

# Postgraduate Certificate Viticulture Specialist





## Postgraduate Certificate Viticulture Specialist

- » Modality: online
- » Duration: 12 weeks
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online
- » Target Group: university graduates, postgraduates and degree holders who have previously completed any of the programs in the field of Social and Legal Sciences, Administrative and Business Administration.

Website: [www.techtute.com/us/school-of-business/postgraduate-certificate/viticulture-specialist](http://www.techtute.com/us/school-of-business/postgraduate-certificate/viticulture-specialist)

# Index

01

Welcome

---

*p. 4*

02

Why Study at TECH?

---

*p. 6*

03

Why Our Program?

---

*p. 10*

04

Objectives

---

*p. 14*

05

Structure and Content

---

*p. 18*

06

Methodology

---

*p. 24*

07

Our Students' Profiles

---

*p. 32*

08

Course Management

---

*p. 36*

09

Impact on Your Career

---

*p. 40*

10

Benefits for Your Company

---

*p. 44*

11

Certificate

---

*p. 48*

# 01 Welcome

In recent years, the wine tourism sector has been consolidated as a result of the growing interest in wine products and the ins and outs of winemaking. This knowledge is key for professionals who wish to venture into projects related to oenology. This is the reason for the creation of this qualification which, in 150 hours of classes, delves into the key knowledge of viticulture and all the elements that determine the production of the best wines in the main tourist destinations. An advanced syllabus, taught by real experts in oenology and with extensive experience in the sector. TECH offers a unique opportunity to grow professionally through a 100% online academic format with numerous multimedia resources.



Postgraduate Certificate in Viticulture Specialist.  
TECH Technological University



“

*A 100% online Postgraduate Certificate  
that will give you the keys to become a  
Viticulture Specialist”*

02

# Why Study at TECH?

TECH is the world's largest 100% online business school. It is an elite business school, with a model based on the highest academic standards. A world-class center for intensive managerial skills education.



“

*TECH is a university at the forefront of technology, and puts all its resources at the student's disposal to help them achieve entrepreneurial success"*

## At TECH Technological University



### Innovation

The university offers an online learning model that balances the latest educational technology with the most rigorous teaching methods. A unique method with the highest international recognition that will provide students with the keys to develop in a rapidly-evolving world, where innovation must be every entrepreneur's focus.

"*Microsoft Europe Success Story*", for integrating the innovative, interactive multi-video system.



### The Highest Standards

Admissions criteria at TECH are not economic. Students don't need to make a large investment to study at this university. However, in order to obtain a qualification from TECH, the student's intelligence and ability will be tested to their limits. The institution's academic standards are exceptionally high...

**95%** | of TECH students successfully complete their studies



### Networking

Professionals from countries all over the world attend TECH, allowing students to establish a large network of contacts that may prove useful to them in the future.

**+100000**

executives prepared each year

**+200**

different nationalities



### Empowerment

Students will grow hand in hand with the best companies and highly regarded and influential professionals. TECH has developed strategic partnerships and a valuable network of contacts with major economic players in 7 continents.

**+500**

collaborative agreements with leading companies



### Talent

This program is a unique initiative to allow students to showcase their talent in the business world. An opportunity that will allow them to voice their concerns and share their business vision.

After completing this program, TECH helps students show the world their talent.



### Multicultural Context

While studying at TECH, students will enjoy a unique experience. Study in a multicultural context. In a program with a global vision, through which students can learn about the operating methods in different parts of the world, and gather the latest information that best adapts to their business idea.

TECH students represent more than 200 different nationalities.



TECH strives for excellence and, to this end, boasts a series of characteristics that make this university unique:



### Analysis

---

TECH explores the student's critical side, their ability to question things, their problem-solving skills, as well as their interpersonal skills.



### Academic Excellence

---

TECH offers students the best online learning methodology. The university combines the *Relearning* methodology (the most internationally recognized postgraduate learning methodology) with Harvard Business School case studies. A complex balance of traditional and state-of-the-art methods, within the most demanding academic framework.



### Economy of Scale

---

TECH is the world's largest online university. It currently boasts a portfolio of more than 10,000 university postgraduate programs. And in today's new economy, **volume + technology = a groundbreaking price**. This way, TECH ensures that studying is not as expensive for students as it would be at another university.



