

# DIVE IN

IN BURGUNDY  
INSIDE WINE  
& SPIRITS

**BURGUNDY**  
**SCHOOL**  

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**OF WINE & SPIRITS**  

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**BUSINESS**



**COLLEGE**  
**CONTACT.COM**

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*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



# IN- TRO

For more than a decade, the wine and spirits market has been undergoing profound growth and transforming to keep up with the ongoing digital revolution, the rise of new customer behaviour, and new business models.

From geopolitical changes such as Brexit to evolving tax laws or the global health crisis caused by Covid-19, major events have brought into question the ways of international business. As we continue to adapt and sales pick up strongly in all distribution channels, our industry has never been so complex, so competitive, and so exciting for those who want to advance their career.

As the global pioneer and leader in wine and spirits management education, Burgundy School of Business's School of Wine & Spirits Business provides you with a range of skills - including soft skills - to meet the challenges you will face throughout your professional journey.

Based in Burgundy, home of the most famous vineyards in the world, we are located in the best place to immerse yourself in the wine business. For over 120 years, BSB has been guided by our strong values of passion, humility, courage, intelligence, and sharing. With each graduating class, our mark on the global wine and spirits sector grows as BSB alumni share newfound expertise and innovative ideas. We are proud to be a source of inspiration for those who, in turn, will work for the success of their companies and carry our values forward all over the world.

We welcome you to experience first-hand our highly qualified teaching team and join a strong network of graduates, professionals and experts. Our unrivalled facilities include a tasting room, wine and spirits cellars, an exclusive lab to conduct experiments, plus a sophisticated business lounge and cocktail bar.

Joining BSB's 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 that will change your life!

*Dr Jérôme Gallo*

# DIVE IN

IMMERSE YOURSELF  
IN OVER 2000 YEARS  
OF WINE CULTURE



## **FRANCE,** *THE ULTIMATE BENCHMARK FOR WINE PROFESSIONALS*

France is one of the most exciting wine-producing countries in the world.

Thanks to the uniqueness and diversity of our “terroirs”, France is both the cradle of the world’s greatest wines and home to many treasures for modern wine lovers. The names of all our wine regions strike a chord with connoisseurs, from Bordeaux to Alsace and Languedoc to the Loire Valley, with Burgundy at the heart of it all. Steeped in tradition and grounded by time-honoured techniques, France remains the reference point for quality and a driving force behind many modern international wine trends from new pioneers that are developing excellent wines.



## **BURGUNDY, 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.





## BURGUNDY BY NUMBERS

- 29,000 Hectares of vineyards
- 1,247 “climats” with UNESCO-listed world heritage status
- 33 Grand Cru vineyards
- 84 World-renowned *Appellations d’Origine Contrôlée*
- 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 IRRESISTIBLE CHARM

**BSB is located in the heart of Dijon**, a town offering a perfect blend of outstanding heritage, contemporary art, the latest music 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 also offers easy access to many sporting activities for amateurs and high-performance athletes alike (mountain biking, running, hiking, rowing), and cross-country and downhill skiing is just 1 hour 30 minutes away in the Jura ski resorts.

Dijon 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.

Dijon and its surroundings offer a full calendar of cultural opportunities and a wide variety of wine bars for lovers of the many Burgundy vintages on offer.

## DIJON METROPOLE BY NUMBERS

- 260,000 Inhabitants
- 1 hour 30 minutes from Paris (17 high speed trains per day)
- 33,000 Students
- 2<sup>ND</sup> Best town in France in which to study (L’ÉTUDIANT 2021)



# THE SCHOOL OF WINE & SPIRITS BUSINESS

THE GLOBAL PIONEER AND LEADER IN EDUCATION  
AND RESEARCH IN WINE & SPIRITS MANAGEMENT

**1<sup>st</sup>** INTERNATIONAL INSTITUTE DEDICATED TO THE  
TRAINING AND RESEARCH IN THE MANAGEMENT  
OF WINE & SPIRITS

**33** YEARS OF EXPERT  
KNOWLEDGE

**170** STUDENTS A YEAR  


**30** NATIONALITIES  
FROM **5**  
CONTINENTS



**#1**

BEST INTERNATIONAL  
FULL-TIME MBA  
IN FRANCE  
(LE MOCI 2021)

**#1**

BEST SPECIALISED MASTER'S  
IN INTERNATIONAL WINE &  
SPIRITS BUSINESS IN FRANCE  
(EDUNIVERSAL 2021)

**#1**

MSc WINE MANAGEMENT,  
BEST SPECIALISED TRAINING  
FOR THE INTERNATIONAL  
MARKET

**5** PROGRAMMES  
- MBA WINE & SPIRITS BUSINESS  
- MS COMMERCE INTERNATIONAL DES VINS ET SPIRITUEUX  
- MSc WINE MANAGEMENT  
- MSc SUSTAINABLE WINE TOURISM & GASTRONOMY  
- BACHELOR - LEVEL WINE TOURISM SPECIALISATION

