

# Global Wine Supply Chain (EM1S5M23)

Program	PGE
Module / ECTS / Path / Specialisation	<b>Module :Wine Marketing and sales : 17 ECTS.</b> <ul style="list-style-type: none"><li>• International Wine management and tourism</li></ul>
Discipline	Supply Chain Management
Year	2019
Semester	B
Open for visitors	yes (5 ECTS)
Available places	35

## Coordinator

## Lecturers

Instructor	Population	Email
N1 N1	Population	
N2 N2	Population	

## Course format

Working language :	English
Volume of contact hours :	27 h
Workload to be expected by the student :	108 h

## Course track

Track : Attendance

**"Attendance" track :**

Attendance at lecture / tutorial classes and intermediate / final exams is mandatory. As evaluation of in class work constitutes an essential element of grading, any absence will be penalized and is taken into account for grading purposes (see academic rules and regulations).

**"Autonomous" track :**

Attendance at intermediate / final exams is mandatory, but students are free to attend lecture / tutorial classes.

For all Master programs and all other programs realized in the form of dual internships (apprentissage), attendance at lecture / tutorial classes and intermediate / final exams is entirely mandatory. Therefore, only the "Attendance" track can be selected.

# Contribution of the course to the educational objectives of the programme

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How the course contributes to the programme :

## Description

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This course aims to offer an introduction basis of global wine supply chain and to help students developing fundamental skills of supply chain management in the wine business world: how does wine been produced, stocked, transported and distributed in the worldwide dimension? The program is designed in eight sessions, by a mixture of interactive lectures, case studies, field studies and team works. Students will develop analysis competences (oral and written) in wine distribution. Among the eight sessions, one session is dedicated to an expert's presentation about an emerging wine market: China. one session is for an Onsite Course at the Wolfberger, having exchange with export manager. More details are given in the course outline as following.

## Educational organisation

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In class

**Lectures**

**Presentations**

In groups

**Exercises**

**Projects**

**Case studies/texts**

**Oral presentations**

Interaction

**Role play**

**Discussions / debates**

Assignments

**Readings**

**Text study**

## Learning outcomes

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Upon completion of this course, students should be able to :

- **Identify** the key problems in the supply chain management of a wine product
- **Explain** key elements in the supply chain of wine
- **Illustrate** different distribution models of wine business
- **Examine** the structure of supply chain and the situation of distribution network of wine product
- **Evaluate** the risks and challenges of wine distribution

## Outline

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The design of courses respect the main functions in the supply chain management: supply, production and operation,

distribution, logistics and inventory. Students are supposed to understand and be capable of analyzing main issues in the above functions of international wine supply chain. However, to compromise the limited availabilities of guest speaker, On-Site exchanges with wine company and scholar planning, the different functions will not be presented in traditional order (upstream to down stream) of supply chain, but in the following order:

Session 1: Introduction of Wine Supply Chain Management (SCM)

- (1) SCM in general and SCM in Fast Moving Consumption Goods (FMCG)
- (2) SCM in wine industry (actors, functions and tasks)
- (3) Sustainability and Social Responsibility issues of wine industry (global view)

Session 2: In-field observation:

International supply chain of wine: from upstream to down stream

(1) Introduction of group project: Analyze the logistics solution of wine stores in Alsace

- i. Investigate the logistics art of state and problems
- ii. Benchmarking with other wine regions
- iii. Propose the potential logistics solutions

(2) On-Site: Wine Company and Wine Village in Alsace: one Cooperative of Wine (Wolfberger)

Observe the wine supply chain from the upstream to downstream in a typical wine company and investigate the logistics problems along this chain

Session 3: Wine Supply: the International Wine supply market

- (1) the wine supply market: Europe
- (2) the wine supply market: competitors of Europe: the New World

Session 4: Wine Distribution (part 1): Chinese Wine Distribution

Presentation of M. Jiajia Pan, Founder and CEO of Institut Vino Mono in China

Session 5: Wine Production and Wine Industry risk management

- (1) Capacity & Process design
- (2) Wine Industry risk management

Session 6: Inventory management and International Logistics of wine

- (1) Inventory Management
- (2) Logistics in wine industry

Session 7: Planning between Supply and Demand, Forecasting methods

- (1) Simple Forecasting methods
- (2) Procurement and supplier-customer relationship management

Session 8: Wine Distribution (part 2): the Market outside France

- (1) The European Wine Distribution market
- (2) The wine distribution in the New World: who are distributors of wine?

Session 9: Oral Presentation of group project:

Analyze the logistics solution of wine stores in Alsace

- (1) Investigate the logistics art of state and problems
- (2) Benchmarking with other wine regions
- (3) Propose the potential logistics solutions

Session 10: final written exam

## Prerequisites

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### **Key concepts to understand :**

Fast Moving Consumption Goods

### **Knowledge of :**

business and commerce

## Teaching material

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**Documents in all formats**

- Syllabus
- Newspaper articles

**Software**

- Office Pack (Word, Excel, PowerPoint, Access)
- MS POWERPOINT

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## Recommended reading

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**Major works :**

Sunil Chopra and Peter Meindl, Supply Chain Management, 2013, Pearson  
Garcial et al, 2012, A framework for measuring logistics performance in the wine industry, International Journal of Production Economics  
Barth, 2011, A model for wine list and wine inventory yield management, International Journal of Hospitality Management  
Yao & Pan, 2017, Investigating supply chain risks in international wine distribution, AWBR 2017, Sonoma

**Further reading :**

NA

**Research works by EM Strasbourg :**

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## Assessment

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**Intermediate evaluation / continuous assessment 1 : last session**

written + oral (90 min) / in group / English / weighting : 50%  
additional information : team work, field study, projects in group L.O 2.1;2.2;2.3 develop advanced-level managerial skills in team

**This evaluation serves to measure LO2.1, LO2.2, LO2.3, LO3.1**

**Final assessment : exam week**

written (90 min) / individual / English / weighting : 50%

**This evaluation serves to measure LO1.1, LO1.2, LO1.3, LO4.2**

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## Grounds for expulsion from classes

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Such behaviors as...

**arriving late, leaving early or unannounced leaving of the classroom during class time**

**disruptive eating or drinking in class**

**using smartphones and laptops for non class-related purposes**

**reading non class-related documents**

**chatting on non class-related issues**

**showing disrespect towards lecturers**

... may lead to expulsion from classes.