

MSc Wine and Beverage Business Management

Where tradition meets innovation, and passion becomes profession. The global beverage industry is in the midst of rapid transformation: shifting consumer preferences, emerging markets and breakthrough technologies mean businesses need professionals who can navigate complexity with confidence and creativity. This 1 year programme blends advanced business themes with sector expertise to prepare you for an impactful career across the international wine and beverage business landscape.

Campus



Lucerne

Why Choose this Programme?

- Combine strategic business foundations with in-depth wine and beverage sector insight across continents
- Learn in an immersive Swiss-setting, renowned for quality and excellence
- Explore entrepreneurial and innovative thinking, essential for wine and beverage businesses old and new
- Examine guest experience design in the beverage world.

Diverse Career Opportunities

Graduates of the MSc Wine and Beverage Business Management programme are equipped for diverse roles across the global beverage value-chain and broader hospitality sector: from beverage portfolio consultancy or brand manager to business development or export manager.

Programme Highlights

- Discover how luxury and premium brands craft exclusivity, build legacy and deliver exceptional customer experiences.
- Experience BHMS' own vineyard operation and achieve WSET Level 2 certification
- 1 year intensive Masters with future-focussed curriculum on emerging beverage trends and global innovations.

Entry Requirements:

- Bachelor degree in any discipline
- English B2/IELTS 6.0 or equivalent

Intake

from 22 February 2027

What You Will Study

1 st Semester // 6 months on campus	
Emerging Trends in Global Wine Entrepreneurship (incl. WSET 2)	
Luxury and Experience Management in the Beverage Sector	
Global Beverage Industry Dynamics and Innovations	
Global Wine Markets and Business Strategy	
Leadership in Business	
Marketing and Branding in a Digital Society	
International Human Resource Management	
Research Methods	
2 nd Semester // 6 months on or off-campus	
Masters Wine / Beverage sector Research Project	
Optional internship in Switzerland or abroad	
Awarded in partnership with (subject to validation)	
 ROBERT GORDON UNIVERSITY ABERDEEN	B.H.M.S.  Business & Hotel Management School