

# Global Wine Supply Chain (EM1S5M23)

Program	PGE
Course set (UE) / Credits (ECTS) / Track / Specialization	<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	2020
Semester	B
Open for visitors	yes (4 ECTS)
Available spots	35

## Coordinator

**Jeanne BESSOUAT**

## Lecturers

Instructor	Population	Email
Gianni TORREGROSSA	Population	
Jeanne BESSOUAT	Population	jeanne.bessouat2@em-strasbourg.eu

## Course format

Working language :	English
Volume of contact hours :	24 h
Workload to be expected by the student :	72 h

## Course track

Track : Attendance

### Attendance track :

Attendance at lectures/tutorials and intermediate/final assessments is mandatory. As in-class work constitutes an essential element of evaluation, any unjustified absence will be penalized (*see Study and Examination Regulations*) and factored into the final grade (*see Assessment*).

### Autonomous track :

Attendance at intermediate/final assessments is mandatory, but students have the option of attending lectures/tutorials.

Attendance at lectures/tutorials and intermediate/final assessments is mandatory for all degrees making up the Master's Program and all degrees involving co-op (*apprentissage*). Attendance track must therefore be selected.

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

### How the course contributes 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.**

## Description

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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 to wine supply chain.

## Educational organisation

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In class

### Lectures

In groups

### Exercises

### Projects

### Oral presentations

Interaction

### Discussions / debates

## 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
- **Characterize** the role of the stakeholders in the wine distribution
- **Provide** an overview of a specific distribution channel related to a domain, a region.
- **Analyze** the specifics of purchasing in the wine industry

## Outline

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- I. Overall presentation of the wine industry
- II. Distribution channels within the wine industry
- III. Production of wine
- IV. Purchasing within the wine industry

## Prerequisites

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**Key concepts to understand :**

**Knowledge of :**

NA

## Teaching material

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**Documents in all formats**

- Syllabus
- Newspaper articles

## Recommended reading

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**Major works :**

Wine trade, 2000, Spahni P, Elsevier Science, 410p.  
Science and Technology of Fruit Wine Production, 2016, Kosseva M., Elsevier Science, 758p.

**Further reading :**

**Research works by EM Strasbourg :**

NA

## Assessment

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**Final assessment : to determine**

written / individual / English / weighting : 60%

**This evaluation serves to measure LO1.1, LO1.2, LO2.3, LO4.2**

**Final assessment : to determine**

oral / in group / English / weighting : 40%

**This evaluation serves to measure LO1.1, LO1.3, LO2.1, LO2.3, LO4.2**

## Grounds for expulsion from classes

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Behaviors such as

**arriving late, leaving early, or exiting the classroom at inopportune moments during class**

**ostentatiously eating or drinking in class**

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

**reading texts unrelated to the course**

**discussing topics unrelated to the course**

**disrespecting the lecturer**

may lead to expulsion from the class/course.