### Learn with the best

---

In the classroom, TECH's teaching staff discuss how they have achieved success in their companies, working in a real, lively, and dynamic context. Teachers who are fully committed to offering a quality specialization that will allow students to advance in their career and stand out in the business world.

Teachers representing 20 different nationalities.



*At TECH, you will have access to the most rigorous and up-to-date case analyses in academia"*

03

# Why Our Program?

Studying this TECH program means increasing the chances of achieving professional success in senior business management.

It is a challenge that demands effort and dedication, but it opens the door to a promising future. Students will learn from the best teaching staff and with the most flexible and innovative educational methodology.



“

*We have highly qualified teachers and the most complete syllabus on the market, which allows us to offer you education of the highest academic level”*

This program will provide you with a multitude of professional and personal advantages, among which we highlight the following:

**01**

### A Strong Boost to Your Career

---

By studying at TECH, students will be able to take control of their future and develop their full potential. By completing this program, students will acquire the skills required to make a positive change in their career in a short period of time.

*70% of students achieve positive career development in less than 2 years.*

**02**

### Develop a strategic and global vision of the company

---

TECH offers an in-depth overview of general management to understand how each decision affects each of the company's different functional fields.

*Our global vision of companies will improve your strategic vision.*

**03**

### Consolidate the student's senior management skills

---

Studying at TECH means opening the doors to a wide range of professional opportunities for students to position themselves as senior executives, with a broad vision of the international environment.

*You will work on more than 100 real senior management cases.*

**04**

### You will take on new responsibilities

---

The program will cover the latest trends, advances and strategies, so that students can carry out their professional work in a changing environment.

*45% of graduates are promoted internally.*

05

### Access to a powerful network of contacts

TECH connects its students to maximize opportunities. Students with the same concerns and desire to grow. Therefore, partnerships, customers or suppliers can be shared.

*You will find a network of contacts that will be instrumental for professional development.*

06

### Thoroughly develop business projects

Students will acquire a deep strategic vision that will help them develop their own project, taking into account the different fields in companies.

*20% of our students develop their own business idea.*

07

### Improve *soft skills* and management skills

TECH helps students apply and develop the knowledge they have acquired, while improving their interpersonal skills in order to become leaders who make a difference.

*Improve your communication and leadership skills and enhance your career.*

08

### You will be part of an exclusive community

Students will be part of a community of elite executives, large companies, renowned institutions, and qualified teachers from the most prestigious universities in the world: the TECH Technological University community.

*We give you the opportunity to study with a team of world-renowned teachers.*

# 04 Objectives

This university program has been designed to offer the professionals in the tourism sector the most exhaustive learning about Viticulture. A learning that will allow you to create projects that delve into the Oenology or transmit the most outstanding and rigorous information on the process of choosing the land, cultivation of the vine and winemaking. All this knowledge, which you will acquire from the hand of real experts.



“

*Get into the terroir and how its characteristics will determine the personality of a wine"*

**TECH makes the goals of their students their own goals too.  
Working together to achieve them.**

The **Postgraduate Certificate in Viticulture Specialist** qualifies students to:

01

Broaden knowledge in the management of vineyards

02

Develop knowledge of terroir as a fundamental element of wine expressiveness

03

Treat the health of the vine in a respectful manner

04

Convey the importance of vine health care



05

Avoid crop management malpractices

06

Encourage the student's interest in the use of organic products

08

Broaden the knowledge of barrel construction



07

Correctly manage the costs and income of a vineyard

09

Present the importance of barrel toasting

10

Identify the organoleptic alterations of the wine

05

# Structure and Content

This university program has an academic itinerary that will lead the tourism professional to specialize in the world of viticulture. A booming sector not only because of the consumption of the products, but also because of the visitor's interest in knowing in detail the different processes of elaboration, grape selection and vine cultivation. A learning process that will be complemented by numerous innovative didactic material, elaborated by the best experts.



“

*Distinguish yourself through a Postgraduate Certificate that will allow you to obtain a deep knowledge on the management of vineyards”*

## Syllabus

This Postgraduate Certificate is designed to provide tourism professionals with a solid base of knowledge about viticulture and all the components that make it attractive to wine tourism-oriented businesses.

