around the world
- Diversity in the classroom and in experience

## CLOSE FOLLOW-UP

- Face to face classes
- Small teaching groups (20-30 students)
- Meetings and workshops to build your professional project

# CAREER OPPORTUNITIES

## MSc WINE MANAGEMENT

Graduates can hold various positions such as:

- Brand manager
- Import-export manager
- Commercial agent
- Administration and finance manager
- Communication manager
- Public relation manager
- Wine & Spirits shop Manager
- Wine & Spirits education



Cameron Danis  
MSc Wine Management, BSB'16  
*Tasting Room Manager*  
**Siduri Wines** (Healdsburg, California)



**ELODIE GOFFINET** BSB'16

Sales Manager (France & Export)  
Cave Vinicole "Les Fautières" d'Orschwiller-Kintzheim - Alsace, France

*With 140 hectares of vines, "Les Fautières" is the smallest cooperative in Alsace and represents roughly 60 wine-makers' families since 1957. As of today I manage sales around 1.6 million bottles for a global turnover of more than 5 million € a year with clients across France and the world. Globally I define the commercial plan in accordance with the general strategy of our direction.*

*From a pure business perspective I negotiate and streamline sales over the year according to priorities. That means securing the key accounts, finding ways of developing them and bringing in new leads with the support of a team. My work also features a number of key headline events through the year.*

*My role is thus to be an ambassador as I am the face of the Winery on a daily basis. I promote our values, our philosophy and the wines. I work towards maintaining smooth links with our business partners in France and abroad. The MSc Wine Management has provided me with a strategic overview of the industry and product knowledge, all of which helped me secure employment at first, and will continue to prove an asset for ensuring the development of my career.*

Shivani Tomar  
MSc Wine Management, BSB'16  
Sales Executive  
**VinumTerra** (London)

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

Daria Semenova  
MSc Wine Management, BSB'14  
Sommelier Founder  
**Sam Myself** (Saint Petersburg)

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

Jade Olivier  
MSc Wine Management, BSB'17  
Junior Product Manager  
**Badet Clément** (Nuits Saint Georges)

Guillaume Paxion  
MSc Wine Management, BSB'15  
Project Manager  
**Veuve Ambal** (Beaune)

Grégoire Beaudot  
MSc Wine Management, BSB'17  
Regional Sales Manager  
**Anheuser-Bush InBev** (Dijon)

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

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

Chen Pu  
MSc Wine Management, BSB'14  
Export Manager  
**CGM Vins** (Bordeaux)

Antoine Goubert  
MSc Wine Management, BSB'16  
Business Export and Off Trade Market  
**Corlianges** (Blaye-Bordeaux)

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

Jiazhen Wu  
MSc Wine Management, BSB'16  
Sales Manager  
**L'Imperatrice** (Hong-Kong)

Erwann Boivin  
MSc Wine Management, BSB'17  
General Manager  
**Le Quinze Vingt** (Singapore)

Natalia Yakunina  
MSc Wine Management, BSB'16  
Sales Executive  
**Astoria Vinos** (Marbella)

# BURGUNDY

A WORLD-RENOWNED WINE REGION

## **C***CULTURE, LANDSCAPES AND TRADITIONS AT THE VERY HEART OF BURGUN- DY WINES*

**The legendary Wine Route sprinkled with vineyards and the very best wines in the world:**

- Romanée-Conti, Clos de Vougeot, Meursault, Pommard, Nuits-Saint-Georges at the heart of the Côte de Nuits and Côte de Beaune,
- The famous village of Chablis, including its appellation grand cru
- The villages of Givry and Rully in Saône-et-Loire and the Premiers crus of the Côte Chalonnaise

**World-renowned Hospices de Beaune Wine Sale and international exposure** boosted by the forthcoming opening of the International Gastronomy and Wine Exhibition Centre in Dijon.

