COURSE TITLE: Innovative Wine Management

Type of course: Bachelor course

ECTS credits: 6

Lecturers:
Vlado Dimovski, Full Professor & Miha Bratec, Teaching Assistant
University of Ljubljana, Faculty of Economics, Slovenia

This course requires an extra EUR 80/person surcharge to cover for the extra costs connected to the 2 extra study visits of Fridays.

Please note: attending both study visits is compulsory, therefore you should plan your other activities accordingly (optional weekend trips etc.).

Aims of the course:
The innovative course combines and integrates different specters and disciplines surrounding the development of wine business. It connects the disciplines of strategic management, tourism development and wine marketing into a unique study module aimed at graduate students coming from different social sciences backgrounds that have an interest to learn more about the exciting wine business and the critical challenges that surround it.

Being offered in Slovenia, an emerging wine-producer that recently gained world reputation for the high quality and innovativeness of its wine production, as well as its gastronomic offer, the course offers a rich Central-European perspective on small-scale, high-quality and sustainable development of wine business and wine tourism; these require lots of innovative managerial approaches, while still staying true to their origins of mostly family-owned, experiential businesses.

The purpose of the course is to:
- let the student gain knowledge about the principles and concepts related to the development of an innovative wine business
- equip the student with critical tools and understanding on how wine marketing, wine tasting and wine tourism development interrelate
- let the student acquire competencies for pursuing career opportunities in the wine business
Upon completion of this course, students should understand the complexity and multi-disciplinarity of innovative wine business and also conquer the challenges in developing and managing a successful wine business. Alternatively, they should be able to renovate and further develop existing wine tourism products and practices by foreseeing trends and demonstrating core managerial skills needed for achieving success in the contemporary wine business.

Learning outcomes:
- Introduce students to the core concepts of wine business management in practice
- Discuss and analyse issues within the broad business environment of wine business
- Assess and analyse dilemmas regarding the innovation in wine business
- Develop a general orientation in strategic management approaches applicable to wine business
- Understand the nexus between wine growing, wine management and wine tourism
- Apply critical thinking and problem-solving skills in developing wine business
- Demonstrate knowledge and ability to design, develop and manage an innovative wine tasting experience
- Understand innovative wine management theory in connection with practical examples from wineries and sustainably-oriented wine tourist destinations

Course syllabus:

<table>
<thead>
<tr>
<th>Lecture</th>
<th>Time</th>
<th>Topic</th>
</tr>
</thead>
</table>
| 1       | Tuesday, July 3 at 9 am (3 teaching hours) | – Introduction to the Course (Syllabus): Presentation of the course themes and work policies at the course  
– Introduction to wine business |
| 2       | Wednesday, July 4 at 9 am | – Economic Impacts of Wine Business  
– Wine Business Development in Europe & Slovenia: focus on emerging regions & markets |
| 3       | Thursday, July 5 at 9 am | – Wine Business Environment  
– Slovenian Wine Heritage: Overview of Traditional Wine Regions and their specifics |
# 19th LJUBLJANA SUMMER SCHOOL

*Take the Best from East and West*

2 - 20 July 2018

<table>
<thead>
<tr>
<th>Study Visit</th>
<th>Date</th>
<th>Time</th>
<th>Field Trip to Styria Wine Region: Ptuj, Maribor &amp; Austrian Southern Styria</th>
<th>Topics</th>
</tr>
</thead>
</table>
| 5           | Monday, July 9 | 9 am | - Wine, Gastronomy and Sustainable Rural Tourism Development  
- Current Trends & Issues in Wine Tourism | |
| 6           | Tuesday, July 10 | 9 am | - Strategic Management of Winery & Wine Tasting Business: *Designing a Memorable Experience*  
- Family Business Management | |
| 7           | Wednesday, July 11 | 9 am | - Strategic Wine Leadership  
- Wine Innovation Management | |
| 8           | Thursday, July 12 | 9 am | Case: Emerging wine destinations  
*In-class teamwork, consultations, field-trip preparation.* | |
| 9           | Friday, July 13 | 8 am | *Study visit*  
Field Trip to North Primorska Wine Region: Vipava Valley & Goriška Brda | |

## Study Visits*

<table>
<thead>
<tr>
<th>Visit</th>
<th>Date</th>
<th>Time</th>
<th>Place</th>
<th>Topics</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Friday, July 6</td>
<td>8 am (12 hours)</td>
<td><strong>Styria Wine Region:</strong> Ptuj, Maribor &amp; Austrian Southern Styria</td>
<td>Traditional wineries &amp; their managerial practices. Wine routes and heritage destinations. Austrian example of innovative wine tourism.</td>
</tr>
<tr>
<td>2</td>
<td>Friday, July 13</td>
<td>8 am (12 hours)</td>
<td><strong>Primorska Wine Region:</strong> Vipava Valley &amp; Goriška Brda</td>
<td>Slovenian largest wine cellar Klet Brda. Good practice of innovative, export-oriented wine management-case of Movia. Rural wine tourism destination Vipava Valley.</td>
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19th LJUBLJANA SUMMER SCHOOL
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Course seminars*

<table>
<thead>
<tr>
<th>Seminar</th>
<th>Time</th>
<th>Topic</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Wednesday, July 4, 2nd time slot available (3 teaching hours)</td>
<td>Course instructions &amp; teamwork definition</td>
</tr>
<tr>
<td>2</td>
<td>Monday, July 16, 2017 2nd time slot available (3 teaching hours)</td>
<td>Mentoring for team project</td>
</tr>
<tr>
<td>3</td>
<td>Wednesday, July 18, 2nd time slot available (3 teaching hours)</td>
<td>Teamwork presentations</td>
</tr>
</tbody>
</table>

* To be agreed at 1st seminars, depending on students’ timetable

Literature:

Obligatory readings:

Additional readings:


*Note: Due to the dynamic nature of the content of the course additional material can be assigned during the course.*

**Teaching methods:**
The course is designed to achieve its aims through a balanced mixture of interactive lectures, seminars and study visits. Activities are designed to encourage active participation and interactive communication.

**Prerequisites:**
*None.*

**Examination methods:**
The structure of the grade for this course is as follows:
1. Teamwork project & presentation: 40 points (CONDITION)
2. In-class activity and discussions: 10 points
3. Final Exam: 50 points
Total: 100 points

**Proposed Note Range:**
Positive grade: 55 - 100 points;
- 55 - 60 points (grade 6)
- 61 - 70 points (grade 7)
- 71 – 80 points (grade 8)
- 81 - 90 points (grade 9)
- 91 - 100 points (grade 10)

*Note: This course is comparable to the officially accredited course Tourism Management (ECTS: 6) at the Faculty of Economics, University of Ljubljana.*