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!

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<th>Innovation &amp; Sustainability</th>
<th>Strategic enterprise management</th>
<th>Sales &amp; Customer interaction</th>
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<tr>
<td>• Gain know-how in sales and sustainable business management combined with expertise in wine</td>
<td>• Transfer your knowledge directly to your company through project work</td>
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<td>• Benefit from an international team of experienced instructors</td>
<td>• Enjoy our individual guidance and support</td>
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<td>• Focus on both research and practical application</td>
<td>• Qualify for the MBA with a first university degree or with your relevant professional experience</td>
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Schedule and curriculum

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

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1st Semester

2nd Semester

3rd Semester

Master Thesis

4th Semester

Attendance days: a total of 36

Self-study

Master Thesis defense

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!

1st semester

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

2nd semester

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

3rd semester

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

Weincampus Neustadt
Breitenweg 71
D-67435 Neustadt

+49 6321 671 256
mba-wss@hwg-lu.de
mba.weincampus-neustadt.de