An intensive 6-week program, which will lead you to deepen your knowledge of wine edaphology, the pruning process and season, the control of vine pests and diseases or the important management of irrigation. All this in order to learn about the final production of wine and its variety in the different national and international tourist enclaves.

A learning process that will be much more dynamic thanks to the use of multimedia didactic material (video summaries, detailed videos), specialized readings and case studies that can be accessed at any time of the day, from any electronic device with an Internet connection.

In addition, thanks to the Relearning system, students will acquire new concepts in a simple way and without investing many hours of study and memorization.

An excellent opportunity to achieve professional progression in a booming sector through a 100% online and flexible Postgraduate Certificate. And the fact is that, with no classroom attendance or classes with fixed schedules, the graduates have the freedom to access the syllabus when and how they wish and to combine a first class education with their daily responsibilities.

This Postgraduate Certificate is developed over 6 weeks and is divided into 1 module:

### Module 1

### Sensory Analysis and Organoleptic Alterations in Wines



### Where, When and How is it Taught?

TECH offers the possibility of developing this Postgraduate Certificate in Viticulture Specialist completely online. During the 12 weeks of the specialization, the student will be able to access all the contents of this program at any time, which will allow the students to self-manage their study time.

*A unique educational experience, key and decisive to boost your professional development and make the definitive leap.*

## Module 1. Viticulture

### 1.1. Preparation of the Plantation

- 1.1.1. Viticultural Soil Science
- 1.1.2. Interpretation of Soil Analyses
- 1.1.3. Correct Preparation of the Planting Bed
  - 1.1.3.1. Types of Implements and Work Performed
- 1.1.4. Analysis of the Different Planting Systems

### 1.2. Correct Choice of Vine Rootstocks

- 1.2.1. Types of Vine Rootstocks
- 1.2.2. Characteristics and Functions of Vine Rootstocks
- 1.2.3. Vine Nurseries

### 1.3. Pruning

- 1.3.1. Pruning Seasons
- 1.3.2. Execution of Cuts
- 1.3.3. Control and Disinfection of Wounds

### 1.4. Soil Maintenance

- 1.4.1. Plowing
  - 1.4.1.1. Advantages and Disadvantages.
  - 1.4.1.2. Types of Tools
    - 1.4.1.2.1. Cultivator
    - 1.4.1.2.2. Inter-Vine Cultivator
    - 1.4.1.2.3. Subsoiler
    - 1.4.1.2.4. Chisel
  - 1.4.1.3. Plowing Seasons

### 1.4.2. Plant Covers

- 1.4.2.1. Recommended Species for Cover Crops
- 1.4.2.2. Planting Systems
- 1.4.2.3. Maintenance of Green Covers
- 1.4.3. Inconveniences of Invasive Flora
- 1.4.4. Control of Invasive Flora

### 1.5. Rational Control of Pests and Diseases

- 1.5.1. Main Pests and Diseases of Grapevine
- 1.5.2. Phytosanitary
  - 1.5.2.1. Contact
  - 1.5.2.2. Penetrants
  - 1.5.2.3. Systemic
- 1.5.3. Forms of Action of Phytosanitary Products
- 1.5.4. Ecological Preparations
- 1.5.5. Biological Control
- 1.5.6. Correct Application of Phytosanitary Products

### 1.6. Risk Management

- 1.6.1. Advantages and Disadvantages of the Different Irrigation Systems
  - 1.6.1.1. Sprinkling
  - 1.6.1.2. Drip
    - 1.6.1.3. Exudation Bands
- 1.6.2. Water Requirements of Grapevines
  - 1.6.2.1. Irrigation Periods
  - 1.6.2.2. Calculation of Irrigation Requirements
- 1.6.3. Water Stress

### 1.7. Green Operation

- 1.7.1. The Importance of Green Pruning
  - 1.7.1.1. Green Pruning Seasons
- 1.7.2. Green Pruning
- 1.7.3. Thinning
- 1.7.4. Cluster Thinning

### 1.8. Ripening and Harvesting

- 1.8.1. Grape Ripening
- 1.8.2. Advantages and Disadvantages of Grape Harvesting Systems
- 1.8.3. Harvesting Costs

### 1.9. Wine Regions of the World

- 1.9.1. France
- 1.9.2. Italy
- 1.9.3. Greece
- 1.9.4. Australia and New Zealand
- 1.9.5. South Africa
- 1.9.6. U.S.A
- 1.9.7. South America



“

*Grow in the wine tourism sector with real experts in Viticulture and Enology”*

# 06

# Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning**.

