

PROGRAM AT A GLANCE

- Academic degree: Master of Business Administration (MBA).
- Program length: 4 semesters, work full time and study part time with convenient block sessions.
- Language: English
- ECTS points: 90
- Semester begins: September 1.
- Courses begin: October 1.
- Semester structure: Blended learning with a total of 36 on-campus days in semesters 1–3. During semester 4, students write and defend their Master's thesis.
- Tuition: 3.500€ per semester for students from the European Union and 4.750€ per semester for students from outside the EU. Tuition does not include costs for travel, accommodations, and living expenses, or the semester fee for the University of Applied Sciences Ludwigshafen.
- Accredited by the FIBAA.

JOIN US

The Master's program is targeted at both experienced professionals from the wine industry, as well as those interested from related and non-related fields who want to develop professionally and learn how to help their companies compete sustainably in the international market. Participants bring their practical questions to the classroom, and find fitting answers and suitable concepts for setting a strategic course for business, while also expanding their horizons and enhancing their leadership abilities.

Interested in learning more? Get in touch with us – we look forward to providing you with personalized guidance.

**University of Applied Sciences Ludwigshafen
Weincampus Neustadt
Breitenweg 71
D - 67435 Neustadt**

**Tel.: +49 (0) 63 21 - 671 - 256
Fax: +49 (0) 63 21 - 671 - 514**

mba-wss@hs-lu.de
www.mba.weincampus-neustadt.de



MBA Wine, Sustainability & Sales



WISSENERFAHRUNGSPASSION



WEINCAMPUS NEUSTADT

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Foundation for the Accreditation of Study Programmes in Germany

Accreditation Council



OUR APPROACH

Being successful in business has long ceased to depend on product quality alone. Globalization, the opening of new markets, climate change, as well as changes in customer behavior are just a few examples of the areas that require sustainable business management. Those who want to be successful both domestically and internationally have to be able to recognize and analyze opportunities in the marketplace – and seize on them with a sustainable approach.

The Master of Business Administration (MBA) Wine, Sustainability & Sales provides an internationally oriented program of study for working professionals, focusing on sustainable management and sales concepts. Problem-solving strategies and business methods are taught using real-world examples from today's wine industry.

Our program places a focus on sales, as well as environmental, social, and economic sustainability. Students also receive intensive instruction in the latest developments in the international wine market, consumer research, and sensory analysis of wine. At the same time, students also become well acquainted with the world of international wines, their special features, and sensory characteristics.

VALUE PROPOSITION

Our unique program offerings prepare you to manage a successful and sustainable company. We teach the essential skills that the business leaders of tomorrow need – whether you're working in the wine industry or another sector.



Our team of experienced researchers, experts, and managers and consultants from the international wine industry teach the latest academic theory with a strong emphasis on practical, real-world application.

The MBA Wine, Sustainability & Sales offers you the opportunity to combine work and studying. You bring your own experience to the program, and active exchange in the classroom helps you to expand your knowledge and build an international network of contacts.

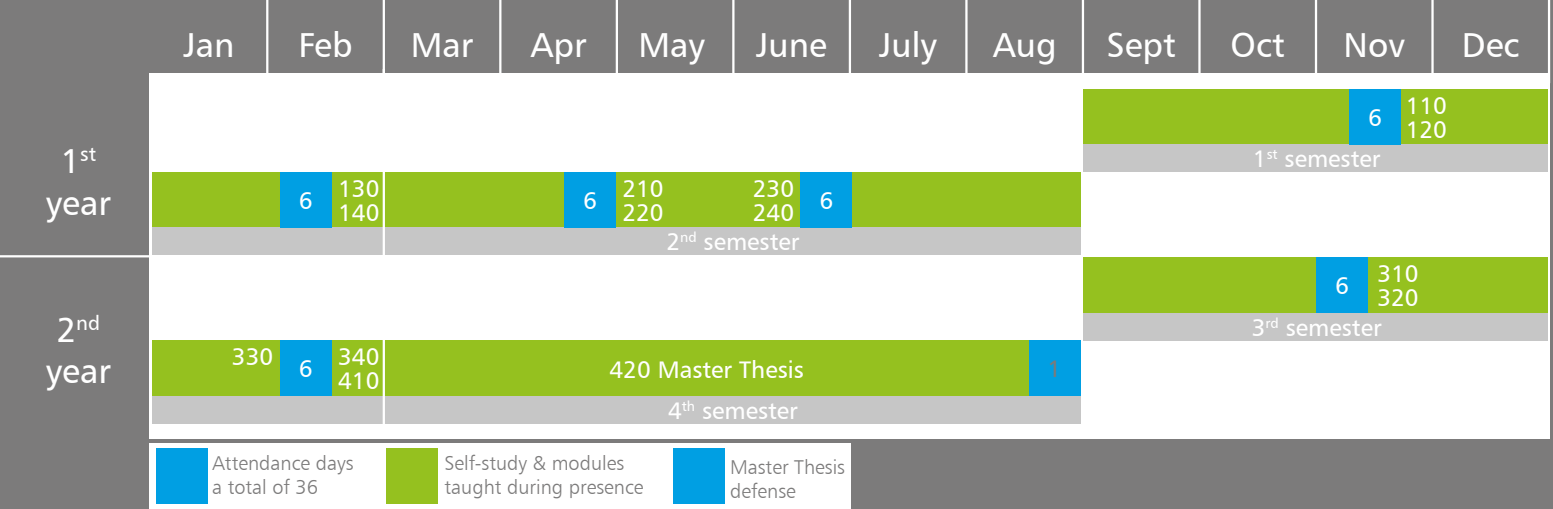
ADMISSION REQUIREMENTS

- Completed university degree and at least one year of related professional experience after graduation.
- Industry professionals holding a university entrance qualification and at least 3 years of professional experience can be admitted after passing a qualifying test.
- Letter of motivation.
- Successful participation in an interview in which the applicant must demonstrate basic understanding of business issues relating to the wine industry.
- English language skills (at the B2 level according to the Common European Framework of Reference for Languages).

Don't have a valid certificate of your language abilities? Ask us about our online language test!

Application Deadlines

- August 1: For applicants with a first university degree (210 ECTS points).
- July 15: For applicants with a first university degree (180 ECTS points) and for experienced professionals without a first university degree.



Modules

1 st semester	2 nd semester	3 rd semester
110 Strategic Performance Management 120 Production I - Vines of the World 130 Ecological & Social Sustainability 140 Sensory & Consumer Science	210 Marketing Management 220 Production II - Flavours of the World 230 Sustainable Business Administration 240 Channel Management	310 Wine Expertise 320 Sales Excellence 330 Management in Practice 340 Law & Politics 410 Research Methodology

The image features three overlapping circles in a light gray color, arranged horizontally. Each circle has a smaller, semi-transparent gray circle centered within it. The text "MBA Wine, Sustainability & Sales" is written in a bold, blue, sans-serif font across the center of the three circles.

MBA Wine, Sustainability & Sales