## **K***KEY FIGURES OF BURGUNDY*

- 29 000 HA OF VINES
- 33 GRANDS CRUS VINEYARDS
- 84 WORLD RENOWNED APPELLATION D'ORIGINE CONTRÔLÉE (AOC)
- 4,200 WINEGROWERS, TRADERS AND COOPERATIVES
- 1 BOTTLE OUT OF EVERY 2 PRODUCED IN BURGUNDY EXPORTED
- 36 BURGUNDY WINES IN THE TOP 50 MOST EXPENSIVE WINES OF THE WORLD
- #1 - THE CLOSEST STILL WINE PRODUCER TO PARIS





### **DID YOU KNOW?**

Since July 4<sup>th</sup> 2015, the «Climats» (terroirs) of Burgundy have been registered on the UNESCO World Heritage List in recognition of the unique know-how, the heritage, and the exceptional character of more than 1250 parcels of vines.



*Place de la Libération, Dijon*

## **DIJON, 2nd MOST POPULAR CITY IN FRANCE**

*(L'ÉTUDIANT-"Student Life" criteria 2019)*

The city has 250,000 inhabitants including 33,000 students, and offers a vibrant student life. Here people enjoy good living and a strong sense of community. The city is a rich mix between culture and food, plus plenty of trendy wine bars. Each summer, Dijon resounds to the beat of free concerts: folk and jazz enthusiasts will enjoy concerts in the parks and gardens.

Dijon is also the gateway to the Côte de Nuits vineyard where several Grand Cru are produced.



Burgundy  
School of  
Wine &  
Spirits  
Business

# BURGUNDY SCHOOL OF BUSINESS

A LEADING BUSINESS SCHOOL

Top 1% of business schools in the world



## *AN URBAN CAMPUS, LOCATED IN THE VERY CENTRE OF DIJON*

- **A unique work environment in the centre of Dijon**, a 10-minute walk from the train station (High Speed Train)
- **Cultural diversity**, 25 student clubs and societies
- **A human-size and affordable city** (cost of living approx. 750€/month including accommodation)
- **New premises**: a Learning Center, co-working and creativity rooms, relaxing areas (sports halls, dance & music studios etc.) and a dedicated building for the Wine & Spirits programmes

## *A LONG TRADITION OF WELCOMING INTERNATIONAL STUDENTS*

### **A dedicated team welcomes you!**

- Administrative and accommodation support,
- Dedicated team to help you with lodging, pick-up at Dijon train station on recommended dates of arrival, and some administrative issues
- Induction week with free workshops,
- Organized trips to discover Burgundy and Dijon





**3** CAMPUSES



**2 700**

STUDENTS



**1500** CORPORATE PARTNERS

**+ 16 000** ALUMNI

INCLUDING 2 000 WINE AND SPIRITS PROFESSIONNALS

**1** RESEARCH CENTRE (CEREN)

**3** TEACHING CHAIRS RESEARCH WITH COMPANIES

**2** RESEARCH LABORATORY LESSAC AND WINE & SPIRITS BUSINESS LAB

**1/4** INTERNATIONAL STUDENTS

**66** NATIONALITIES

**36%** INTERNATIONAL FACULTY



BE THE CHANGE YOU WANT TO SEE IN THE WORLD

## ADMISSION INFORMATION

100% English track  
Dijon Campus  
16 months duration

### Admission deadline:

- Non EU: July 15th, 2021
- EU: September 1st, 2021

### Requirements:

- English language certificate equivalent to IELTS 6.0 or TOEIC 785 for non-native speakers
- A non-French Bachelor degree or a French Master 1

### Admission process:

- On-line application form
- Oral motivation interview (Skype)

### Tuition fees\*

€15,000

\* Field trip travel & lodging costs included

## FOR MORE INFORMATION

### Please contact us:

Tél. +33 (0)380 725 922  
info-international@bsb-education.com

### Or check our website:

bsb-education.com/bsb-programmes/masters-of-science-msc/msc-wine-management/

# BURGUNDY SCHOOL OF WINE & SPIRITS BUSINESS

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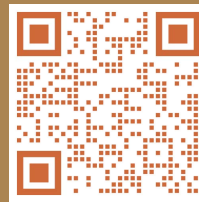
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