**15** DEDICATED  
RESEARCH  
PROFESSORS  
1 MASTER OF WINE

**70** EXPERTS IN  
THE WINE  
AND SPIRITS  
INDUSTRY





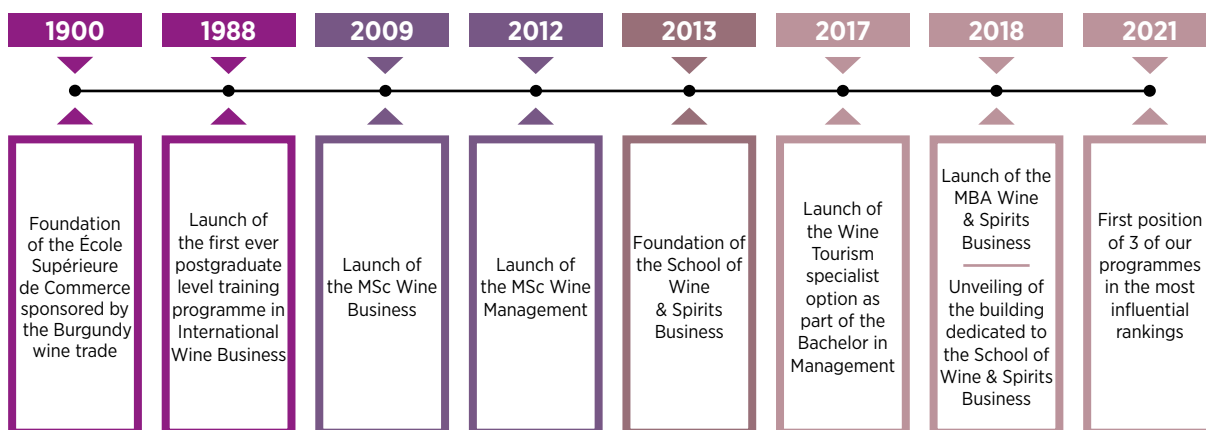
## UNRIVALLED FACILITIES

Burgundy School of Business is home to the first institution 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 designed specifically for the alcoholic beverage industry.
- **The Tasting Room:**  
A state-of-the-art room comprised of 32 fully equipped places for tasting classes and research activities.
- **The Cellar:**  
A 12-degree storage cellar situated at the building's entrance and housing the institution's collection of bottles.
- **The Spirits World:**  
An area specially dedicated to spirits.
- **The Business Lounge:**  
A sophisticated and elegant reception area for meetings and networking.



## WINE AND SPIRITS MANAGEMENT AT BSB OVER THE YEARS



# 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<sup>r</sup> 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 almost 500 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 Joulie**, 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 Commerce International des Vins et Spiritueux, 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:

- **Wesley Boas**, Marketing Director / Still Wines, Pernod Ricard, USA
- **Garvin Brown**, Chairman of the Board, Brown-Forman
- **Laurent Cutier**, Brand Director Tequila Avion Pernod Ricard USA
- **David Drucker**, Executive Vice President of Sales, Empire Merchants, USA
- **Mathieu Duchemin**, Director General Moët Hennessy Diageo Singapore/Malaysia
- **Pascaline Lepeltier**, Best French Sommelier 2018, Meilleur Ouvrier de France 2018, Managing Partner, Racines, NY
- **Hadrien Mouflard**, Director General, Champagne Ayala & Co
- **Jolana Novotna**, Europe Export Director, Maison Joseph Drouhin
- **Liz Thach**, Master of Wine, Professor of Marketing, Wine Business Institute Sonoma State University
- **Tim Triptree**, Master of Wine, International Director, Wine at Christie's
- **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

The School of Wine & Spirits Business works closely with industry partners, students and academics from all over the world, especially those in top wine regions such as California, the Mediterranean, New Zealand, Australia, Latin America and South Africa as well as new wine growers in the UK, Asia or India.

The research department is rooted in **The Wine & Spirits Business Lab**, which is a unique concept worldwide. Their work is regularly published in peer-reviewed journals and prestigious publications aimed at the scientific community. BSB's academics and researchers continue to lead the way by inspiring others and creating reference guides on wine economics and management.

## KEY SPONSORS, School of Wine & Spirits Business ecosystem stakeholders

The School of Wine & Spirits Business benefits from partnerships with key representatives of the Burgundy wine and spirits industry. These leading figures in the local wine-growing scene demonstrate a strong commitment to the School's various activities and ethos. Students who 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
- **Judith Cartron**, CEO, Joseph Cartron
- **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
- **Cécile Tremblay**, CEO, Domaine Tremblay

As well as **Guillaume Deglise**, **Nadine Gublin**, **Rose-Marie Ponsot** & **Sylvain Pitiot** among other key figures

# OUR GLOBAL NETWORK

## OF COMMITTED ALUMNI AND PARTNERS

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

In addition to its current community of over 2,000 alumni working in the wine and spirits sector, the School of Wine & Spirits Business can also draw upon an international professional network of over 17,000 BSB alumni.

