

WINE BUSINESS MANAGEMENT PROGRAM

3rd Edition - 2018

Porto

Module		Faculty	Month	Day	Week Day	Schedule
Welcome Wine Tasting & Dinner, Sponsored by Vini PORTUGAL *			June	14	Thursday	Starting at 8:00pm
Welcome & Opening Session (30m)	Coordinators	15		Friday	10:00am - 10:30am	
Planning Wine Tourism Destinations (3h)	Nuno Fazenda				10:30am - 1:30pm	
Global Trends and the Wine Business (3,5h)	Sérgio Rebelo				3:00pm - 6:30pm	
Vineyard of the Future (3,5h)	Kaan Kurtural	16		Saturday	10:00pm - 1:30pm	
Achieving Vine Balance to Meet Winery Specifications (3,5h)					3:00pm - 6:30pm	
Deconstructing Wine: The Science Inside the Bottle and Behind the Label (3,5h)	Tim Hogg + José António Couto	18		Monday	10:00pm - 1:30pm	
Wine Market & Distribution (3h)	Paulo Ramos				3:00pm - 6:00pm	
Wineries Management (3,5h)	Nuno Cancela Abreu	19		Tuesday	10:00am - 1:30pm	
Business Marketing and Brand Management (2,5h)	Pedro Celeste				3:00pm - 5:30pm	
Sales and Customer Management (3h)		20		Wednesday	10:00am - 1:00pm	
Digital Wine Marketing (3,5h)	Joana Santos Silva				2:30pm - 6:00pm	
Understanding Consumers Behavior: Challenges and Opportunities (3,5h)	Rita Vale	21		Thursday	10:00am - 1:30pm	
Managing Wine Chemistry Post Fermentation (3,5h)	TBC				3:00pm - 6:30pm	
Sustainable Processing in the Winery (3,5h)		Coordinators		22	Friday	10:00am - 1:30pm
Visit to Quinta da Aveleda (3,5h) *	3:00pm - 6:30pm					
Wine Industry: Institutions, Players and Lobbies (2h) *	George Sandeman	23	Saturday	9:00am - 11:00am		
Case Study Visit (2h) *				11:00am - 1:00pm		
Closing Ceremony						Starting at 1:00pm

* These events will take place outside of College of Biotechnology – Catholic University (Porto).

In collaboration with



Total length: 51 hours

Coordinators:

Nuno Fazenda - Holds a PhD in Regional and Urban Planning (in the field of Tourism) from the Higher Technical Institute, Masters in Management and Environmental Policies from the University of Aveiro and Undergraduate Degree in Tourism from the University of the Algarve, including an exchange year at the University of Wales in Cardiff. Former Director and Deputy Director of two hotels. With 15 years professional experience in the tourism field, Nuno Fazenda was Expert-Coordinator at the CCDRN with responsibility for the Action Plan for Tourism in the North of Portugal, and technical coordinator of the Tourism Development Plan for the Douro Valley. Was an invited Professor at George Washington University Business School and has been conducting several communications in Portugal and abroad, including Europe, Brazil, China, Mexico and the United States. He is a professor at Universidade Católica Portuguesa, member of the Scientific Council of the Faculty of Philosophy and Social Sciences of the UCP and international expert of World Excellence for Destinations Center. He is Director of the Department of Community Programs Management in Tourism of Portugal, I.P., and he is in charge of the coordination of Tourism 2027 - National Tourism Strategy of Portugal.

José António Couto - Assistant Professor and Coordinator MSc. Applied Microbiology at the Faculty of Biotechnology - Catholic University of Portugal (Porto). He is currently team member coordination of Post Graduation course on Enology at the ESB/AESBUC-UCP. He got his B.Sc. in Biology from the University of Porto, Portugal (1988) and his Ph.D. degree in Biotechnology (Microbiology major) from the Catholic University of Portugal (1996). He teaches biology and microbiology and develops research in wine microbiology, food safety and diversity, taxonomy and physiology of food microorganisms. Research interests: Food control and quality, Metabolism and physiology of wine microorganisms Interaction wine / pathogenic organisms (Food-borne, oral).