

ROYAL AGRICULTURAL COLLEGE MODULAR SCHEME

Sheet updated: September 2010

Module code 4054	Module title Wine Study Tour	Module leader Susan McCraith
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 7.5	Prerequisites None
Minimum study time 75 hours	Contact hours within study time 20	Teaching period Easter vacation
Module content: The students will travel to another country and undertake a series of visits to examine the wine industry of that country. The visits will vary depending on which country is visited but they will span the different types of wine businesses, from vineyards to consumer, and include meetings with business advisors, business leaders and producers at all levels. Discussion of current marketing trends, limitations and opportunities. Collection of data and statistical information.		
Module outcomes: To achieve credit for this module, students must be able to: 1. Demonstrate knowledge and a critical understanding of the wine industry in the area visited. 2. Identify problem areas and recommend solutions encountered on the study visit. 3. Demonstrate creativity and independence of thought in the production of the study tour report.		
Assessment	Description	Weighting
Coursework	3000 word project	100%
Key Texts: Students should be familiar with the content of at least one of the following: Anderson, K. (2004) <i>The World's Wine Markets: Globalization at Work</i> . Edward Elgar Publishing. Hall, C. and Mitchell, R. (2008) <i>Wine Marketing: A Practical Guide</i> . Butterworth Heinemann. Harpers. (2008). <i>Harper Wine and Spirit Directory 2007</i> . Nexus Business. Spahni, P. (2000) <i>The International Wine Trade</i> . (2 nd edition). Woodhead Publishing. Wagner, P. (2007) <i>Wine Marketing and Sales, Success Stories for a Saturated Market</i> . Wine Appreciation Guild.		