

ROYAL AGRICULTURAL COLLEGE MODULAR SCHEME

Sheet updated: January 2011

Module Code 4053	Module Title Wine Industry	Module Leader Susan McCraith MW
School which owns module	School of Business	
Programme(s) to which module belongs	MBA Wine Business Management (focus) MA Business Management (elective)	
Module Level 7	Module Credits 15	Pre-Requisites None
Minimum Study Time 150 hours	Contact Hours within Study Time 40 hours	Teaching Period October to March Monday afternoons
Module Content Sources of production. Consumption patterns. Price determinants. The supply chain. Legal requirements and tax regimes. Selling and Marketing. Ethical issues and Corporate Social Responsibility.		
Module Outcomes To achieve credit for this module, students must be able to: <ol style="list-style-type: none"> 1. Demonstrate knowledge and critical understanding of the structure and organisation of the wine industry. 2. Demonstrate independence of thought and critical analysis through consideration and discussion of future developments in the wine industry. 3. Identify and solve problems through effective independent learning. 4. Communicate effectively through written presentations and discussions with leading professionals from the wine industry. 		
Assessment	Description	Weighting
Coursework	Project of 3000 words in total: Part 1 Part 2	40% 60%

Key Texts:

Students should be familiar with the content of at least one of the following:
Kym Anderson Ed (2004). *The World's Wine Markets: Globalization at Work*.
Edward Elgar Publishing. (RAC Library Classmark: 380.14148).
Spahni, P. (2000). *The International Wine Trade*. (2nd edition). Woodhead
Publishing. (RAC Library Classmark: 380.14148).

Supporting Texts:

Hall, C. Michael and Mitchell, R. (2008). *Wine Marketing – a Practical Guide*.
Butterworth-Heinemann. (RAC Library Classmark: 380.14148).
Henderson, J. Patrick and Rex, D. (2007). *About Wine*. Thomas Delmar
Learning. (RAC Library Classmark: 641.22).

Periodicals and newspapers: (all in the library)

The Drinks Business.

Harpers.

Off Licence News.

Decanter.

Australian and New Zealand Wine Industry Journal.

International Journal of Wine Business Research.

Other supporting information**Useful websites:**

www.wineintelligence.com

www.oiv.int

See more on Gateway.