



Master of Science

— Vineyard & Winery Management

About the degree

The degree is designed to provide the **knowledge and training needed to manage a wine company or a wine estate in an international context.** Whether your previous experiences were centered on the commercial, managerial or viticultural aspects of the industry the program seeks to complement your knowledge base through a strong and practically oriented curriculum.



More information: study.agro-bordeaux.fr/course/master-of-business-and-science-in-vineyard-winery-management/

Contact

master.science@agro-bordeaux.fr

Career Opportunities

The courses are designed to **put knowledge into practice building a foundation for a successful career in the vine and wine industry** with numerous employment prospects such as:

- Wine estate manager
- Cellar manager
- Vineyard manager
- Consultant in viticulture and enology
- Consultant in wine trading and/or distribution
- Research and development in the wine industry
- Educator, etc.

Learning outcomes

Vineyard Management and Wine Production

- Analyze the interactions between soil/climate/vine.
- Manage the vineyard from plantation to harvest.
- Understand the science-based fundamentals of terroir, choice of plant material and canopy management through practical experience.
- Acquire and develop knowledge of enology and winery technology.
- Study the chemical composition of wine and understand its origins and development through winemaking processes.
- Perform sensory analysis of wine to evaluate its flavor, aroma, texture, and overall quality.
- Conduct winery evaluations focused on aligning wine production with the commercial objectives.

International Business and Performance Management

- Design and implement a business plan (i.e. operating statement, choice of actions, etc.).
- Structure the legal and/or financial framework of the project.
- Strategically set priorities and monitor accomplishment of business objectives.
- Link sustainability and corporate social responsibility (CSR) to stakeholder claims.

Commercialization

- Establish a product price according with economical and technical criteria.
- Conduct commercial analyses and carry out a cost accounting.
- Understand product innovation, brand management, and distribution channels.
- Forecast sales and revenues.

Pre-requisites for entry

Candidates are required to have an undergraduate degree of at least 3 years (i.e. bachelor's degree, or the equivalent) from an accredited college or university, in one of the closely related fields:

- Agronomy/Agricultural Sciences
- Food/Plant Sciences & Technologies
- Business, Management or Economics

The tuition fees for the Master's degree are 11,000 € per year.



Study program

This two-year Master's program (entirely taught in English) combines both technical (viticulture and enology) and entrepreneurial (business management) skill sets.

Semester 1

- Immersion Week
- Bibliographic Research, Synthesis, and Presentation (TU1)
- Vine and Wine Data Analysis and Visualization (TU2)
- Introduction to the Wine Industry (TU3)
- Wines & Spirits: International Markets & Clusters (TU4)
- Basics in Wine Estate Management (TU5)
- Fundamentals of Viticulture and Enology (TU6)
- Wine Policies and Fundamentals of Microeconomics (TU7)
- Study Trip (Mediterranean/Atlantic Terroir)

Semester 2

- Open Unit 1 – Sensory Training
- Seasonal Vineyard Practices and Management (TU8)
- Enology and Winery Technology (TU9)
- Marketing, Supply Chain, and Distribution (TU10)
- Cost and Profitability (TU11)
- Technical Audit – Vineyard and Winery (TU12)
- Financial Management (TU13)
- **First-Year Practical Internship – Part 1 (TU14)**

Semester 3

- **First-Year Practical Internship – Part 2 (TU15)**
- Open Unit 2 – Winery Design and Equipment
- World Viticulture (TU16)
- Specific Vinification and Aging (TU17)
- International Business and Development Strategies (TU18)
- Business Plan for Wine Estate (TU19)
- Leadership and Project Management (TU20)
- Global audit (TU21)

Semester 4

- **Final Internship - Part 2 (TU22)**

Internships

The program is built around two internship experiences where students will have **real professional experiences in vineyard and winery operations and the associated business.**

The internships take place during the summers after the first and second years of study.



Testimonies



Dana Cona

Founder of The International Wine Company, Florida, USA

« I graduated from Bordeaux Sciences Agro with a strong understanding of the entire value chain from grape to glass. I was educated by world renowned researchers of enology, viticulture and wine economics and worked on the vineyard, winery and export teams at two important French companies. These experiences have proven to be invaluable while building a beverage wholesale company in one of the largest alcohol consumption markets in the United States. »



Ludovic von Neipperg

Family Business Management Career, Saint-Emilion, France

« If you are taking over a family business, you often need to be skilled in many different fields. The Vineyard and Winery Management Master program at Bordeaux Sciences Agro provided me with teaching units and internship opportunities, helping me to improve both technical and commercial skills. I think that this program prepared me well to take over from my parents. »



› Nouvelle-Aquitaine

- A leading agricultural region in Europe
- A world leader in wine production
- France's top wine region with regard to quality and origin
- Home to the largest planted forest in Europe

› Bordeaux

- An UNESCO World Heritage City
- A strong scientific and educational community
- A rich cultural life
- A vibrant economy



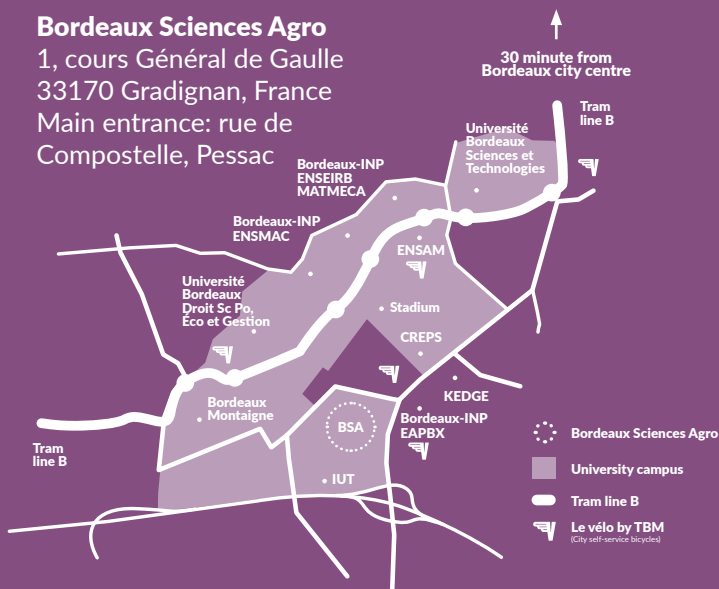
› Campus

- 17 hectares
- A secure and closed campus
- 350 student accommodation available
- University of Bordeaux health services
- Sports facilities on the university campus
- At the heart of Bordeaux's higher education campus
- 30-minute tram ride to Bordeaux city centre
- An agroecological vineyard, Château Luchey-Halde, Pessac-Léognan appellation
- Arcachon basin, ocean beaches, Pyrenean resorts, Basque country...

Address

Bordeaux Sciences Agro

1, cours Général de Gaulle
33170 Gradignan, France
Main entrance: rue de
Compostelle, Pessac



Luchey-Halde wine estate

Bordeaux Sciences Agro has its own wine estate: Château Luchey-Halde, ideally located on 29 hectares of vineyard at the center of the renowned appellation, Pessac-Léognan. This estate provides students an exceptional working tool, and beautifully showcases the school's know-how and commitment.



www.agro-bordeaux.fr
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