

Legal aspects of Wine Business

EM1S5M36

Program

PGE

PGE 3A - International Wine management and tourism (IWMT)

UE

International Wine Management

Semester

A

Discipline

Law

Contact hours

24 H

Number of spots

45

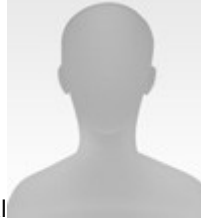
Open to visitors

Yes

Language



Coordinator



Matteo FERRARI

List of lecturers

Lecturer(s)	Email	Contact hours - lecture
Matteo FERRARI	matteo.ferrari@unitn.it	24 h

Pedagogical contribution of the course to the program

LEARNING GOAL 1 : Students will master state-of-the-art knowledge and tools in management fields in general, as well as in areas specific to the specialized field of management.

Students will identify a business organization's operational and managerial challenges in a complex and evolving environment.

Students will understand state-of-the-art management concepts and tools and use them appropriately.

Students will implement appropriate methodologies to develop appropriate solutions for business issues.

LEARNING GOAL 2 : Students will develop advanced-level managerial skills.

Students will work collaboratively in a team.

Students will participate in a decision-making process in a critical way.

Students will communicate ideas effectively, both orally and in writing, in a business context.

LEARNING GOAL 3 : Students will demonstrate their understanding of practices reflecting ethical, diversity and sustainable development values in business organizations.

Students will identify and analyze issues relating to diversity, ethics and sustainable development in their business context.

LEARNING GOAL 4: Students will study and work effectively in a multicultural and international environment.

Students will demonstrate written and oral competency in two foreign languages.

Students will analyze business organizations and problems in a multicultural and international environment

Description

The course aims at introducing students to the regulation of the production and marketing of wine. In particular, the first part of the course will be devoted to analyzing the regulatory framework concerning the notion of wine and grapevine products, the discipline of oenological practices, the labelling and presentation of wine.

The second part of the course will delve into the regulation of geographical indications for wine, using also some cases recently decided by the EU Court of Justice to further illustrate the complexities of this field.

The course will employ a comparative methodology, highlighting similarities and differences between the EU and North America in the regulation of labels and geographical indications.

Active participation by the students is required; the course will include group discussions on some selected cases.

Teaching methods

Face-to-face

- Lectures
- Tutorials

In group

- Exercises
- Case studies/texts

Interaction

- Discussions/debates

Others

No items in this list have been checked.

Learning objectives

Cognitive domain

Upon completion of this course, students should be able to

- - (level 1) **Describe** legal regulation concerning the production and marketing of wine
 - - (level 2) **Articulate** legal concepts
 - - (level 3) **Adapt** knowledge acquired to specific cases
 - - (level 4) **Analyze** case decisions
 - - (level 4) **Criticize** regulatory approaches
 - - (level 5) **Summarize** case law
-

Affective domain

Upon completion of this course, students should be able to

- - (level 1) **Identify** legal issues that are crucial
- - (level 2) **Discuss** critically case decisions

Outline

DAY 1

Session 1

The historical evolution of food/wine law. The notion of grapevine products and wine.
Individual attendance and participation

Session 2

Individual

Group Work session preparation

Session 3

The regulation of oenological practices

Session 4

Individual Group Work session preparation

Session 5

Group Working session

DAY 2

Session 1

An introduction to the regulation of GIs
Individual attendance and participation

Session 2

Individual Group Work session preparation

Session 3

A comparison of the regulation of GIs
Individual attendance and participation

Session 4

Individual Group Work session preparation

Session 5

Group Working session

DAY 3

Session 1

A comparison of the regulation of GIs
Individual attendance and participation

Session 2

Individual Group work session preparation

Session 3

The regulation of GIs at the international level
Individual attendance and participation

Session 4

Individual Group Work session preparation

Session 5

Group Working session

No prerequisite has been provided

Knowledge in / Key concepts to master

No pre-requisite is required. Key concepts to understand are related to the role of law in producing and marketing grapevine products, the differences in regulation across different legal systems, the impact that this has in the export of wine.

Teaching material

Mandatory tools for the course

- Computer

Documents in all formats

- Case studies/texts

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

1. T. Broude, Taking « Trade and Culture » Seriously : Geographical Indications and Cultural Protection in WTO Law, University of Pennsylvania Journal of International Economic Law, 2005, 623-692.
2. M. Ferrari, The Narratives of Geographical Indications, in International Journal of Law in Context, 2014, 222-248.

Additional literature

1. D. Gangjee, Relocating the Law of Geographical Indications, Cambridge, Cambridge University Press, 2012.

EM Research: Be sure to mobilize at least one resource

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

No reading material has been provided.

Assessment

List of assessment methods

Intermediate assessment / continuous assessment 1 Exam week

Written (30 Min.) / Individual / English / Weight : 60 %

Details : The written, individual evaluation will consist of two open questions on the program dealt with in classes.

This evaluation is used to measure L01.1, L01.2, L01.3, L04.1, L04.2

Final evaluation Exam week

Written / Group / English / Weight : 40 %

Details : The written, group work will consist of a short paper (max 5 pages) identifying the crucial legal issues analyzed by the EU Court of Justice in one case provided by the teacher.

This evaluation is used to measure L02.2, L02.3, L03.1