This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.





“

*Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"*

## TECH Business School uses the Case Study to contextualize all content

Our program offers a revolutionary approach to developing skills and knowledge. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.

“*At TECH, you will experience a learning methodology that is shaking the foundations of traditional universities around the world*”



*This program prepares you to face business challenges in uncertain environments and achieve business success.*



*Our program prepares you to face new challenges in uncertain environments and achieve success in your career.*

### A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch to present executives with challenges and business decisions at the highest level, whether at the national or international level. This methodology promotes personal and professional growth, representing a significant step towards success. The case method, a technique that lays the foundation for this content, ensures that the most current economic, social and business reality is taken into account.

“

*You will learn, through collaborative activities and real cases, how to solve complex situations in real business environments”*

The case method has been the most widely used learning system among the world's leading business schools for as long as they have existed. The case method was developed in 1912 so that law students would not only learn the law based on theoretical content. It consisted of presenting students with real-life, complex situations for them to make informed decisions and value judgments on how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

What should a professional do in a given situation? This is the question we face in the case method, an action-oriented learning method. Throughout the program, the studies will be presented with multiple real cases. They must integrate all their knowledge, research, argue and defend their ideas and decisions.

## Relearning Methodology

TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines different teaching elements in each lesson.

We enhance the Case Study with the best 100% online teaching method: Relearning.

*Our online system will allow you to organize your time and learning pace, adapting it to your schedule. You will be able to access the contents from any device with an internet connection.*

At TECH you will learn using a cutting-edge methodology designed to train the executives of the future. This method, at the forefront of international teaching, is called Relearning.

Our online business school is the only one in the world licensed to incorporate this successful method. In 2019, we managed to improve our students' overall satisfaction levels (teaching quality, quality of materials, course structure, objectives...) based on the best online university indicators.



In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically.

With this methodology we have trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, markets, and financial instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

*Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.*

From the latest scientific evidence in the field of neuroscience, not only do we know how to organize information, ideas, images and memories, but we know that the place and context where we have learned something is fundamental for us to be able to remember it and store it in the hippocampus, to retain it in our long-term memory.

In this way, and in what is called neurocognitive context-dependent e-learning, the different elements in our program are connected to the context where the individual carries out their professional activity.



This program offers the best educational material, prepared with professionals in mind:



### Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

These contents are then applied to the audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high quality pieces in each and every one of the materials that are made available to the student.



### Classes

There is scientific evidence suggesting that observing third-party experts can be useful.

Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.



### Management Skills Exercises

They will carry out activities to develop specific executive competencies in each thematic area. Practices and dynamics to acquire and develop the skills and abilities that a high-level manager needs to develop in the context of the globalization we live in.



### Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.





### Case Studies

Students will complete a selection of the best case studies chosen specifically for this program. Cases that are presented, analyzed, and supervised by the best senior management specialists in the world.



### Interactive Summaries

The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



### Testing & Retesting

We periodically evaluate and re-evaluate students' knowledge throughout the program, through assessment and self-assessment activities and exercises, so that they can see how they are achieving their goals.



07

# Our Students' Profiles

Professionals who are Graduates in any of the following qualifications in the field of Social, Administrative and Economic Sciences will be able to take this university program.

The diversity of participants with different academic profiles and from multiple nationalities makes up the multidisciplinary approach of this program.

In addition, those professionals who have proven experience in the oenological or wine tourism of oenology or enotourism can also take this Postgraduate Certificate.