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

Miranda McCage  
MBA Wine & Spirits Business - BSB'18  
Fine Wine Specialist, Heritage Division  
**Winebow** (Austin, Texas, USA)

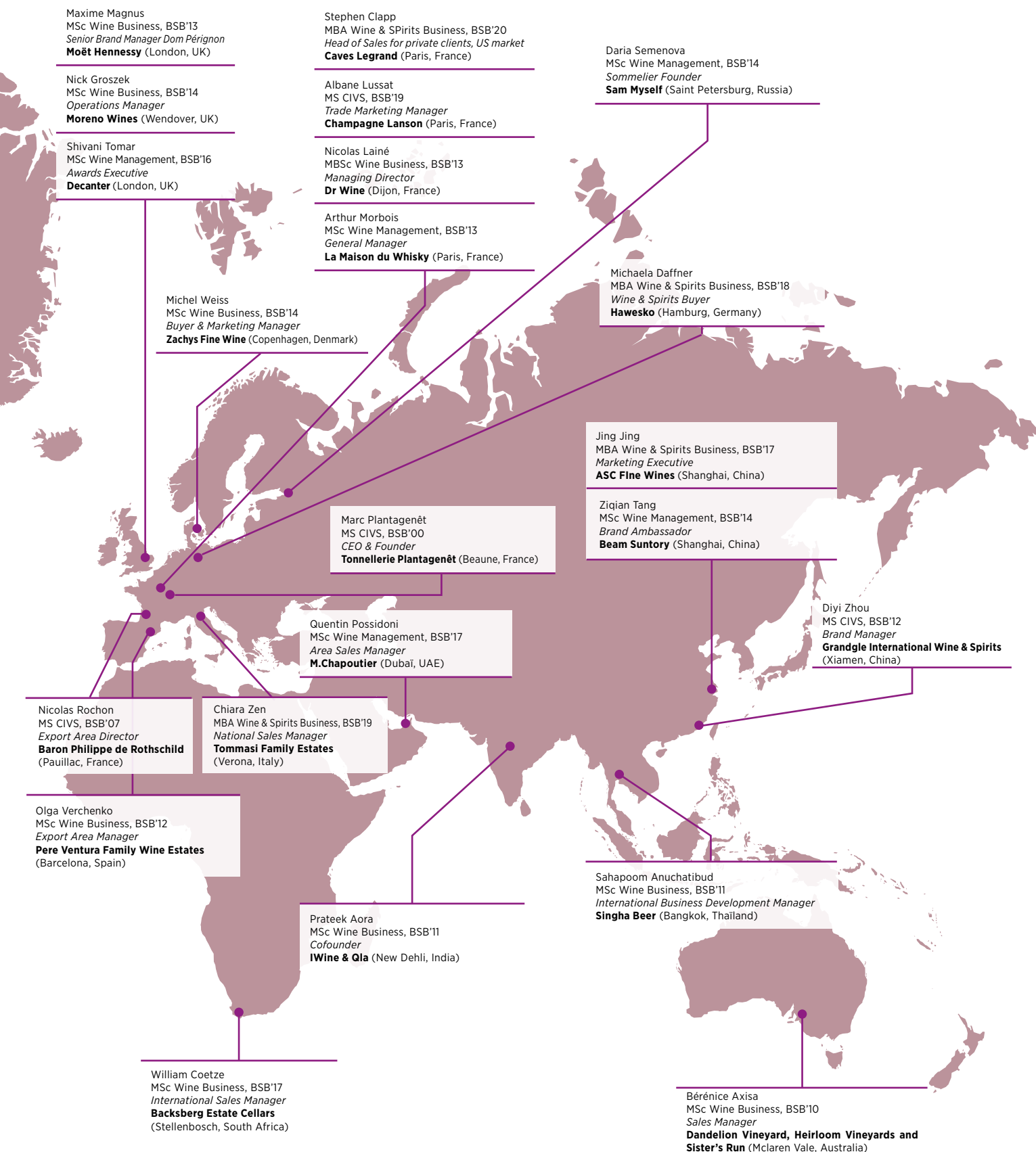
Cameron Danis  
MSc Wine Business, BSB'16  
*Tasting Room Manager*  
**Siduri Wines** (Healdsburg, California, USA)

Bruno Ferrari  
MBA Wine & Spirits Business - BSB'20  
*Founder*  
**Blended** (Lima, Peru)

Gabriel Edouards  
MS CIVS - BSB'13  
*International sales manager*  
**Vina Maquis/Ralces de Almahua** (Nancagua, Chile)

## TOP RECRUITING COMPANIES







# 5 PRO- GRAMMIES

TO MEET VERY DIFFERENT ASPIRATIONS

## *MBA WINE & SPIRITS BUSINESS*

**An intense programme to master the strategic aspects of the global wine and spirits market.**

- Aimed at executives and high-potential candidates with professional experience
- Providing both sectorial knowledge and advanced management skills
- Leading to mid- to upper level managerial positions such as Managing Director, Export Director, Portfolio Director, Marketing Manager, Wine Educator, etc.

 Taught in English

## *MS COMMERCE INTERNATIONAL DES VINS ET SPIRITUEUX*

**The world pioneer programme in wine and spirits management covering all aspects of operational management in the field.**

- Aimed at Master's or Bachelor's degree graduates with a minimum of 3 years of professional experience.
- Providing triple competence in management, product knowledge and sales.
- Leading to entry- to mid-level managerial positions such as Sales Manager, Area Manager, Communication Officer, Export Manager, etc.



