

Global wine business

EM165M17A1

Program

PGE
Visitants

UE

Global wine business (sem A)

Semester

A

Discipline

Strategy

Contact hours

27 H

Number of spots

45

ECTS

5

Open to visitors

Yes

Language



Coordinator

Coralie HALLER



List of lecturers

Lecturer(s)	Email	Contact hours - lecture
Coralie HALLER	coralie.haller@em-strasbourg.eu	9 h
Juan LO BELLO	juan@yellowwines.com	18 h

Pedagogical contribution of the course to the program

No educational contribution associated with this course for this program.

Description

This 27 hours course provides participants with basic and essential understanding of wine production, grape varieties, important regions and styles. We explore the key International Wine Markets and we focus particularly on the French wine business environment. It is created to give participants awareness and understanding of the product first and then about the strategic perspectives and unique challenges faced by organizations within the wine industry, not only in France but also at a global scale.

Participants will have the opportunity to develop their strategic skills and acquire knowledge about the highly competitive and changing wine business environment of the future, which will need to embrace challenges such as sustainability and climate change.

The course will incorporate readings, real-life case studies and a field trip winery visit. In addition, participants will be encouraged to actively participate in the course through class discussions and group presentations. Specifically, they will be asked to research and present their findings on final Sustainable Wine Business Case Study

Teaching methods

Face-to-face

- Lectures
- Tutorials
- E-learning
- Other : Wine tasting

In group

- Oral presentations
- Projects

Interaction

- Discussions/debates
- Other : Testimonials

Others

- Other : Field trip - winery visit

Learning objectives

Cognitive domain

Upon completion of this course, students should be able to

- - (level 1) **identify** the unique challenges faced by organisations within the wine industry in general and in the French Wine Industry in particular - focus on Sustainability and Climate Change
- - (level 2) **discuss** the different components of the marketing mix and how they apply to wine business environment
- - (level 5) **appraise** the roles of, and interrelationships between various stakeholders within the French wine industry including, wine councils, wine merchant, wine growers, etc
- - (level 5) **evaluate** main differences between old world and new world of wine producing countries
- - (level 5) **justify** ideas effectively, both orally and in writing in a business context

Affective domain

Upon completion of this course, students should be able to

- - (level 3) **work** in a team and participate in a decision-making process in a critical way

Outline

Session 1 9h00 - 13h00 - 16th Sept - Coralie HALLER

1 Course introduction: The journey and Assessment review

2 Global Wine Business: Production and International Consumption. Top Export countries and markets. International Trade.

3. Future Trends in the Global wine business - consumption, marketing, and wine styles . Global Wine Industry Challenges.

Group Work session 1 - Group work - Research, evaluate and assess the key challenges that the wine industry will face in the next 5 years at Global scale - Prepare a 10 mins ppt presentation

Session 2 9h00 - 13h00 23th Sept - Juan Lo Bello

2 About Wine: natural and human factors in wine production. French Export Business and key European regions and varieties. Tasting of 4 wines.

3. Old vs New World.

Group Work/Coaching session 2. Select a wine producing country from the "new world" that matches the European "old world" explained in class - Find their international wines/grape varieties, main international export markets - Prepare a 10 mins ppt presentation

Session 3 9h00 - 13h00 30th Sept - Coralie HALLER

1 The French Wine Industry: roles of, and interrelationships between various stakeholders

2 Innovations in the wine industry: ecosystem approach

Group Work/Coaching session 3: connect on the Wine Tech website, identify the main starts-up in each category (production, distribution, experience, uses), select one category, compare and contrast start-up business models and offerings for the wine industry. Prepare a 10 min presentation

Session 4 9h00 - 13h00 7th Oct - Juan Lo Bello

1 Wine Legislation: the IG system in Europe - PGI vs PDO (AOC)

2 Focus on the Alsace Wine region

3 International wine markets overview

4 Asia, Scandinavian Monopolies, US and Canada.

Group Work/Coaching Session 4. Alsace wine business overview, key markets in the world, key export products. What would you change to improve Alsace's presence in the world? - Prepare a 10 mins ppt presentation

Session 5 9h00 - 13h00 21th Oct - Juan Lo Bello

1. Sustainability - What does it mean?

2. Sustainability in the Wine Industry

3. Sustainability in the eyes of the wine consumer

4. The Life Cycle of a bottle of wine from vineyards to market

5. One of the biggest impact on the environment - "The glass packaging issue

Presentation of Final Project. Final Session on Resources and information needed for Final Group Work.

Session 6 8h00 - 13h00 28th Oct - Juan Lo Bello - Final Group Work

"Tackling the impact of wine packaging"

Final Project - 2hr 30 group guided work - 2hr Group Presentations - 15 minutes per group -

Important: PROVIDE a Group conclusion to each topic - your group interpretation of the theme allocated.

1 - The size of the problem - how big is the impact on the environment from the normal use of the glass bottle in the wine industry

2 - Research on "alternative packagings" for the wine industry - which one has the lowest impact on the environment?

3 - The global wine business of Bag in Box - Global statistics and future trends

4 - Scandinavian consumers: What can the rest of the world learn from their attitude to alternative packaging?

5 - Study Case: Bag in box in the "traditional" French wine market

6 - Recycling and up-cycling. What can be done with a Bag in box and 1.5l pouches. Are they fully recyclable?

7 - Education consumers. How to educate wine consumers about alternative packages?