“

*This Postgraduate Certificate will give you the opportunity to add key knowledge for the development of wine tourism projects”*

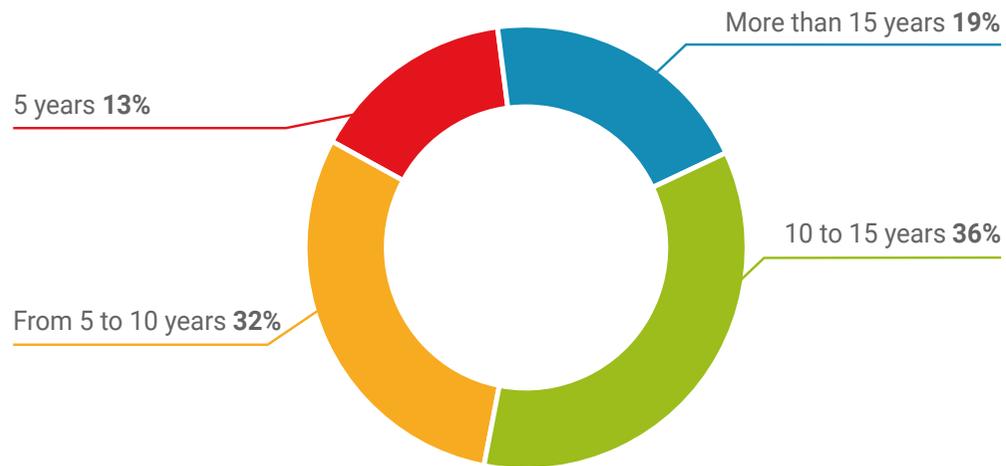
### Average Age

---

Between **35** and **45** years old

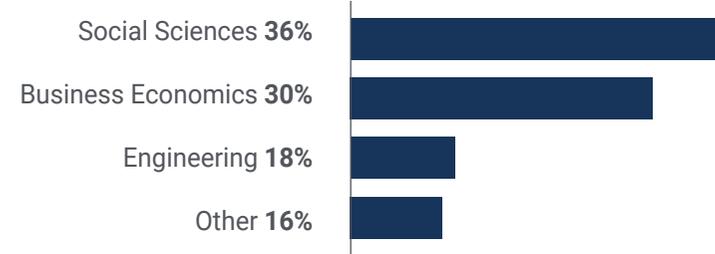
### Years of Experience

---



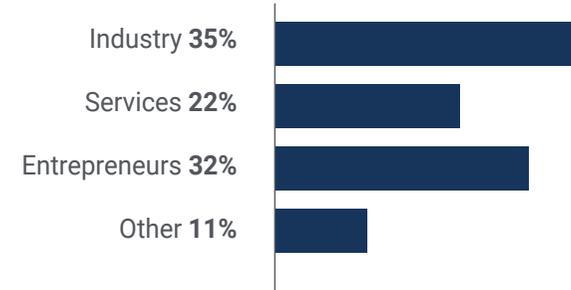
### Training

---



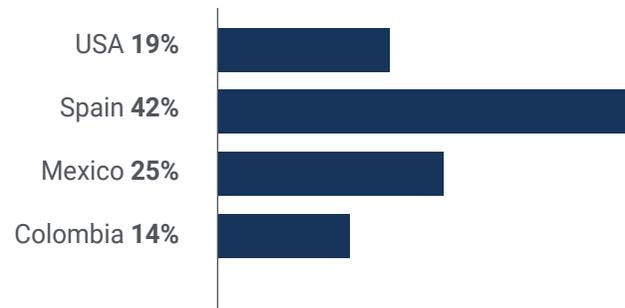
### Educational Profile

---



## Geographical Distribution

---



## Carlos Rueda

---

CEO of enotourism

*"This program is perfect if you want to obtain precise and advanced information to control everything related to Viticulture. An exciting world that the teachers have also been able to transmit. Thanks to TECH I was able to take a step further in my professional career in wine tourism"*

08

# Course Management

The team of specialists in Viticulture and Enology, which integrates this university program, will be in charge of guiding students at all times in the achievement of their career progression objectives. In this sense, the graduates will not only find a teaching staff with deep knowledge, but their human quality will allow them to consult and resolve any doubts they may have about the content of the program.