 Taught in French

## *WINE TOURISM SPECIALISATION WITHIN THE BACHELOR IN MANAGEMENT*

**A fresh approach to the wine and spirits business, focusing on wine tourism.**

- Aimed at BSB's students of the Bachelor in Management
- Providing the fundamentals to discover the business side of the field.
- Leading to positions such as Head of Wine Tourism within a Wine Merchant, Wine-Growing Estates, etc.

 Taught in English

## *MSc WINE MANAGEMENT*

**A transversal programme offering high level knowledge in all operational functions to launch an international career.**

- Aimed at young Bachelor's degree graduates without working experience
- Providing global product knowledge and management skills
- Leading to positions such as Brand Ambassador, Import-Export Manager, PR Manager, Wine Shop Manager, etc.

 Taught in English

## *MSc SUSTAINABLE WINE TOURISM & GASTRONOMY*

**The first postgraduate level programme of its kind.**

- Aimed at young Bachelor's degree graduates
- Providing the expertise and confidence to design, implement and manage sustainable tourism programmes.
- Leading to positions such as Head of wine/food tourism, Consultants in transitioning to sustainability, Sustainable tourism manager, Sustainability communication officer, etc.

 Taught in English





# 1 **MBA** **WINE & SPIRITS BUSINESS**

Gain in-depth knowledge of the specific business skills needed for the sector, with a focus on strategy and the global market.

**LE MOCI** #1 internationally focused full MBA  
taught in France (Le MOCI 2021)

## HIGH LEVEL KNOWLEDGE & NETWORKING

### 5 WEEKS OF FIELD TRIPS INCLUDED

Renowned French vineyards: Bourgogne, Champagne, Jura, Beaujolais or Rhône ; Emblematic wine & spirits markets: New York, London (virtual), Greece ; Professional Trade Fair: ProWein (Germany)

### UNIQUE GROUP DYNAMIC

8 to 10 nationalities; wide range of backgrounds

### ABOUT 100 SPEAKERS FROM ALL SIDES OF THE INDUSTRY

### MULTIPLE REAL CASE STUDIES WITH PRESENTATIONS TO COMPANIES

### WSSET WINE AND SPIRITS TRAINING WITH A MASTER OF WINE

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

- **Product Knowledge:**  
Viticulture, oenology, Wine & spirits of the world
- **Strategic Management:**  
Evaluating Wine Markets; Wine & Society; CSR; Wine Business Research; International Wine Export Project
- **Wine & Spirits Marketing**
- **International Markets & Distribution**  
including Negotiation; Logistics
- **Innovation & Disruption in the Wine & Spirits Business**
- **Entrepreneurship, Leadership & Career**
- **Support Services:**  
Finance, Law, Human Resources
- **Optional intensive French Module included**



Find out more about our  
**MBA Wine & Spirits Business**



## AT A GLANCE

### Timeline

more than 650 hours over a school year  
plus a professional thesis and optional internship

ECTS	Language	Location	Fees
120	100% English	Dijon	€29,000

### Eligibility

- French Master's or International Bachelor's Degree
- More than 3 years work experience in any field
- Proven passion for wine and/or spirits
- IELTS 6,5, TOIC 800 or equivalent

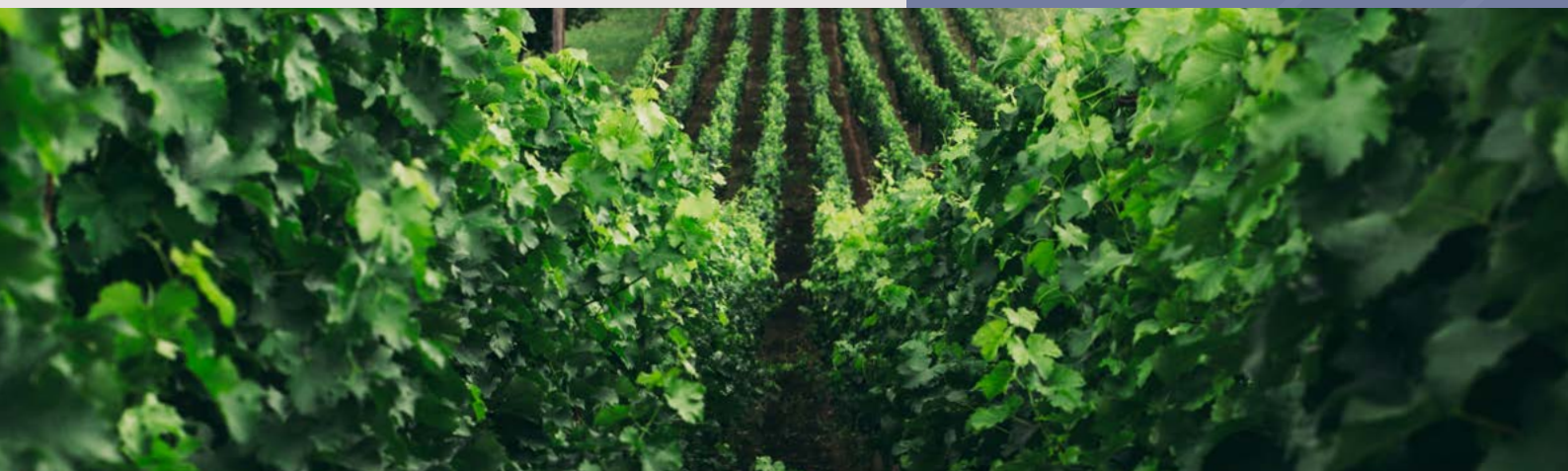
### Career opportunities

Mid- to upper level managerial positions with an international scope in General management, Business Development, Export, Marketing, Sales, Communication, Purchasing, Trading, Tourism and Finance.

