



WEINCAMPUS NEUSTADT

# **Wine, Sustainability & Sales**

*Master of Business Administration*

# Our approach

## Master your sales – sustainably!

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.

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

Students receive intensive instruction in the latest developments in the international wine market, consumer research and sensory analysis of wine. At the same time, they become well acquainted with the world of international wines, their special features and sensory characteristics.

„This MBA provides you with all the tools necessary to tackle the issues in management, environment, and social matters in today’s world.“

- Sumi, MBA graduate

# Program at a glance

- Academic degree: **Master of Business Administration** (MBA)
- State recognized and accredited by **FIBAA**
- **Part-time program** in Germany
- Program length: **4 semesters / two years**
- Language: **English**
- **ECTS points: 90**
- Semester start: September 1. / Courses begin: **October 1** or later
- Program structure: **Blended learning and on-campus presence** in semesters 1–3  
During semester 4 **students write and defend their Master's thesis**
- **Tuition: 3,500€ for EU students / 4,760€ for non-EU students per semester.**  
Tuition does not include costs for travel, accommodations, and living expenses, or the semester fee for the **University of Business and Society Ludwigshafen**

## Benefits

Navigate your business sustainably into the future!



Innovation & Sustainability



Strategic enterprise management

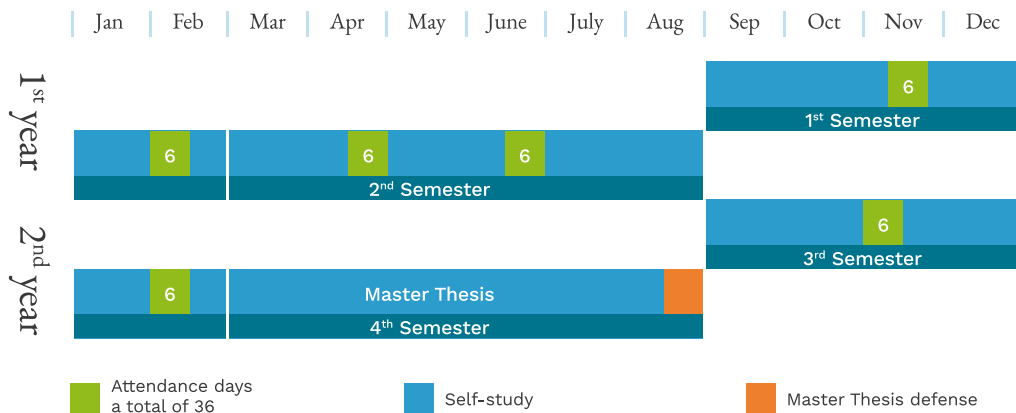


Sales & Customer interaction

- Gain know-how in sales and sustainable business management combined with expertise in wine
- Benefit from an international team of experienced instructors
- Focus on both research and practical application
- Transfer your knowledge directly to your company through project work
- Enjoy our individual guidance and support
- Qualify for the MBA with a first university degree or with your relevant professional experience

# Schedule and curriculum

Work full-time and study part-time in convenient block sessions.



## Modules

### 1<sup>st</sup> semester

Strategic Performance Management  
Production I - Vines of the World  
Ecological & Social Sustainability  
Sensory & Consumer Service

### 2<sup>nd</sup> semester

Marketing Management  
Production II - Flavours of the World  
Sustainable Business Administration  
Channel Management

### 3<sup>rd</sup> semester

Wine Expertise  
Sales Excellence  
Management in Practice  
Law & Politics  
Research Methodology

# Admission requirements

A 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. Successful participation in a selection interview. Proof of 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 exam!**

**The application deadline is July 15.**

Apply before April 30 and benefit from our early bird conditions!

# Join us!

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

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



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