

MBA IN STRATEGY & BUSINESS INNOVATION

MAJOR WINE BUSINESS MANAGEMENT

CERTIFIED LEVEL 7 BY THE FRENCH GOVERNMENT "MANAGER DE LA STRATÉGIE COMMERCIALE ET MARKETING"



1 YEAR



FULL TIME



BORDEAUX



**SEPTEMBER
FEBRUARY**

IDRAC BUSINESS SCHOOL - SELECTIVE BUSINESS SCHOOL

Choosing IDRAC Business School means choosing a unique way of learning and of meeting future personal and professional challenges. Choosing IDRAC Business School means coming face to face with the realities of the business and professional worlds, enabling you to develop high-level professional skills, improve your soft skills and discover your ambitions. It means choosing academic excellence; ongoing educational innovation; cutting-edge research on creating and rethinking business models; a wide range of international career paths; great quality of life on our campuses; employment guidance, and preparation for work-study programmes.

Ensuring that our students become accomplished men and women who can take charge of their own future, and supporting them on their path to employment through a teaching approach based on encouragement - that is our commitment at IDRAC Business School.

Based in 8 French cities and international campuses, our school offers programmes that anticipate and meet the challenges of the world economy, modern society and generational changes.

Our network of schools fosters constant interchanges between the academic, economic and international environments. IDRAC Business School is organized around campuses on a human scale, which offer a vibrant community lifestyle.



THE PROGRAM

This one year program, recognized by the French Ministry and worth 60 ECTS credits, provides students with the management tools necessary to become tomorrow's business managers in international corporations. It gives students the opportunity to learn by doing, while guaranteeing academic excellence.

Our MBA has several differentiation points

- The focus on the program is on business innovation and the acquisition of marketing and sales skills
- A rich and varied pedagogy from e learning to individual coaching, business games and role plays and real life case study
- A strong emphasis on French learning with 160 hours language and conversation courses
- A focus on luxury and gastronomy (Lyon is one of the world leading hubs of gastronomy)
- A focus on wine and luxury industries in eight specialized courses
- A focus on real life company cases with a consulting mission
- A final dissertation which topic is chosen by the student and benefits from an individual coaching by IDRAC faculty

THE COURSES

CORE COURSES

SKILLS BLOCK 1

DEVELOPING THE SALES AND MARKETING STRATEGY

Marketing & Strategic audit - 12 hours

Foresight & strategic analysis - 12 hours

Business performance & budget management - 20 hours

Expansion and consolidation strategy - 12 hours

Business intelligence - 12 hours

Risk management in negotiations - 12 hours

Digital business strategy - 12 hours

SKILLS BLOCK 2 **IMPLEMENT AND STEER THE SALES AND MARKETING STRATEGY**

Business plan elaboration - 12 hours
Inbound marketing - 12 hours
Complex sale - 12 hours
Customer satisfaction and loyalty policy - 12 hours
Digital tools for sales activity - 12 hours
Sales information system - 12 hours
Management control - 12 hours

SKILLS BLOCK 3 **PROMOTE AND STEER THE INNOVATION POLICY**

Rethinking business model - 12 hours
Innovation process, ideation & disruption - 12 hours
Value creation steering - 12 hours
Intellectual property rights - 12 hours
Innovation management - 12 hours

SKILLS BLOCK 4 **MANAGE AND ANIMATE THE SALES TEAMS**

Human resources management - 24 hours
Organizational design & lean management - 12 hours
Talent manager : giving sense to involvement - 8 hours
Talent manager : change management - 8 hours
Leadership - 8 hours

SKILLS BLOCK 5 **REPRESENT THE COMPANY**

ESG Policy & stakeholders - 12 hours
Public & press relations - 12 hours
Communication for business development - 12 hours
Social media strategy - 12 hours





MAJOR WINE BUSINESS MANAGEMENT

SKILLS BLOCK 6 INTERNATIONAL DEVELOPMENT STRATEGY

International business development strategy - 12 hours
International Negotiation Techniques - 12 hours
Legal aspects of the Wine & Spirits sector - 12 hours
Stakeholders and Key players in the Wine & Spirits sector - 12 hours
Consumer behaviour & marketing strategy applied to the wine sector - 12 hours
International Channel Management in wine industry - 12 hours
Export & Sales Plan in wine industry - 12 hours
Financial operation of the export activities - 12 hours
International sales team Management - 12 hours
Professional thesis - 8 hours

INTENSIVE SEMINAR FLE - Week 1 - 20 hours

FLE - 2 hours per week

CHOOSING IDRAC BUSINESS SCHOOL



+ 50 YEARS OF EXPERIENCE PROMOTING SUCCESS AND INNOVATION

+ 100 PARTNER UNIVERSITIES AND INTERNATIONAL SCHOOLS IN

+ 40 COUNTRIES

+ 5000 STUDENTS ON OUR CAMPUSES

11 DOUBLE DEGREES

+ 25000 PROFESSIONAL CONTACTS

AN IMPRESSIVE NETWORK FOR AN IMPRESSIVE ESTABLISHMENT

CAREERS

Built on strong humanist convictions, IDRAC is firmly committed to enhancing the strengths and personal qualities of its students and learners. Our relationships with companies are genuinely close, thanks also to our Development Committees, which bring together key employment professionals and institutions, human resources directors from start-ups or corporate groups, making IDRAC Business School a major player in higher education, proud of the remarkable achievements of our alumni..

Studying at IDRAC Business School means becoming a member of its graduates' association, IDRAC Alumni.

This 26 000-strong graduate community is made up of marketing, business and management professionals in France and abroad.

Our goal?

To bring together and mobilise the members of our alumni network and contribute to enhancing IDRAC's reputation by:

- building and maintaining relationships
- promoting alumni initiatives
- supporting graduates in their professional development
- facilitating the professional integration of our young graduates