

POST GRADUATE
DIPLOMA IN
WINE AND SPIRIT
BUSINESS MANAGEMENT (PGDWSBM)



FRANCE



LOTUS BUSINESS SCHOOL
Innovating Business Leadership

Post Graduate Diploma in Wine and Spirit Business Management (PGDWSBM)

Professional Endeavours Globally In Wine Industry

Indian Wine consumption is estimated to rise to 2.1 million cases of wine per year, increasing to percent from 1.21 million in 2013.

Its first of its kind endeavor in India initiated by Lotus Business School & IPC Bordeaux, France keeping in mind the ever growing demand of professionals needed in the Wine Industry globally. It is a complete initiative to enrich through impeccable credentials and practical exposure to aide & abet the requirements of the wine Industry.

Education Opportunities In France

France is glamorous and attractive, both in terms of being a tourist destination and academics. France being a first world nation, the technological advances have left the mark in the world space. The latest and the best seem to emanate from the European Union and France at the helm of technological advances is a very lucrative destination for world's technological needs. The French government works towards creating an atmosphere where students can study to any level that they desire, at an inexpensive sum of money. The education system there is slightly different compared to other Western ways of academics. The former is shaped in such a way that, students can decide at 15 years whether they want to get into academics or trained for a profession. With versatile choices, the French system of education gives its citizens the liberty to make their decisions about future careers.

Bordeaux

Bordeaux is a port city on the Garonne River in the Gironde department in southwestern France. Bordeaux is the world's major wine capital. It is home to the world's main wine fair- Vinexpo, while the wine economy in the metro area takes in 14.5 billion Euros each year. Bordeaux wine has been produced in the region since the 8th century. The historic part of the city is on the UNESCO World Heritage List as "an outstanding urban and architectural ensemble" of the 18th century.



IPC Bordeaux

Founded in 1974, one of the largest institutes created by the Chamber of Commerce and Industry of Bordeaux and the Bordeaux trade, promotion of the Institute Commercial form trade to operate in all sectors of the industry Wines and Spirits (trade, property, brokerage, specialized distribution, cellar ...), in France and abroad.

With over 1,200 graduates, it has a strong recognition in France and in the world. This strong alumni network contributes to the school's reputation and facilitates the integration of graduates; more than 85% find employment in the sector within a year after graduation.

Lotus Business School

Lotus Business School with a vision statement of Innovating Business Leadership is an enterprising institute in the landscape of Pune, India. A rich industrial background and established credentials has left a mark due to its outstanding pedagogy and successful alumina base. With a strong management program affiliated to the University of Pune, it boasts of placements in diversified sectors ranging from BFSI to FMCG and manufacturing. It is inbuilt in our DNA to create new pathways and make new inroads into the latest trendsetting avenues.



Lotus Business School and IPC Bordeaux – An Alliance to Reckon with



Lotus has a firm belief that the world today stands out to be a truly global village and people today transcend all boundaries to enhance personal and professional objectives. Lotus along the same lines has created opportunities for budding managers by forging alliances with global institutes and partners. This would be a very explicit opportunity for Indian aspirants to experience European expertise. Individuals with a living desire and a keen acumen can excel at the global level rubbing shoulders with the best in the world. Currently, we have created an alliance with IPC Brodeaux which offers a one year curriculum catering to the wine and Spirit industry.



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This effort will be substantiated by an endeavor wherein Indian Students would get opportunities to work with foreign partners gaining valuable experience to further their career prospects. There would be a 3 month curriculum with Lotus Business School, Pune followed by a 3 month curriculum in France and then followed by Summer Internship in France. The pedagogy of the course has been so designed that the students will garner professional experience even before they graduate in form paid Internships in France.



CONDUCT OF THE PROGRAMME :

The programme will be conducted in three stages:-

First Module :

During first three months of the programme, the students/participants will receive instructions on Marketing, Management, visits to vineyards, French language and basic knowledge of Wine and Spirit making at LBS.

Second Module :

During the next three months, students will receive instructions in Wine and Spirit making, commercial testing, wine and spirits trade strengthening, export, technical visits, project methodology.

Third Module :

Professional paid internship in France/Europe in wine and spirits sector .

ADMISSION PROCESS :

1. Interested and eligible students should apply by purchasing the application form.
2. After Interview and document verification, successful students will be awarded with the Selection letters.
3. On receiving the Selection letters, students will have to deposit admission fees and confirm their admission.
4. Students are expected to arrive at the campus and begin their curriculum.

Industry Partner in India



French Language Partner



Alliance Française



LOTUS BUSINESS SCHOOL

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