### PATRICIA MAFFETANO BSB'20 (Brazil)

*Being able to live in Dijon, the heart of one of the most prestigious wine regions in the world, and experience incredible days with my classmates in the classroom or traveling by numerous wine regions in France, was one of the most unforgettable moments of my career and of my life. And time flew!*

*Almost 10 months of indescribable opportunities, walking through Vougeot vines, cycling through the vineyards of Chateauneuf-du-Pape, plus plenty of connection and learning in the several lectures with the most renowned professionals in the area. Thanks to the Burgundy School of Business - BSB, to the most passionate and amazing professors, and to the many friends I made on this spectacular journey! Looking forward to the scenes of the next chapters*







# 2 MS COMMERCE INTERNATIONAL DES VINS ET SPIRITUEUX

Launched in 1988, the School of Wine & Spirits Business' longest-running programme is the first ever postgraduate programme in wine and spirits management.



**#1 Master in Wine & Gastronomy management  
in France and #3 in the world  
(Eduuniversal 2021)**

## MARKETING AND SALES-ORIENTED PROGRAMME

## OPERATIONAL MANAGEMENT TRAINING

## MORE THAN 45 ACTIVE PROFESSIONAL SPEAKERS

## 5 FIELD TRIPS INCLUDED

Bourgogne, Bordeaux-Cognac, Alsace-Champagne-Chablis, South of France, Spain or Italy

## WSET WINE AND SPIRITS TRAINING WITH A MASTER OF WINE

The programme develops a triple skill set in students:

### • Technical expertise

Ability to explain the specificities of vinification and products, to comment on a wine or spirit during tastings, to ensure the presentation of an estate or a trade, a terroir or an appellation:

Viticulture; Oenology; Spirits; Tasting

### • Sectorial expertise

Knowledge of the main actors within the international wine and spirits markets and the characteristics of the main markets:

Grapes and wine of the world; Spirits and liqueurs of the world; French wine regions

### • Management expertise

The fundamentals of management applied to the wine and spirits sector in the areas of marketing and international trade:

Distribution; International market approach; Commercial management; Entrepreneurship; Wine tourism; Management of wine producing businesses; Law



Find out more about our **MS Commerce  
International des Vins et Spiritueux**

## AT A GLANCE

### Timeline

400 hours over a school year, plus mandatory internship plus a professional thesis or business plan  
**(Programme also available part-time)**

**ECTS**  
75

**Language**  
80% French  
20% English

**Location**  
Dijon

**Fees**  
€14,500

### Eligibility

- Master's degree or non-French Bachelor's degree plus 3 years work experience
- Proven passion for wine and/or spirits
- TCF/TEF: C1

### Admission specificity

Field oriented essay to submit

### Career opportunities

Entry-to mid-level managerial positions such as Head of Marketing, Sales Manager, Area Manager, Brand Ambassador, Wine & Spirits Consultant, etc.

### THOMAS TITEUX

BSB'19

Sales Manager - Pardela Spirits & Whisky Moon Harbour

*The MS CIVS will bring you at the heart of the wine & spirits universe. It focuses on product knowledge, with 6 weeks of study trips: a real immersion in the daily life of winemakers, oenologists, distillery managers, etc. Coming from a legal background, I acquired a solid knowledge of the products, their production processes and the entire related business.*

*By the time we graduate from the programme, we are truly operational. As a sales manager in the spirits industry, I actually use the sales and negotiation techniques I learnt in class on a daily basis, but not only that. The focus on entrepreneurship within the programme is an undeniable asset, whether you want to start your own business or not.*



# 3 MSc WINE MANAGEMENT

A generalist programme designed to provide students with the necessary training for operational divisions within companies in the wine and spirits sector.



#1 specialised training  
for the international market  
(La Revue du Vin de France 2019)

## TAILORED TO STUDENTS WITH LITTLE OR NO EXPERIENCE

## INTRODUCTION TO WINES, BEERS AND SPIRITS OF THE WORLD

### 3 FIELD TRIPS INCLUDED

Burgundy, Loire Valley and Occitany

### 2 TRADE FAIR VISITS INCLUDED

ProWein Fair (Dusseldorf, Germany), Wine Paris (Paris, France)

## WSET WINE AND SPIRITS TRAINING WITH A MASTER OF WINE

The programme offers a multifunctional view of the way in which companies in the wine and business sector operate and is complemented by face to face meetings with professionals, trade-specific conferences and field trips.

