

New GRADUATE PROGRAM

MASTER

# Master of Viticulture and The Wine Business

Drive the growth of prosperous, sustainable wine regions by becoming a specialized leader in the wine industry's value chain. This master's program equips professionals with the skills to design, analyze, manage, and innovate within the sector—ensuring a balance between economic success and environmental responsibility.



Offered by the **Center for Viticultural Studies (CEVIT)** at CETYS University's **Ensenada International Campus**, this program is unique in Mexico. CEVIT is dedicated to transferring knowledge and hands-on expertise to advance the wine industry's development and contribute to national prosperity.



Students benefit from **state-of-the-art facilities**, including a chemical and microbiological laboratory and an **experimental winery**, providing a dynamic, hands-on learning experience that sets this program apart.

## PROGRAM FORMAT

- ▶ Designed for professionals in administration, industrial engineering, food engineering, agronomy, chemistry, or related fields.
- ▶ **Quarterly format**
- ▶ **15 subjects**
- ▶ **3 areas of specialization**
- ▶ **Virtual Flex Modality** : Remote classes with in-person summer stays



As Mexico's only Master's program in Viticulture and The Wine Business, this degree offers a comprehensive understanding of industry trends and challenges. Its flexible, interdisciplinary curriculum ensures graduates are well-prepared to excel in this evolving field.

## CURRICULUM

PERIOD	ASSIGNMENTS
<b>QUARTER I</b>	<ul style="list-style-type: none"> <li>• Fundamentals of Viticulture</li> <li>• Fundamentals of Oenology</li> </ul>
<b>QUARTER II</b>	<ul style="list-style-type: none"> <li>• Research Methods and Statistical Analysis</li> <li>• Fundamentals of Wine Business Management</li> </ul>
<b>QUARTER III</b>	<ul style="list-style-type: none"> <li>• Viticulture Sciences</li> <li>• Wine Processing Agents</li> </ul>
<b>QUARTER IV</b>	<ul style="list-style-type: none"> <li>• Organoleptic Analysis and Tasting Theory</li> <li>• Introduction to Wine Marketing</li> </ul>
<b>QUARTER V</b>	<ul style="list-style-type: none"> <li>• Viticulture Engineering</li> <li>• Winemaking Methods</li> </ul>
<b>QUARTER VI</b>	<ul style="list-style-type: none"> <li>• Specialization I</li> <li>• Elective</li> </ul>
<b>QUARTER VII</b>	<ul style="list-style-type: none"> <li>• Specialization II</li> <li>• Specialization III</li> </ul>
<b>QUARTER VIII</b>	<ul style="list-style-type: none"> <li>• Capstone Project</li> </ul>

AREAS OF SPECIALIZATION	ASSIGNMENTS
<b>OENOLOGY</b>	<ul style="list-style-type: none"> <li>◦ Correction and treatment of musts and wines</li> <li>◦ Aging and bottling</li> <li>◦ Wine, spirits, and by-product production technology</li> </ul>
<b>VITICULTURE</b>	<ul style="list-style-type: none"> <li>◦ Viticultural methods and processes</li> <li>◦ Innovation and advances in viticulture</li> <li>◦ Viticulture and climate change</li> </ul>
<b>BUSINESS</b>	<ul style="list-style-type: none"> <li>◦ Advertising and social media management for wine marketing</li> <li>◦ Sustainable management of a winery operation</li> <li>◦ International wine marketing</li> </ul>