

WINE EXPORT MANAGEMENT

DOUBLE DEGREE MASTER PROGRAM





DOUBLE DEGREE MASTER PROGRAM



Master in “**Geography of Eno-Gastronomic Recreation and Tourism**”
at Taras Shevchenko National
University of Kyiv (Ukraine)

Master of the 1st level in “**Management of Wine Export**” at the University of
Camerino (Italy)





STRUCTURE OF THE EDUCATIONAL PROGRAM



Educational services - Taras Shevchenko National University of Kyiv (60 credits ECTS):

- Geographical Foundations of Sustainable Development, Sustainable Enogastronomy Recreation and Tourism (6 ECTS);
- Geography of Eno-Gastronomic Recreation and Tourism Resources (6 ECTS);
- International cooperation in Eno-Gastronomic Recreation and Tourism (6 ECTS)
- Professional and Corporate Ethics (3 ECTS);
- Methodology and Organization of Scientific Research with Basis of Intellectual Property (3 ECTS);
- Assistant on-the-classes-traineeship (5 ECTS);
- Internship. Part 1. (Out-of-classes-traineeship) (6 ECTS);
- Projects and Programs on Geography of Eno-Gastronomic Recreation and Tourism Management (4 ECTS);
- Geography of Wine Production (4 ECTS);
- Master Thesis (6 ECTS);
- Geography of World Market of Eno-Gastronomic Tourism (8 ECTS);
- Bases of Eno-Gastronomic Tourism: Technologies, Innovations, Health (3 ECTS);
- Master Thesis presentation;
- State Exam in Tourism (Geography of Eno-Gastronomic Recreation and Tourism).

Educational services of UNICAM (60 ECTS credits):

- Geographic indication and its protection on the world market (16 ECTS);
- Sensory Geography and Studies of Consumers' Preferences in Wine Tourism (11 ECTS);
- Trends and Development of Wine Tourism: Territory and Wine (3 ECTS);
- Geography of World Eno-Gastronomic Markets (8 ECTS);
- Geomarketing and communications on Eno-Gastronomy (8 ECTS);
- Bases of Eno-Gastronomy: technologies, Innovations, Health (3 ECTS);
- Internship. Part 2. (Out-of-classes-traineeship) (5 ECTS);
- Seminars and Workshops on Geography of Eno-Gastronomic Recreation and Tourism (6 ECTS).



STRUCTURE OF THE EDUCATIONAL PROGRAM



Semester	University	Credits	Form of study
I semester	KNU Taras Shevchenko	30	Full time
II – III semester	UNICAM	60	Full time/Online
IV semester	KNU Taras Shevchenko	30	Full time





APPLICATION REQUIREMENTS



- Bachelor degree
- English – B2 (in accordance with the European Recommendations of language education)
- Communication level of Italian, Ukrainian/Russian language (for foreigners)
- Pass the official procedure for admission to both universities





STRUCTURE OF THE EDUCATIONAL PROGRAM



Lectures and workshops at the most important events in the National and International Wine Industry:

❖ Ukrainian Wine Forum 2017





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❖ VINITALY 2018





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Lectures and workshops at the wineries:





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Lectures and workshops at professional research organizations:

❖ CIAS Innovation (Italian Center of Sensory Analysis)





COST OF THE DOUBLE DEGREE MASTER PROGRAM



КNU Taras Shevchenko

- **37,290 UAH**
- Paid in 2 equal parts - in I and IV semester

UNICAM

- **1,400 EUR**
- Paid in 2 equal parts every 6 months
- Includes accommodation and entrance tickets for Vinitaly 2019
- Does not include transfer Ukraine - Italy, accommodation, food expenses and medical insurance

