



Master of Science in International Wine Management

A key player in the vibrant international wine scene, Hong Kong offers a unique location for anyone aspiring to be part of this trend of dynamic growth. With the huge expansion 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 Master of Science (MSc) in International Wine Management has been designed to meet this demand. The programme is aimed at those who wish to enjoy a virtually guaranteed career anywhere in the world in this lucrative, ever-evolving and increasingly specialised industry.

School of Hotel and Tourism Management

The School of Hotel and Tourism (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 in 1979, the SHTM was rated No. 1 in the world in the "Hospitality and Tourism Management" category of ShanghaiRanking's Global Ranking of Academic Subjects 2023 for the seventh consecutive year, placed No. 1 globally in the "Commerce, Management, Tourism and Services" category in the University Ranking by Academic Performance in 2023/2024 for seven years in a row, rated No. 1 in the world in the "Hospitality, Leisure, Sport & Tourism" subject area by the CWUR Rankings by Subject 2017, and ranked No. 1 in Asia in the "Hospitality and Leisure Management" subject area in the QS World University Rankings by Subject 2024, the SHTM is a symbol of excellence in the field, exemplifying its motto of "Leading Hospitality and Tourism".

At the SHTM, more than 1,500 students are guided by a strong international team of over 90 faculty members with diverse cultural backgrounds, with more than 400 combined years of experience in the hospitality industry. Students are provided with a service-oriented education that is truly global in its scope, giving them the opportunity to develop real-world managerial skills.

The SHTM is housed in its own complex with its teaching and research hotel, Hotel ICON, which integrates teaching, learning and research in a full-service environment. In 2012, the International Council on Hotel, Restaurant and Institutional Education bestowed its McCool Breakthrough Award on the SHTM in recognition of its breakthrough in the form of Hotel ICON – the heart of the School's innovative approach to hospitality and tourism education.

The Programme

The MSc Programme in International Wine Management (IWM) is designed for wine professionals who understand that 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 instils in them a deep understanding of the latest trends in the wine business, unravelling its complexities and placing graduates in a strong position to lead the industry into the future. Students also have the opportunity to learn more about mainland Chinese wine consumers and gain insights into some of the fastest growing and potentially most lucrative wine markets in the world.

What makes this programme so different?

- It is 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.
- Located at the centre of the booming Asia-Pacific region, the SHTM provides an international education that meets the specific demands of a truly global industry.
- Residential study trips give students the opportunity to visit renowned wine regions of the world to understand best practice in wine production, trade and management and thereby increase their international exposure and develop global networks.
- Opportunity for Management Practice (Internship with stipend).
- It was developed in consultation with noted industry figure Jeannie Cho Lee, Master of Wine, and is endorsed by key industry leaders.
- It is taught by leading academics as well as industry experts, such as Masters of Wine Jeannie Cho Lee to ensure its relevance.

Programme Structure

Students must complete 32 credits to receive an MSc in International Wine Management. Students must complete three compulsory subjects, three specialised subjects, one introductory workshop, one academic integrity and ethics (AIE) subject, and a combination of either a research project plus two elective subjects or a consultancy project plus three elective subjects. An outline of the structure of the programme is given below.

Subject Nature	Code	Subject Title
Compulsory Workshop & AIE subject (1 credit each)	HTM5002	Introductory Workshop
	HTM5T02	Academic Integrity and Ethics in Business Studies and Research
Compulsory subjects (3 credits each)	HTM534	Managing Marketing in the Hospitality and Tourism Industry
	HTM535	Hospitality and Tourism Financial Management
	HTM582	Research Methods
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	Either of the following: Research Project
	HTM598	Consultancy Project
Elective subjects ¹ (3 credits each except HTM5003)	HTM520	Meetings and Exhibition Management
	HTM540	Hospitality and Tourism Technology and Innovation
	HTM541	Luxury Management
	HTM557	Residential Study Trip
	HTM558	Brand Management and Communication in Wine Business
	HTM560	Wine Economics
	HTM561	Business Events: Concepts, Issues, and Trends
	HTM5003	Management Practice (Internship with stipend)

Notes

1. Students are required to select any two 3-credit elective subjects if they choose to undertake a Research Project. If they opt for a Consultancy Project, they are required to take any three 3-credit elective subjects.

Mode of Study

The mixed-mode study option allows students to pursue full- or part-time study or to switch between the two. Subjects are offered in a regular mode or an intensive block release mode. The regular mode follows the traditional study format of offering a subject over the course of a semester. The intensive block release mode normally requires students to attend classes for three consecutive days over two separated weeks in each subject.

For admission requirements and other information, please visit:
<https://www.polyu.edu.hk/shtm/pg/msc-iwm>



Graduate Reflections

Jose Luis LUCAS BAPTISTA DINIZ, Head of Sales, Wholesale Macau, Watson's Wine



Coming from F&B background, I wanted to enhance my management skills, so a Master of Science in International Wine Management was my first choice. I appreciate the programme's focus and the fact that subjects are in trend with the reality of the wine market, allowing me to interact with the wine business community and gain insight into real wine business problems and solutions.

Robben Tinglei LUO, Brand Ambassador China, Hine Cognac

The IWM programme gave me the unique opportunity to study wine and spirits at the centre of Asia's booming wine industry. My experience of IWM was not only one of learning, but also about having fun, making friends and attending inspiring workshops and lectures hosted by industry professionals. The world-leading SHTM helped me to develop professional skills and an international perspective. The in-depth understanding I gained of finance, branding and marketing has been crucial in helping me to build a career in the wine and spirits industry.



Yingying DONG, Ph.D. student, Purdue University



The IWM programme gives us not only the overview of the global wine market but also addresses the wine industry with a distinct Asian cultural context. I believe this feature helps me get better prepared for my future career and that's the reason for my enrolment.

Deborah Jiyu WANG, Acker Merrall & Condit (Asia), Sales Manager

Rated number one in the world, the SHTM offers a strong foundation in wine management, marketing and finance, offering in-depth insights into the multicultural and diverse business environment of the wine and spirits industry. The IWM programme capitalises on the competitiveness and convenience of the dynamic metropolis of Hong Kong, at the heart of Asia's wine industry. Joining the IWM programme enabled me to create my own path with an international perspective by communicating with and learning from specialists from the corporate world.



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