

Industry Support



Wine is an important part of civilisation. It is an international language that erases frontiers and offers a culture of sharing and diversity.

This new MSc is necessary for a region where wine, although it is more and more in demand, remains an enigma for many people. I wish it great success and am pleased to see a great part is devoted to education.

– **Aubert de Villaine, Co-Owner, Domaine de la Romanée-Conti**

As West meets East, and global consumer demand grows, wine has become a world language in terms of cultural exchange. It is bound to become a significant new point of growth in the Chinese mass marketplace.

As a pioneer in the industry, the SHTM has proven its exceptional foresight by collaborating with Jeannie Cho Lee MW to establish the MSc in International Wine Management and prepare professionals to develop a healthy and sustainable wine industry.

– **Li Shiyl, General Manager, Wines & Spirits Division, COFCO**

Education and training are essential to establishing the long-term development of a healthy and prosperous wine industry, especially in the dynamically emerging Chinese wine market.

Jeannie Cho Lee has played a leading and vital role in the Asian and global wine markets for many years. Her association with The Hong Kong Polytechnic University and her involvement with the new MSc will provide a unique and invaluable tool for training the wine professionals of today and for years to come.

– **David Pearson, CEO, Opus One Winery**

Jeannie Cho Lee is certainly the most qualified talent in Asia to lead the International Wine Management programme in Hong Kong; she possesses both required qualities – deep wine knowledge and pedagogy. With her on board there is no doubt this programme will be a great success!

– **Christophe Salin, President and CEO of Domaines Barons de Rothschild (Lafite)**

The explosion in the consumption, sale and general interest in wine in Asia is an extraordinary phenomenon. High quality education is essential to the further developing of wine in the future, so I welcome the launch of the SHTM's MSc degree in International Wine Management, the first of its kind in the region. This is a bold and important educational initiative.

– **Michael Hill Smith, Australia's First Master of Wine**

We extend our hearty congratulations on the first-of-its-kind MSc degree in International Wine Management in the Asia-Pacific region.

Jeannie Cho Lee is an internationally renowned Master of Wine, and the SHTM of The Hong Kong Polytechnic University is the largest hospitality and tourism school in the Asia-Pacific region. The collaboration between these two outstanding authorities will contribute towards a unique and exceptional Master's degree programme. It enhances Hong Kong's position as a wine hub in Asia, and equips wine professionals with international perspectives and valuable expertise.

– **Sun Jian, Vice President, Yantai Changyu Pioneer Wine Co. Ltd.**

The launch of the MSc programme in International Wine Management is an important milestone and comes at precisely the right time. With the support and involvement of leading wine expert Professor Jeannie Cho Lee MW, we believe this programme will accelerate the development of a healthy and sustainable market for wine in Mainland China, Hong Kong, Macau and the rest of Asia.

Hong Kong is a world-class city and the right place for a programme of this stature to be established in training Asia's emerging wine professionals.

– **John Watkins, Chief Executive Officer, ASC Fine Wines**

Academic Enquiries

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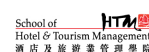
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Master of Science (MSc) in International Wine Management

A key player in the vibrant international wine scene, Hong Kong offers a unique location for anyone aspiring to be a part of this dynamic growth area. Combined with the huge growth of the wine market in Mainland China, the need for wine professionals with advanced, specialised training and education with a global perspective continues to grow. The MSc in International Wine Management has been designed to meet this demand. The programme is aimed at those who want to enjoy a virtually guaranteed career in this lucrative, ever-evolving and increasingly specialised industry, anywhere in the world.

School of Hotel and Tourism Management



The School of Hotel and Tourism Management (SHTM) of The Hong Kong Polytechnic University (PolyU) is located in Hong Kong – the world's most exciting city, and a top international tourism and culinary destination.

Founded 35 years ago, the SHTM is ranked No. 2 in the world based on its research output and scholarship, according to the prestigious Journal of Hospitality and Tourism Research in 2009. The largest hospitality and tourism school in the Asia-Pacific region, the SHTM is a member of the United Nations World Tourism Organisation (UNWTO) Knowledge Network.

