

MBA SPECIALIZATIONS

At Vatel Bordeaux, an MBA with a specialization in wine & spirits to boost your international success

VATEL SPECIALIZATION

Students can choose an MBA Specialization for their second year.

- International Wine & Spirits Management (Bordeaux)
- Luxury Brand Management (Paris)
- Revenue Management (Lyon)
- Events Management (Nîmes)
- Sales & E-marketing Management (Brussels)
- American Hospitality Management & International Business (Los Angeles)
- Resort Management (Mauritius)
- Finance & Project Development (Martigny)
- Ecotourism Management (Madagascar)
- Entrepreneurial Management (Marrakech)

Title and Degrees awarded:

- MBA in International Hotel Management (French State Certified Degree Level I)
- European MBA's Degree in International Wine & Spirits Management awarded by Eurhodip
- Award in Wine & Spirits Level II – Wine & Spirits Education Trust
- Award in Wines Level III – Wine & Spirits Education Trust

Educational goals: This MBA is designed to provide you with management courses applied to this specific and international industry supplemented by real knowledge of Wine and Spirits through a variety of hands-on events with professionals (conferences, wine tours, tasting sessions, workshops etc.).



Conferences



Wine & City Tours

MBA YEAR # 1

Semester 1 > Academic

- Operational Auditing • Financial analysis • Marketing strategy • Economic Law • Taxation • Computer Sciences • Human Resources Management • Corporate Strategy • Hospitality Strategy
- Economy of Tourism & Hospitality • Entrepreneurship • Wine & Spirits Lab • Foreign language I • Foreign language II • Wine Tours • Workshops • Sales and Marketing of Wine & Spirits

ECTS 60

MBA YEAR # 2

Semester 2 > Academic

Beverage management in bars, hotels and restaurants • Strategy of International trade in the wine & spirits industry • Consumer marketing • Brand management • Channel Distribution • Wine & Spirits Tourism • Markets & Market trends • Career management • Wine & Spirits law • Wine & Spirits Lab • Language of wine & spirits • Vatel International Business Game • WSET Level 2 in Wines and WSET Level 3 in Wines • Wine tours • Workshops • Master class

Semester 3 > Management Training

- Management training in a company
- Duration: 6 months
- Stipend for reference only*:
- In Europe: € 500 net per month, full board

ECTS 60

HUGO LUCAS

Grand Cru Wine Broker
Leveque & Associés



"International MBA in Wine & Spirits Management at Vatel Bordeaux was a great foundation for entry into the real world. I am currently a Grand Cru wine broker at Leveque & Associés. Today, I still find the theoretical and practical classes very useful. Having professional and knowledgeable teachers was also a determining factor in the choices I made for my career. I can only be thankful for their passion and support throughout the whole course."



Wine Harvest



WSET
APPROVED
PROGRAMME PROVIDER

**The most important
Wine & Spirits
training institute at
the international level.**