

FORMATION  
D'INGÉNIEUR  
AGRONOME

SPÉCIALISATION  
VITIMANAGER



Managing vineyards and wineries within a global economy



BORDEAUX  
SCIENCES  
AGRO

## Outline of the specialization

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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:

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- » 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

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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 1<sup>st</sup> semester, which corresponds to the second semester of the MBSci.

### 1<sup>st</sup> SEMESTER

(January - October)

PREPARATORY  
WORK  
& SPECIFIC  
MODULES

- » viticulture
- » enology
- » financial management
- » global wine economics
  
- + technical and production cost audit
- + viticulture and enology training period

### 2<sup>nd</sup> 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

### 3<sup>rd</sup> 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

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### 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

## A strong higher-education and research institution

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

## Nouvelle-Aquitaine : First agricultural european region



- 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

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