



ADVANCED DIPLOMA IN

Wine Business

葡萄酒業務高級文憑課程



THE PROGRAMME

Introduction

Since the abolition of wine duty, Hong Kong has firmly established as the wine drinking capital as well as the regional hub in Asia. The wine business is flourishing and the quality manpower is highly in demand. Thorough understanding of the entire value chain of the wine business is essential for every professional who wants to excel in the trade. Knowledge and techniques such as wine business management, sales and marketing, stock control, cellar management and logistics arrangement are indispensable for working in today's wine industry worldwide.

Objective

This programme aims to provide comprehensive and systematic training to professionals in the wine business. Modules are customized to cover particular demands of the global wine trade and unique features of the wine industry. It emphasizes sound knowledge and professional skills in implementing wine-business management, marketing practices and operations in the wine industry.

Designed for

The diploma targets at executives who are working in the wine business and those who aspire to start their careers in wine business. It also aims at professionals who are working in related fields and those keen to know more about wine marketing, logistics management and trade practices.

PROGRAMME STRUCTURE

The diploma is a part-time programme and comprises 3 modules; each module consists of 6 sessions of 3 hours each and of coursework.

Module 1
International
Wine Industry

Module 2
Wine Business
Management

Module 3
Logistics, Distribution and
Cellar Management

ADMISSION REQUIREMENT

Applicants should fulfill the following requirements:

1. Be secondary graduates; AND
2. Possess 2 or more years' working experience; AND
3. Have a background of wine knowledge and tasting techniques; AND
4. Have a reasonable command of English.

SYLLABUS

1. International Wine Industry

This module is to know the practical aspects of the wine business and the general knowledge of the principles of wine and food marketing, understand the pipeline from producer to end user in the international wine industry. You will explore the characters of the world's top classic varieties and review their food compatibilities, as well as compare the old world and new world wines of similar types - in particular Chardonnay, Sauvignon Blanc, Pinot Noir, Cabernet Sauvignon.

2. Wine Business Management

This module is to understand how the business of wine works and to learn the effective ways of communicating with the targeted market. You will learn various strategies for pricing wines and the differences between gross margin, mark-up, and cost of goods sold. You will also learn the tools and techniques for designing the complete campaign integrating marketing communications, promotion, and public relations strategies in wine business.

3. Logistics, Distribution and Cellar Management

This module is to get a thorough knowledge of aligning the wine business with electronic processes and systems. You will learn the main elements of logistics management, the effective and efficient logistics arrangements, channel selection and distribution management. You will also learn the professional standard and practices in cellar management of both commercial wines and fine wines.

COMPLETION OF A MODULE AND AWARD OF DIPLOMA

Satisfactory Completion of a Module

A minimum of 70% attendance is required for satisfactory completion of a module. Students must obtain an aggregate of 50% at least in the final project of each module.

Completion of the Advanced Diploma in Wine Business

A student who has satisfied all the requirements and completing all three modules will be awarded the Advanced Diploma in Wine Business.

OTHER WINE PROGRAMMES OF THE HKMA

1. Awards in Wines & Spirits (WSET courses)
2. Bordeaux Wine Workshops
3. Wine Appreciation Workshop Series
 - Californian Wine Workshop
 - Italian Wine Workshop
 - South African Wine Workshop

For details of the above Wine Tasting Programmes, please visit <http://wine.hkma.org.hk>

PROGRAMME FEE

HKMA Member: HK\$7,800

Non-member: HK\$8,100

LANGUAGE MEDIUM

Cantonese, supplemented with English
(Notes are in English)

VENUE

Dr Kennedy Y H Wong Management Development Centre
The Hong Kong Management Association
1/F Fist Commercial Building
33-35 Leighton Road
Causeway Bay
HONG KONG

ENQUIRIES

For reservations and general enquiries, please call Customer Service Department on 2774-8501 or via fax 2774-8503. For course details, please contact Ms Doris Tse on 2774-8596 or Mr Ronnie Chan on 2774-8526 or visit www.hkma.org.hk/adwb.