

Global Wine Supply Chain

EM1S5M23

Program

PGE

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

UE

Wine Marketing and sales

Semester

B

Discipline

Supply chain management

Contact hours

24 H

Number of spots

45

ECTS

5

Open to visitors

Yes

Language



Coordinator

Jeanne BESSOUAT



List of lecturers

Lecturer(s)	Email	Contact hours - lecture
Jeanne BESSOUAT	jeanne.bessouat2@em-strasbourg.eu	16 h
Ludovic HAULLER	ludovic@famillehauiller.com	8 h
Maël HENRY	mael@winible.org	7.5 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 analyze business organizations and problems in a multicultural and international environment

Description

This class gives an overview of the wine supply chain. From the distribution channels to the purchasing, without forgetting production and distribution.

At the end of this class, students will be able to identify specific distribution channels related to wine, and will apprehend the actual issues regarding wine supply chain.

Teaching methods

Face-to-face

- Lectures

In group

- Exercises

- Oral presentations

- Projects

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) **Identify** the key problems in the supply chain management of a wine product
 - - (level 2) **Explain** key elements in the supply chain of wine
 - - (level 2) **Characterize** the role of the stakeholders in the wine distribution
 - - (level 3) **Provide** an overview of a specific distribution channel related to a domain, a region.
 - - (level 4) **Analyze** the specifics of purchasing in the wine industry
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Affective domain

Upon completion of this course, students should be able to

None affective domain have been associated with this course yet

Outline

Session 1

Jean-François HAUT

Rebecca SULITZER

WineSitting

Day 6/2/23

9h30-18h30

General presentation of the wine market

Wine logistics: actors and specificities linked to the product's typicity

Presentation of WineSitting + logistics services: why a premium positioning

Integration of the ecological transition in the logistics model: transformation of the delivery mode

Differences in the distribution system between producing and importing countries

Implementation of the market place model in producing countries: advantages and constraints of a transformation

Attendance and participation

Case study on urban transport or disintermediation between producers and buyers

Group Work and Assessment

Session 2

Day 7/2/23

9h-18h

Maël HENRY

CEO, Winible

Morning

- 1) Simple introduction to blockchain and its basic concepts
- 2) Presentation of the Winible project and the products we develop.
- 3) Workshop 1: Identify the stakes of this technology for the professionals of the sector (advantages, disadvantages, etc.), possibly propose elements of answer concerning the most important points.

Afternoon

- 1) Deepening course on some interesting concepts related to blockchain that are crucial to know in order to go further (without going into technical complexities but keeping in mind concrete applications).
- 2) Study of innovative concrete cases that we implement at Winible or that others implement in other sectors.
- 3) Workshop 2: Propose a marketing/communication strategy to raise awareness of this technology among the various players in the sector (globally or targeted at a part of the players). Group Work and Assessment

Session 3

Day 8/2/23

8h-18h

Ludovic HAULLER Onsite TRAINING Day at HAULLER Winery Group Work and Assessment

No prerequisite has been provided

Knowledge in / Key concepts to master

NA

Teaching material

Mandatory tools for the course

- Computer

Documents in all formats

- Newspaper articles
- Case studies/texts

Moodle platform

- Upload of class documents
- Assessments

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

Wine trade, 2000, Spahni P, Elsevier Science, 410p.

Science and Technology of Fruit Wine Production, 2016, Kosseva M., Elsevier Science, 758p.

Additional literature

No reading material has been provided.

EM Research: Be sure to mobilize at least one resource

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

NA

Assessment

List of assessment methods

Intermediate assessment / continuous assessment 1 Class no. DAY 1

Oral / Group / English / Weight : 33 %

This evaluation is used to measure L01.1, L01.2, L01.3, L02.1, L02.3

Intermediate assessment / continuous assessment 2 Class no. DAY 2

Oral / Group / English / Weight : 33 %

This evaluation is used to measure L01.1, L01.2, L01.3, L02.1, L02.2

Intermediate assessment / continuous assessment 3 Class no. DAY 3

Oral / Group / English / Weight : 33 %

This evaluation is used to measure L01.1, L01.2, L01.3, L02.1, L02.2