

**50. MANAGEMENT AND MARKETING OF WINE ENTERPRISES<sup>i</sup>**

Level I

**Department of Agriculture, Food, Environment and Forestry (DAGRI)****Course coordinator**

Leonardo Casini

**STUDY PLAN**

<b>Subject</b>	<b>Academic Discipline</b>	<b>Credits</b>
<b>Introduction to the wine sector (Integrated course)</b>		<b>9</b>
Knowledge of the wine sector	AGR/03	3
Wine production and quality	AGR/15	3
Food and wine culture	AGR/01	3
<b>Theory and applications of management control to the wine industry (Integrated course)</b>		<b>6</b>
The business plan and management control in the wine enterprise	AGR/01	3
Management control applications to the wine industry	AGR/01	3
<b>Wine marketing and communication (integrated course)</b>		<b>8</b>
Marketing and communication techniques for wine products	SECS-P/08	5
Theory and technique of generative communication	SPS/08	3
<b>Economics, management, and organization of wine enterprises (integrated course)</b>		<b>9</b>
Business economics and management	SECS-P/08	6
Business organization	SECS-P/10	3
<b>Budget analysis and strategic finance for wine enterprises (Integrated course)</b>		<b>8</b>
Financial statement analysis	SECS-P/07	5
Strategic finance for the management of wine enterprises	SECS-P/08	3
<b>Industrial accounting and investment appraisal (single-discipline course)</b>		<b>6</b>
<b>Agricultural policy, legislation, and the wine market (single-discipline course)</b>		<b>6</b>
<b>Total credits for face-to-face classes</b>		<b>52</b>
<b>Internship</b>		<b>6</b>
<b>Final examination</b>		<b>6</b>
<b>Total credits</b>		<b>64</b>

<sup>i</sup> This document is a translation of the form A.2 relating to the study plan 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.