8 - Alternative packages and natural low sulfite wines. Can these new packaging be used for natural wines?

Conclusions and debate

Session 7 9h00 - 13h00 25-Nov - EM Strasbourg- depart Field Trip

EM Strasbourg Onsite to depart to visit Sustainable Alsace Domaine for tasting and visit

No prerequisite has been provided

Knowledge in / Key concepts to master

Key concepts to understand :

Knowledge of: Interest in the wine industry, wine tasting, the wine business and the challenges facing the wine industry in the future, sustainability and the impact of climate change

Teaching material

Mandatory tools for the course

No items in this list have been checked.

Documents in all formats

- Newspaper articles
- Syllabus

Moodle platform

- Upload of class documents
- Assessments
- Coaching/mentoring

Software

No items in this list have been checked.

Additional electronic platforms

No items in this list have been checked.

Recommended reading

Main reading material

Charters, S. & Gallo, J. (2014) Wine Business Management, Pearson

Additional literature

Academic journals and conferences

Journal of Wine Business Research

Journal of Wine Marketing

Harpers Wine & Spirit

Australian Journal of Grape and Wine Research

International Journal of Wine Business

Research American Association of Wine Economics

Academy of Wine Business research

Electronic resources

- <http://www.vitisphere.com/news-wine-english.html>
- <http://www.winebusinessnews.fr/>
- <http://www.winebusiness.com/news/>
- http://www.wine-business-international.com/129---en-top_navi-home.html
- <http://www.winebiz.com.au/dwn/>
- <http://wbmonline.com.au/news/>
- <http://www.northbaybusinessjournal.com/category/wine-industry/>
- <http://www.decanter.com/news/wine-news>
- <http://www.thedrinksbusiness.com/tag/wine/>
- <http://www.wine-searcher.com/dept/wine+news>

More resources to be updated

EM Research: Be sure to mobilize at least one resource

Textbooks, case studies, translated material, etc. can be entered

HALLER, C. Hess, I & Méreaux, J-P, (2020) Alignment of wine tourism experiences offering with wine tourists' expectations: conviviality and aesthetics as successful dimensions, International Journal of Wine Business Research

HALLER, C., Thach, L & Olsen, J. (2020) Understanding eWineTourism Practices of European and North America Wineries, Journal of Gastronomy and Tourism, Vol.4, pp.141-156

HALLER, C & Plotkina, D. (2020), Analysis of user-experience evaluation of French wineries websites, in User-Experience in Web 2.0 technologies and its impact on universities and businesses coordinated by Dr Jean-Eric Pelet

Dressler, M. & HALLER, C., (2019) Philanthropy in small businesses: Analysis from the global wine industry, book chapter in Social Sustainability in the Global Wine Industry: Concepts and Cases, Palgrave Macmillan, coordinated by Tracy-Anne De Silva (Lincoln University), Armand Gilinsky (Sonoma State University) and Sharon Forbes (Lincoln University)

Sigala, M. & HALLER, C. (2018). The impact of social media and internet advances on wine tourists' behavior: a typology of power sources empowering and transforming the wine consumers and tourists. In Sigala, M. & Robertson, R. (2018). Management and Marketing of wine tourism businesses: Theory, practice and cases. Palgrave

HALLER, C., Santoni, J., Barth, I. (2016) Study of the role of stakeholders in an effectual entrepreneurial process within a context of proximity: Case of wine entrepreneurs supported by peers, International Journal of entrepreneurship and small business, vol.32, n°1/2, p.208-228

Assessment

List of assessment methods

Intermediate assessment / continuous assessment 1 Class no. 1,2,3,4

Written and oral (10 Min.) / Group / English / Weight : 20 %

Details : Group Work session 1 -5% - Group work - Research, evaluate and assess the key challenges that the wine industry will face in the next 5 years at Global scale - Prepare a 10 mins ppt presentation Group Work/Coaching session 2. -5% - Select a wine producing country from the "new world" that matches the European "old world" explained in class - Find their international wines/grape varieties, main international export markets - Prepare a 10 mins ppt presentation Group Work/Coaching session 3: -5% -Connect on the Wine Tech website, identify the main starts-up in each category (production, distribution, experience, uses), select one category, compare and contrast start-up business models and offerings for the wine industry. Prepare a 10 min presentation Group Work/Coaching Session 4. -5% -Alsace wine business overview, key markets in the world, key export products. What would you change to improve Alsace's presence in the world? - Prepare a 10 mins ppt presentation

Intermediate assessment / continuous assessment 2 Class no. 6

Written and oral / Group / English / Weight : 25 %

Details : 6 Group presentation 25% ""Tackling the impact of wine packaging"

Intermediate assessment / continuous assessment 3 Other (date, pop quiz, etc.) : 0

Written / Group / English / Weight : 5 %

Details : Peer to peer Team assessment Individual / weighting: 5%

Intermediate assessment / continuous assessment 4 Other (date, pop quiz, etc.) : 0

Oral / Individual / English / Weight : 10 %

Details : Attendance and Participation in class and online Individual / weighting: 10%

Final evaluationOther (date, pop quiz, etc.) : 16th of december

Written / Individual / English / Weight : 40 %

Details : 1 hour Written Exam - 30 question MCQ 1 to 2 short written answers, covering the course content, lectures and reading material provided in class. The exam will take place during Exam week in December. 16th of December.