



Module	Wine Business Management
Code	MSLS_S16
Degree Program	Master of Science in Life Sciences (MSLS)
ECTS Credits	4
Workload	Spring term 120 h: Contact 42 h; Group Exercise 16 h; Self-study 62 h
Module Coordinator	<p>Name Christian Maurer</p> <p>Phone +41 22 363 40 41</p> <p>Email christian.maurer@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"> • Christian Maurer, CHANGINS, Viticulture and Enology • Josée Belanger, Toutmorrow • Karl Kellenberger, Kellenberger Management Consulting GmbH • Alexander Osterwalder
Entry Requirements	Equivalent of a Bachelor of Science in 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 • Develop competences for presentation techniques
Module Content	<p>Organizational development of a company</p> <ul style="list-style-type: none"> • Acquisition of theoretical knowledge and development of capabilities related to organizational development <ul style="list-style-type: none"> - Business Analysis - Businessmodel & Strategic Management - Project Management - Controlling <p>Application of acquired competencies by the development of a plan for the development of an existing company</p> <p>Marketing</p> <ul style="list-style-type: none"> • Develop marketing & distribution strategies <p>Presentation technique</p> <ul style="list-style-type: none"> • Use of rhetorical knowledge and presentation techniques for convincing appearance
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"> • Practical work, reports / presentations: 50% of the final grade • Final examination (written): 50% of the final grade
Bibliography	<p>Books :</p> <p>Business Model Generation, A. Osterwalder, Y. Pigneur, 2010 John Wiley&Sons, Inc. Hoboken, New Jersey, USA</p> <p>Value Proposition Design, A. Osterwalder, Y. Pigneur, 2014 John Wiley&Sons, Inc. Hoboken, New Jersey, USA</p> <p>Blue Ocean Strategy, W. Chan Kim, R. Mauborgne, 2005 Harvard Business Press</p> <p>The Startup Owner's Manual, S. Blank, B. Dorf, 2012 K&S Ranch Inc.</p> <p>The Lean Start Up, E. Ries, 2011 Crown Business</p> <p>Competitive Strategy, M.E. Porter, 1980 The free press</p> <p>Competitive Advantage, M.E. Porter, 1980 The free press</p> <p>Positioning: How to be seen and heard in the overcrowded marketplace, A. Ries, J. Trout, 2001 The McGraw-Hill Companies, Inc.</p> <p>First things first, S.R. Covey, A.R. Merrill, R.R. Merrill, 1994 Simon&Schuster, New York, USA</p> <p>Online :</p> <p>http://www.strategyzer.com</p> <p>https://www.blueoceanstrategy.com</p> <p>http://www.ries.com</p> <p>http://steveblank.com</p> <p>https://www.stephencovey.com</p>
Language	English
Comments	Lectures will be completed with the study of scientific articles and presentations
Last Update	03.03.2017 / ChM