

50. MANAGEMENT AND MARKETING OF WINE ENTERPRISESⁱ	
Level I	
Department of Agriculture, Food, Environment and Forestry (DAGRI)	
Course coordinator	Leonardo Casini
Executive Committee	Leonardo Casini Silvio Menghini Enrico Marone Giovan Battista Mattii Vincenzo Zampi Vincenzo Cavaliere Monica Faraoni
Contact person for information on teaching organization, class schedule, course content	Fabio Raddi fabio.raddi@unifi.it 055 275 5796
Practical-professional profile of the course and industry sector of reference	The Master's program, established in 2000, aims to train high-level executives for wine sector enterprises and enhance management skills, with particular reference to production specifics, market conditions, and management of the wine enterprise. The teaching involves a commitment of more than 380 hours, divided into lectures, practical exercises, and seminars with practitioners. A technical-practical internship in companies or institutions in the field is also planned.
Access prerequisites	A bachelor's or master's degree or single-cycle degree awarded according to the system under Ministerial Decree No. 270/2004 or Ministerial Decree No. 509/1999 or previous systems.
How the admission procedure takes place	The selection of candidates consists of: <ul style="list-style-type: none"> - the evaluation of the CVs that may be attached to applicants' online applications, which will consider the type and grade of the degree, as well as any other qualifications and experience obtained in the wine sector; - a written test on topics related to viticulture and enology, marketing and management, and wine knowledge; - an interview on the same subjects as the written test and a test of English language proficiency (for all candidates) and Italian language proficiency (for foreign candidates).
Duration	9 months
Teaching methods	In-person classes
Language of instruction	Italian - English
Attendance requirements	67%
Location of the course	Department of Agriculture, Food, Environment and Forestry (DAGRI) - Piazzale delle Cascine, 18 - 50144 Florence
Foreseen lecture schedule	Classes are held on Wednesdays, Thursdays, and Fridays.
Examinations procedures and schedule	Assessment will take place following the completion of each subject. It will consist of either open-ended or closed-ended tests or the submission of papers related to the topics developed in the specific subject, according to the procedures established by each individual teacher.
Final examination	The final examination consists of the presentation of a business plan.

Available places and enrolment fees	
Full-fee students	
Minimum number	6
Maximum number	14
Enrolment fee	€4,000

Single Modules
None planned

Description of the activities and training objectives of the internship	The educational objectives of the internship and practical training consist of the performance of applied activities and the gradual attainment of technical skills in management by virtue of the interaction between the tools and theoretical knowledge acquired, the organizational context of the company, and the evolution of the wine market. 150 total hours of internship.
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ⁱ This document is a translation of the form A.1 relating to the characteristics of the course attached to the Decree of the Deputy number 873 (record 158006) of 25th of July 2022, drafted in Italian and issued on the Master | Didattica | Università degli Studi di Firenze | UniFI and which therefore constitutes the only official document. This English translation cannot be used for legal purposes and has the sole purpose of supplying information in English on the content of the public notice.