### • Product Knowledge

Fundamentals of Wine (Viticulture, Oenology, Sensorial Analysis); Grapes & Wines of the World; Spirits & Liqueurs of the World

### • Wine & Spirits Management

Economic Environment; Finance; Sales & Distribution; Marketing; Wine Tourism; Wine & Culture; Logistics; Legal Rules

### • Business Development

Global Strategy; Innovation Management; Business Ethics; Corporate Social Responsibility; Business Game; Research Methodology



Find out more about our  
**MSc Wine Management**

## AT A GLANCE

### Timeline

More than 400 hours over a school year  
plus a professional thesis and optional internship

**ECTS**  
90

**Language**  
100% English

**Location**  
Dijon

**Fees**  
€17,000

### Eligibility

- Non French Bachelor's Degree in any field
- IELTS 6,0, TOIC 750 or equivalent

### Career opportunities

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

### DEBORAH LAFONT BSB'19

Sales Development Manager - The Editorialist

*My year in the MSc Wine Management has been an extremely enriching one.*

*I enjoyed discovering new ways of experiencing wine tastings through multiple captivating thematic sessions. The course is also about understanding the nuances of this industry according to each profession in the wine and spirits business (trade, logistics, marketing, finance, communications, production chain...).*

*But above all, it is about travelling through history and culture, with the support of numerous professional and passionate speakers.*







# 4<sup>MSc</sup> SUSTAINABLE WINE TOURISM & GASTRONOMY

While the industry is facing both a growing demand for touristic and catering activities and international environmental awareness, this programme trains managers to implement responsible tourism strategies in marketing, operations and product development.

## THE FIRST POSTGRADUTE PROGRAMME IN SUSTAINABLE WINE TOURISM IN THE WORLD

## A THEORETICAL AND PRACTICAL APPROACH TO SUSTAINABLE WINE TOURISM

## A ONE-WEEK HACKATHON TO WORK ON THE WINE TOURISM STRATEGY OF THE "CENTRE LOIRE" APPELLATIONS

## 4 FIELD TRIPS INCLUDED

2 field trips in France + 2 field trips abroad

## WSET WINE AND SPIRITS TRAINING WITH A MASTER OF WINE

The programme is built around core courses complemented by visits to companies plus field trips in France and abroad to discover innovative sustainable practices.

### • Sustainability in the industry

Sustainable tourism; Sustainable wine tourism; Sustainable gastronomy; Sustainable food tourism; Impact of global warming on viticultural practices; Environmentally friendly viticultural methods; Eco-friendly architecture.

### • Management expertise

Strategic food & beverage management; Corporate finance for the tourism & gastronomy industries; Entrepreneurship for gastronomy & tourism; Marketing sustainable wine tourism & gastronomy; digitalisation processes; territorial marketing.

### • Hands-on experiments

Hackathon in the Loire Valley; Business project in partnership with companies.



Find out more about  
our **MSc Sustainable Wine Tourism & Gastronomy**

## AT A GLANCE

### Timeline

more than 360 hours over a school year  
plus a professional thesis and optional internship

ECTS	Language	Location	Fees
60	100% English	Dijon	€14,000

### Eligibility

- Non French Bachelor's Degree in any field
- IELTS 6,0, TOIC 750 or equivalent

### Career opportunities

Sustainable entrepreneur in the wine, wine tourism and food industries; Head of wine tourism; Head of food tourism; Consultants in transitioning to sustainability; Sustainable tourism manager; Sustainability communication officer; Sustainability expert for public institutions; etc.

### MARC JONAS

Wine tourism consultant and educator  
Conseil Oenotourisme

*The pressure on today's climate forces us to rethink the interaction of the economy, society and nature. This affects the production from vineyards, consumption habits and our environment.*

*This global awareness creates an urgent need for companies involved in agritourism to recruit employees and managers to lead an effective transition. This new MSc comes at the right time.*







# 5

## THE WINE TOURISM SPECIALISATION

### within the Bachelor in Management

Designed for students who wish to work in wine tourism and wine events. The programme develops the business and marketing skills to work in the wine and spirits trade, with a strong wine tourism focus.

The programme combines the fundamentals of tourism marketing and wine:

- Introduction to viticulture & oenology
- Sensorial analysis & wine tasting
- Tourism marketing
- Direct wine sales
- Professional experience through field trips to Burgundy and Jura wine regions
- WSET 1 certification

FANNY-LOU HEINTZELMANN BSB'18

*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.*

## AT A GLANCE

### Timeline

120 hours over the 3rd year of the Bachelor in Management

**ECTS**  
12

**Language**  
100% English

**Location**  
Dijon

### Fees included in the Bachelor in Management fees

- €8,200 per year for the 3-year course
- €9,200 for the 3rd year only

### Eligibility

- For the 3-year course: a non-French secondary school diploma
- For the 3rd year only: A non-French degree from a management programme equivalent to 2 years of higher education
- IELTS 6.0 or TOEIC 750

### Career opportunities

Wine tourism manager, Wine tourism developer, Wine tourism manager, Wine tourism & event manager.