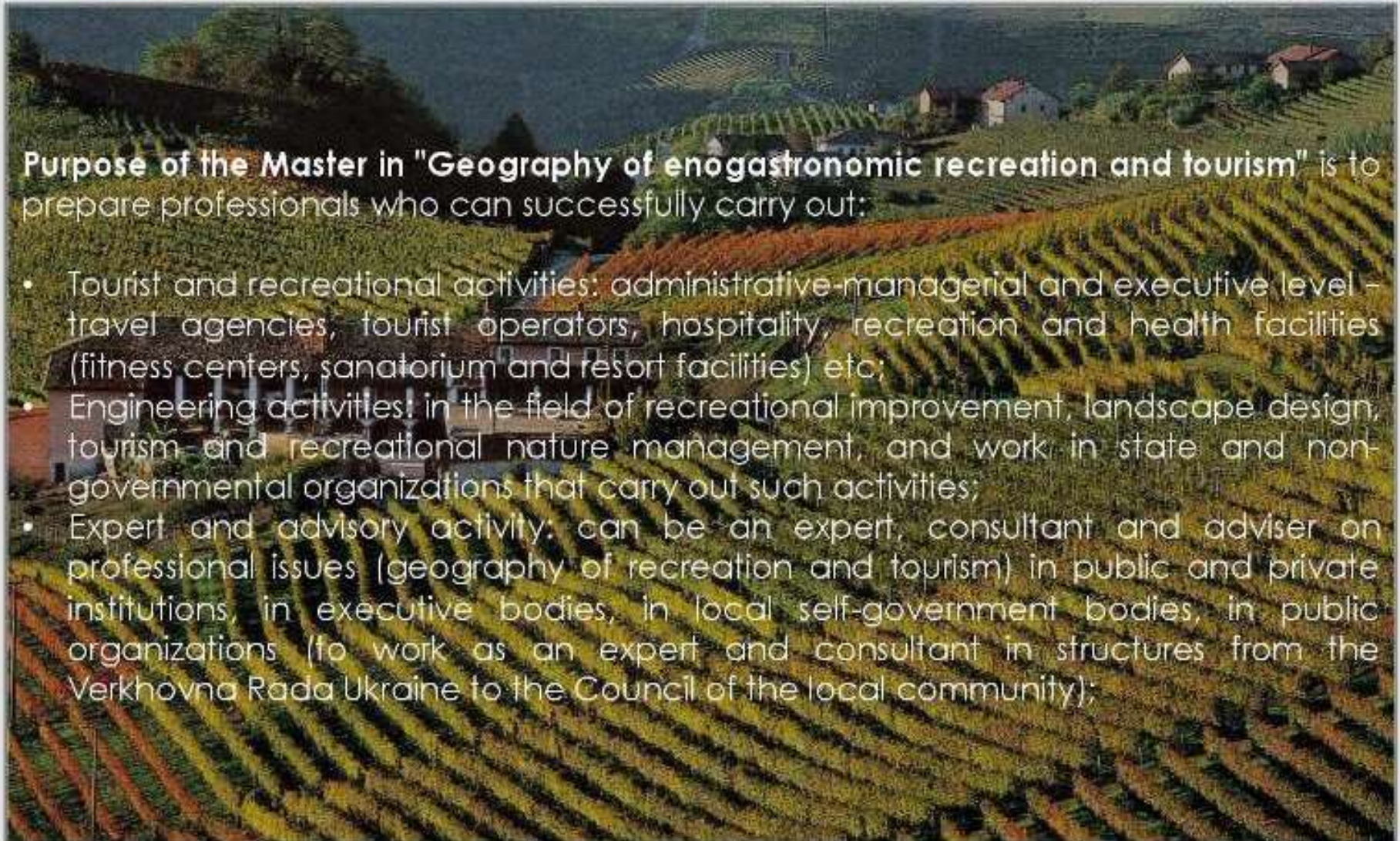


PURPOSE AND PROFESSIONAL PROFILE



Purpose of the Master in "Geography of enogastronomic recreation and tourism" is to prepare professionals who can successfully carry out:

- Tourist and recreational activities: administrative-managerial and executive level – travel agencies, tourist operators, hospitality, recreation and health facilities (fitness centers, sanatorium and resort facilities) etc;
- Engineering activities: in the field of recreational improvement, landscape design, tourism and recreational nature management, and work in state and non-governmental organizations that carry out such activities;
- Expert and advisory activity: can be an expert, consultant and adviser on professional issues (geography of recreation and tourism) in public and private institutions, in executive bodies, in local self-government bodies, in public organizations (to work as an expert and consultant in structures from the Verkhovna Rada Ukraine to the Council of the local community);





PURPOSE AND PROFESSIONAL PROFILE



- Scientific activity: in specialized research institutions, project and forecast-planning institutions, consulting and engineering bureaus, etc., and to work as a junior researcher on tourist and recreational activities of geography and consultant;
- Related areas of professional activity: can adapt to the following areas of related professional activities: social and pedagogical (to work as a human resource specialist), environmental (work in the field of control over anthropogenic recreational load), economic, marketing, consulting, foreign economic (to work in relevant institutions);
- Continuing education: Master Degree students of "Geography of enogastronomic recreation and tourism" can improve their scientific level in postgraduate and doctoral studies at higher educational establishments and scientific institutions of Ukraine and abroad.



PURPOSE AND PROFESSIONAL PROFILE



Purpose of the Master in Wine Export Management

The Master aims to improve the knowledge and professional skills of operators and professionals active in the wine sector, a sector in continuous growth and transformation, capable of developing great potential on international markets. The need to intercept a growing foreign demand and to support the competition on international markets has made clear the need to have high qualified professionals to perform management, marketing and communication tasks for the enhancement and protection of the wine product.



PURPOSE AND PROFESSIONAL PROFILE



Professional profile

The Master in Wine Export Management trains professionals in marketing, sensory and consumer behavior, in the wine business, who know how to apply mandatory and voluntary legal systems in the reference markets. The Master has an international dimension thanks to the involvement of prestigious teachers from the academic world, production, organized distribution and certification. The candidate will have the opportunity to improve and increase their knowledge and legal skills, management, marketing and communication, internationalization and knowledge of the product in the context of the global economy.

A close-up photograph of a hand holding a chilled, condensation-covered beer bottle, pouring the liquid into several glasses on a table. The background is softly blurred, showing other people at a social gathering. The text is overlaid on the central part of the image.

JOIN OUR PROGRAM AND
BECOME AN INDUSTRY EXPERT

THANK YOU FOR YOUR ATTENTION!