



Ingénieur agronome

– spé.
Vitimanager

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Managing vineyards and
wineries within a global
economy

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Outline of the specialization

The Vitmanager 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.



Main points

- 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 Science in Vineyard and Winery Management
- International academic staff
- Extensive international professional network of the pedagogical staff

Vitmanager has expertise in :



- Business administration
- Marketing
- Global wine economy and markets
- Company auditing
- Vineyard establishment
- Viticultural techniques
- Winemaking
- Sensory analysis

Future jobs for Vitmanagers



- 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



The track

The track is common with the Master of Science in Vineyard and Winery Management (MSc). Students from the Vitimanager specialization join the cohort of students from the MSc in first semester, which corresponds to the second semester of the MSc.

› **1st semester – Januar › 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.

Testimony



Antoine Server
Intern at Château Olivier
Pessac-Léognan

« The Vitimanager specialization allowed me to have the first approach of wine-growing and enological technics, as well as tasting skills. The technical aspects of viticulture and enology are taught by many speakers and differts teachers. This is what I was mainly looking for. The “main point” of the specialization is the business and marketing approach, which is well covered and



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allows to open doors towards the wine market and not to be confined to the technical and production side. Also: the fact that the specialization is very international, with a high level of English. It's perfect for meeting people from many different backgrounds. That ability to speak English and the knowledge of the wine market can also, on the long term, allow you to place yourself on positions such as technical director, travel abroad for business trips and represent his wine estate. Inspiring! »

Bordeaux Sciences Agro : its assets

› 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

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Contact

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