Find out more about  
our **Bachelor in Management**



# How to apply

5 STEPS TO JOIN  
THE SCHOOL OF WINE & SPIRITS BUSINESS

## 1 **FILL IN YOUR ONLINE APPLICATION**

Go to [global.bsb-education.com/bsbs-programmes](https://global.bsb-education.com/bsbs-programmes), select the programme you're interested in and click on **Apply Now**



## 2 **PAY THE APPLICATION FEE**

After attaching all the documents, you will be asked to review and validate your application and pay the €100 non-refundable application fee. This fee must be paid online by credit card when you submit your application. Please note that your application will not be complete until we receive payment of the application fee.

## 3 **GET READY FOR YOUR INTERVIEW**

The next step in the application process is to meet with the programme director for an oral motivation interview. This interview can take place at the wine and spirits business school or online. You will be given the opportunity to present yourself, your background and your motivation during approximately 1 hour. If you apply for the MS Commerce International des Vins et Spiritueux, you will have a field-oriented essay to submit. The aim of this essay is not to judge your knowledge of the field but to assess your ability to observe, analyse and comment.

## 4 **CONFIRM YOUR ACCEPTANCE**

If your application is successful, you will receive the notification of acceptance and the pre-acceptance letter. At this stage, you need to pay the deposit within 20 days. This is necessary to secure your place.

## 5 **MAKE TWO VERY IMPORTANT APPOINTMENTS**

- Contact Campus France to validate your application
- Apply for your visa with the embassy in your (nearest) country of residence



# STORIES



## JACYLYN STOKES

MBA Wine & Spirits Business - BSB'20  
Owner  
La Belle Nue Wine - California, USA

*Many wine regions have established their identity around the people and place. Much like a wine region, BSB established my career and professional identity around people and place. For me, it was the community around the world. Any MBA program can provide a curriculum, but BSB provided a life experience that is helping me to change and expand my family business. It has also prepared me to start two of my own businesses, one of which is my own wine label.*

## DAVID GOSINE

MSc Wine Business - BSB'17  
Founder  
Authentic Production - Canada

*Before I started my time at the School of Wine & Spirits Business, I was missing a strong network of industry professionals and I didn't feel like I had a network in the industry I wished to work in. Today, I have that network. I am a part of that network, and have a better idea about the industry that I want to work in!*

*When my CBC Web Series aired, I was honoured by the support that the school showed me. It was shared and supported by both faculty and classmates alike. I will always remember this. To know your school supports your achievements is a wonderful feeling.*



**ALBANE LUSSAT**

MS Commerce International des Vins et Spiritueux  
BSB'19  
Trade Marketing Manager Global Travel Retail &  
Export  
Champagne Lanson - France

*The CIVS gave me the confidence to enter a highly specialised field with a solid knowledge foundation. Thanks to the programme, I have acquired the ability to meet the challenges of the sector and to exchange with professionals while bringing in new ideas and having a critical opinion through a global vision of the market.*

*I really appreciate the strength of the CIVS network: CIVS alumni are all over France and the world and there is a real sense of solidarity among us.*

**ÉLODIE GOFFINET**

MSc Wine Management - BSB'17  
Sales Manager (France & Export)  
Cave Vinicole "Les Fautières" d'Orschwiller-Kintzheim -  
Alsace, France

*"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 5M€ 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. My work also features a number of key headline events through the year. My role is thus to be an ambassador. I promote our values, our philosophy and the wines.*

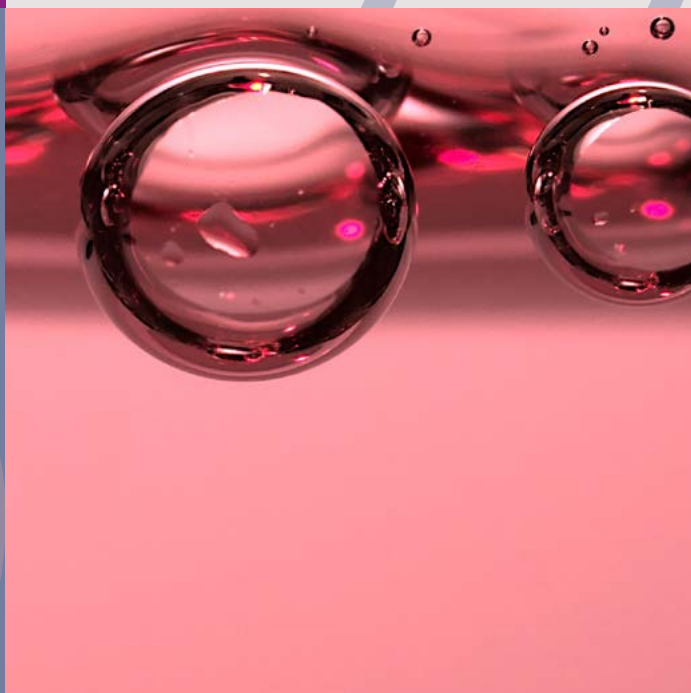
*The MSc Wine Management has provided me with a strategic overview of the industry and product knowledge, all of which helped me secure employment at first, and will continue to prove an asset for ensuring the development of my career.*

**CLEMENT TALMO**

MS Commerce International des Vins et Spiritueux - BSB'19  
Export Manager USA  
Rhonéa - France

