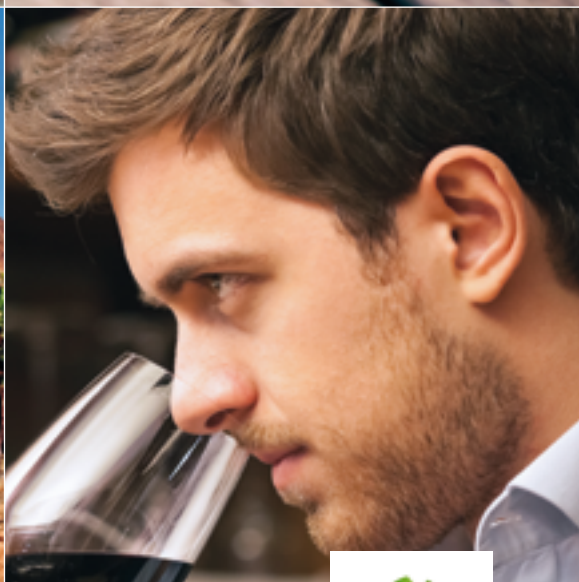


FORMATION
D'INGÉNIEUR
AGRONOME

SPÉCIALISATION
VITIMANAGER



Managing vineyards and wineries within a global economy



BORDEAUX
SCIENCES
AGRO

Outline of the specialization

The VitiManager specialization provides advanced training in the specific areas of vineyard and winery management, wine business organizational structure and management. It provides a depth of knowledge and a breath of experiences in the wine industry through graduate courses, seminars, study visits, workshops and internships.

The focus of the track is for 60% wine estate business administration, wine economics and marketing and 40% technical viticulture and enology.

VitiManager has expertise in:

- » business administration
- » marketing
- » global wine economy and markets
- » company auditing
- » vineyard establishment
- » viticultural techniques
- » winemaking
- » sensory analyses



Highlights of the VitiManager specialization

- > Balanced content between wine economics, business administration and viticultural and enological techniques
- > Track entirely in English
- > Students follow a common track with international students from the Master of Business and Science in Vineyard and Winery Management.
- > Extensive international professional network of the pedagogical staff
- > International academic staff

The track

The track is common with the Master of Business and Science in Vineyard and Winery Management (MBSci). Students from the VitiManager specialization join the cohort of students from the MBSci in 1st semester, which corresponds to the second semester of the MBSci.

1st SEMESTER

(January - October)

PREPARATORY
WORK
& SPECIFIC
MODULES

- » viticulture
- » enology
- » financial management
- » global wine economics

- + technical and production cost audit
- + viticulture and enology training period

2nd SEMESTER

(November - March)

WINE PRODUCTION
IN A GLOBAL
ECONOMY

- » world wine productions and specific vinifications
- » the management aspect is dedicated to :
 - international wine markets,
 - international development strategies,
 - specific marketing for wine estates and international project management
- + a global audit will focus on interrelations between all aspects related to the global management of a wine estate

3rd SEMESTER

(April - September)

INTERNSHIP

- » a professional project
(which will focus on a topic related to an international company or a global market.)

Future jobs for Vitimanagers

FIELDS OF ACTIVITIES:

- » management
- » technical management
- » consultancy
- » human resources
- » auditing

WHERE:

- » international companies
- » joint ventures of French multinationals
- » international regulation bodies (OIV...)
- » companies linked to the supply chain
- » in developing wine producing countries

Bordeaux Sciences Agro: a welcoming and dynamic campus

- 5 student residences with over 300 rooms
- Numerous student associations and clubs
- A large selection of sports and activities
- 17 foreign languages taught

A strong higher-education and research institution

- 12 research units
- 3 technology transfer units
- Degree is certified ISO 9001
- A sustainable campus

The top valued agricultural region in France



- 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 and tourism

Bordeaux: a great geographic location

- Beautiful Atlantic beaches (55km)
- Skiing in the Pyrenees (3h15)
- Spain (2h30)

Contact

Cornelis (Kees) VAN LEEUWEN

Tél : 05 57 35 07 55 - 05 57 57 59 11 (ISVV)

vanleeuwen@agro-bordeaux.fr

