



Master in Life Sciences

A cooperation between
BFH, FHNW, HES-SO, ZFH

Module	Wine Economics and Management
Code	MLS_S16
Degree Program	Master of Science in Life Sciences (MSLS)
Cluster	Food
Specialization	Viticulture and Enology
ECTS Credits	4
Workload	Spring term 120 h: Contact & Field work 75 lessons = 56 h; Self-study 64 h
Module Coordinator	<p>Name Alexandre Mondoux</p> <p>Phone +41 22 363 40 23</p> <p>Email alexandre.mondoux@changins.ch</p> <p>Address CHANGINS Viticulture and Enology Route de Duillier 50, Case postale 1148, CH-1260 Nyon 1</p>
Lecturers	<ul style="list-style-type: none"> • Dr. Alexandre Mondoux, Professor of economics and management, Changins • Bastien Christinet, OSMV collaborator, Changins • Invited speakers
Entry Requirements	Equivalent of a Bachelor of Science in Viticulture and Enology
Learning Outcomes and Competences	<p>After completing the module students will be able to:</p> <ul style="list-style-type: none"> • Acquire competences for the organizational development & business management of a company related to viticulture or enology • Acquire the fundamentals of marketing & distribution
Module Content	<p>Wine Economics</p> <ul style="list-style-type: none"> • Introduction to macroeconomics and microeconomics • Analysis of the world and Swiss wine market • Positioning of a wine company in a competitive environment <p>Organizational development of a company</p> <ul style="list-style-type: none"> • Acquisition of theoretical knowledge related to a wine company • Business model • Financial analysis • Project Management <p>Marketing</p> <ul style="list-style-type: none"> • Develop marketing & positioning strategies <p>Sales</p> <ul style="list-style-type: none"> • Customer journey • Sales process <p>Case study</p>

Teaching / Learning Methods	<ul style="list-style-type: none"> • Lectures, exercises, group work, field trips (mandatory) • Active participation in the module is requested
Assessment of Learning Outcome	<ul style="list-style-type: none"> • Case study (presentations): 50% of the final grade • Final examination (written): 50% of the final grade
Bibliography	<p>Books :</p> <ul style="list-style-type: none"> • N. Gregory Mankiw (2012) Macroeconomics, Worth Publishers, 8th edition • Hal R. Varian (2005) Intermediate Microeconomics: A Modern Approach, Eighth Edition • Paul Krugman, Maurice Obstfeld & Marc Melitz (2014) International Trade: Theory and Policy: Global Edition Paperback, Pearson • Business Model Generation, A. Osterwalder, Y. Pigneur, 2010 John Wiley&Sons, Inc. Hoboken, New Jersey, USA • Value Proposition Design, A. Osterwalder, Y. Pigneur, 2014 John Wiley&Sons, Inc. Hoboken, New Jersey, USA • Blue Ocean Strategy, W. Chan Kim, R. Mauborgne, 2005 Harvard Business Press • The Startup Owner’s Manual, S. Blank, B. Dorf, 2012 K&S Ranch Inc. • The Lean Start Up, E. Ries, 2011 Crown Business • Competitive Strategy, M.E. Porter, 1980 The free press • Competitive Advantage, M.E. Porter, 1980 The free press • Positioning: How to be seen and heard in the overcrowded marketplace, A. Ries, J. Trout, 2001 The McGraw-Hill Companies, Inc. <p>Online :</p> <ul style="list-style-type: none"> • http://www.strategyzer.com • https://www.blueoceanstrategy.com • http://www.ries.com • http://steveblank.com
Language	English
Comments	Lectures will be completed with the study of scientific articles and presentations
Last Update	16.06.2020 / Alexandre Mondoux