*The MS CIVS is a unique programme which provides both solid technical knowledge and a 360° vision of the best practices in all areas of the wine and spirits business. More than a training course, it is an experience that helps you confront your professional ambitions with the reality of the market, to reassert your objectives and ambitions, and thus to refine your new skills from a different perspective.*

*The players in the world of wines and spirits are generally very discreet. Having the opportunity to meet and exchange with dozens of professionals and former students allows you to get a head start and build a valuable network for your whole career. As a matter of fact, I got my job thanks to an alumni even before the end of my internship.*



# TOP 6 REASONS

FOR STUDYING AT THE  
SCHOOL OF WINE  
& SPIRITS BUSINESS



## 1 *EXCLUSIVE LOCATION*

- **France** is the point of reference for all wine and spirits experts, combining a strong sense of tradition with the dynamism of a new generation of professionals.
- Famous around the globe for our wines of exceptional character and quality originating from 29,000 hectares of vineyards which are over 2,000 years old, **Burgundy** is the premier place to study wine and spirits management
- Very close to **Champagne, Jura, the Rhone Valley** and **Germany**, Burgundy and Dijon are perfectly situated to explore the wine and spirits markets.
- The **School of Wine & Spirits Business** is a one-of-a-kind institution, entirely dedicated to the world of wines and spirits, and equipped with unrivalled facilities designed to familiarise our students with the industry's highest standards and requirements.

## 2 *CUTTING-EDGE EDUCATION*

Our state-of-the-art programmes are designed and constantly adjusted to meet the needs of the wine and spirits industry.

- All programmes are regularly adapted to provide **cross-sector skills** to expose you to all aspects of the industry, from production to business management or entrepreneurship.
- You'll be able to network and gain insights into the global wine and spirits industry via professional extracurricular events led by market leaders and co-designed with partner companies such as le **Chateau de Pommard, Maison Latour, Wines of Chile, La Compagnie des Indes** and **Kronenbourg**.
- **Field trips are included** in France and abroad: iconic French vineyards, emblematic wine and spirits markets in France or abroad, and key trade fairs for each programme.
- **WSET wine and WSET spirits** professional certificates are incorporated into all programmes, providing a significant career boost for our graduates.



## 3 OUTSTANDING FACULTY

Get inspired by our highly selected pool of professors and expert speakers with in-depth knowledge of the specific business skills of the global wine and spirits market.

- **Outstanding profiles:** A master of wine, 70 professional lecturers working in leading companies such as Brown-Forman, Christie's or Maison Drouhin, and 15 specialised teachers-researchers with more than 90 years of combined experience in the wine industry.
- Teachers and lecturers with a breadth of expertise covering **all facets of the industry:** business, finance, law, entrepreneurship, marketing, consumer behaviour, and tourism.
- **Top researchers** whose work is used to enrich the content of the programmes, including contributions to the professional community through features in The World Financial Review, Wine and Viticulture Journal or Winebusiness.com.

## 4 INTERNATIONAL PERSPECTIVES

BSB offers the best training ground to launch an international career in the wine and spirits business.

- Discover the distinctions between **various wines and spirits from around the world** and build knowledge in associated markets through expert speakers, in-depth courses and tastings.
- Receive an overview of the **global business environment**, with a focus on the major wine and spirits markets around the world.
- Learn from **the most international faculty** among wine and spirits management schools, with teachers and experts from 12 different countries.
- Engage with a **multicultural student body**, with an average of 50% international students of more than 30 different nationalities over the past 5 years.



## 5 CAREER EMPOWERMENT

Boost your employability with BSB's resources, tools, and connections.

- Take advantage of our **2,000-strong global alumni network** plus the support of the 17,000-strong global BSB alumni community.
- Benefit from opportunities to be introduced to the elite network of the greatest Burgundian domains such as **Domaine des Hospices de Beaune, Domaine Ponsot** or **Clos des Lambrays**.
- Connect with powerful executives from leading companies in the sector such as **Bouchard Père & Fils, Badet Clement** or **Berry Bros. & Rudd**.
- A wide range of companies regularly recruit our students, including **Pernod Ricard, Moët Hennessy, Baron Philippe de Rothschild, ASC Fine Wine, Omniaz** or **Bacsborg Vineyards & Cellars**.
- Our **career and coaching centre** is designed to support you in shaping your career path and in looking for internships and jobs.



## 6 UNIQUE STUDY ENVIRONMENT AND SUPPORT NETWORK

We provide an ideal framework for you to get the most out of your school experience.

- Burgundy School of Business is ranked among the top 1% of business schools in the world with dual accreditation by AACSB and EQUIS.
- Courses are delivered in face-to-face, small group set-ups (15 to 30 students on average), facilitating the learning process and dialogue between students.
- Classmates come from a great diversity of profiles, with or without a background in the wine and spirits industry, to ensure the richest possible insight for students. Our recent graduating class included the captain of an international rugby team, an international lawyer, and a marketing director of a leading global IT company.
- You'll receive personalised guidance, including assistance with the admissions procedure, visa applications, and finding accommodation in France as well as an in-depth welcome programme with free language classes and team building activities all year round.



# BURGUNDY SCHOOL OF WINE & SPIRITS BUSINESS

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