At the SHTM, more than 2,100 students are guided by 65 academic staff from 20 countries and regions with more than 400 combined years of experience in the hospitality industry. Students are provided with a service-oriented education truly global in its scope, offering real-world managerial skills.

The SHTM is housed in its own complex that includes its teaching and research hotel, Hotel ICON, where teaching, learning and research are integrated in a full-service environment. In 2012, the International Council on Hotel, Restaurant and Institutional Education (I-CHRIE) bestowed its McCool Breakthrough Award on the SHTM, recognising its breakthrough in the form of its teaching and research hotel – Hotel ICON – the heart of the School's innovative approach to hospitality and tourism education.

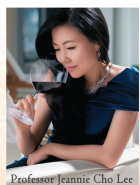
The Programme

The MSc Programme in International Wine Management is designed for wine professionals who recognise how a targeted, comprehensive postgraduate qualification will complement and complete their existing practical knowledge of this important industry.

The programme develops industry leaders, educators and researchers and instills in them a deep understanding of the latest trends in the wine business, demystifying its complexities and placing them in strong position to lead the industry into the future. Students will also have the opportunity to learn more about Mainland Chinese wine consumers and gain insights into some of the fastest growing and potentially lucrative wine markets in the world.

What makes the programme so different?

- ◆ Offered in Hong Kong – Asia's world city – by the SHTM, one of the world's leading hospitality management institutions, and is the first of its kind in the region.
- ◆ The SHTM focuses on international education to meet the specific demands of a truly global industry, while based in the heart of the booming Asia-Pacific region.
- ◆ Residential study trips will give students the opportunity to visit renowned wine regions, such as Burgundy or Bordeaux, to understand best practice in wine production, trade and management with a view to increasing their international exposure and developing global networks.
- ◆ Developed in consultation with noted wine industry figure Professor Jeannie Cho Lee, Master of Wine, and endorsed by key industry leaders.
- ◆ Taught by leading academics as well as industry experts to ensure its relevance.
- ◆ Highly flexible – the programme can be completed in 1.5 years, or spread to six.



Programme Structure

Students must complete 31 credits to receive an MSc in International Wine Management. Of the 31 credits, students must complete three compulsory subjects, three specialised subjects, one introductory workshop and a combination of either research project plus two elective subjects or consultancy project plus three elective subjects. The structure is outlined as follows:



Subject Nature	Code	Subject Title
Compulsory subjects (3 credits each)	HTM534	Managing Marketing in the Hospitality and Tourism Industry
	HTM535	Hospitality and Tourism Financial Management
	HTM582	Research Methods
Compulsory workshop (1 credit only)	HTM5002	Introductory Workshop
Compulsory specialised subjects (3 credits each)	HTM554	Viticulture and Oenology
	HTM555	Wine Business Environment
	HTM556	Wines of the World
Project (6 credits) (3 credits)	HTM599	Select either one: Research Project
	HTM598	Consultancy Project
Elective subjects ¹ : (3 credits each except HTM5003)	HTM557	Residential Study Trip
	HTM558	Brand Management and Communication in Wine Business
	HTM559	Wine Tourism
	HTM560	Wine Economics
	HTM5003	Management Practice ²

Notes:

1. Students are required to select any two elective subjects if they choose to take Research Project. If students opt for Consultancy Project, they are required to take any three elective subjects.
2. Management Practice is an internship subject, which carries zero credits. This subject is optional.
3. The programme structure is subject to change.

Mode of Study

The mixed-mode study option allows students to pursue study on a full-time basis, part-time basis or switch between full and part-time study. Subjects are offered by regular or intensive block mode. The regular mode follows the traditional study format of offering a subject over the course of a semester. The intensive block mode requires students to attend classes for six to seven consecutive days in each subject.

The programme can be completed in 1.5 years, or spread to six.

For admission requirements and other information, please visit: www.polyu.edu.hk/htm/msc/iwm