“

*Grow in the wine tourism sector with  
real experts in Viticulture and Enology”*

## Management



### Ms. Clavero Arranz, Ana

- ◆ General Manager of Bodegas Cepa 21
- ◆ Chief Executive Officer of Grupo Bodegas Emilio Moro
- ◆ Chief Financial Officer of Grupo Bodegas Emilio Moro
- ◆ Head of Administration at Bodegas Cepa 21
- ◆ Administration Technician at Bodegas Convento San Francisco
- ◆ Professional Master's Degree in Business Administration and Management from the University of Valladolid
- ◆ Master's Degree in Financial Management from ESIC
- ◆ Executive Coach by ICF
- ◆ Digital Immersion Program for CEOs (ICEX)
- ◆ Executive Development Program by IESE

## Professors

### D. Sáez Carretero, Jorge

- ◆ Viticulture Manager at Cepa 21 Winery
- ◆ Viticulture Technician at Fontana Winery
- ◆ Viticulture Manager at GIVITI
- ◆ Graduate in and Science Engineering from the Polytechnic University of Madrid
- ◆ Master's Degree in Viticulture and Oenology from the Polytechnic University of Madrid
- ◆ Accredited as Integrated Pest Management Advisor
- ◆ Accredited as Advisors of the Official Register of Producers and Operators of Phytosanitary Defense Means



09

# Impact on Your Career

This university qualification is a plus for the professionals who take it, since they will acquire a knowledge base that will support the projects they initiate in the ecotourism sector, as well as the actions they undertake in the company they work for. All an effort that will be rewarded by the achievement of their achievements, in which TECH will have collaborated with this Postgraduate Certificate.





“

*Boost your professional career with  
an academic option designed by and  
for people with aspirations like yours”*

### Are you ready to take the leap? Excellent professional development awaits you.

The Postgraduate Certificate in Viticulture Specialist is an intensive program that prepares you to face challenges and business decisions in the field of wine tourism. The main objective is to promote your personal and professional growth. Helping you achieve success.

If you want to improve yourself, make a positive change at a professional level, and network with the best, then this is the place for you.

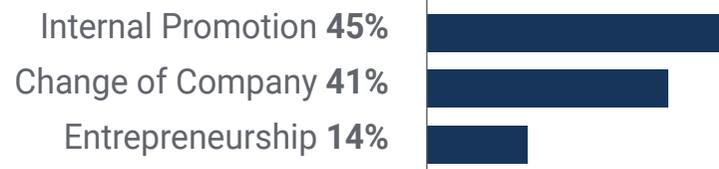
*You will be a reference in Viticulture for companies in the Oenology sector thanks to this academic option.*

*Increase your salary with an exemplary resume, where this program will give you the plus you need.*

#### Time of change



#### Type of change



## Salary increase

---

The completion of this program represents a salary increase of more than **30%** for our students.



10

# Benefits for Your Company

This university program provides important benefits for the professionals who take it, while this knowledge is reflected in the companies in which they work. A learning that will lead them to be able to contribute ideas, initiatives and higher quality on Viticulture and all the processes involved in the production of wine. In this way, TECH provides a Postgraduate Certificate that gives a plus for companies that have a specialized staff.





“

*Contribute with your knowledge to the successful realization of projects related to the tourism and winemaking sectors”*

Developing and retaining talent in companies is the best long-term investment.

01

### Growth of talent and intellectual capital

The professional will introduce the company to new concepts, strategies, and perspectives that can bring about significant changes in the organization.

---

02

### Retaining high-potential executives to avoid talent drain

This program strengthens the link between the company and the professional and opens new avenues for professional growth within the company.

03

### Building agents of change

You will be able to make decisions in times of uncertainty and crisis, helping the organization overcome obstacles.

---

04

### Increased international expansion possibilities

Thanks to this program, the company will come into contact with the main markets in the world economy.



05

### Project Development

The professional can work on a real project or develop new projects in the field of R & D or business development of your company.

---

06

### Increased competitiveness

This program will equip students with the skills to take on new challenges and drive the organization forward.

# 11

# Certificate

The Postgraduate Certificate in Viticulture Specialist guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Technological University.



“

*Successfully complete this program and receive your university qualification without having to travel or fill out laborious paperwork”*

This **Postgraduate Certificate in Viticulture Specialist** contains the most complete and up-to-date program on the market.

After the student has passed the assessments, they will receive their corresponding **Postgraduate Certificate** issued by **TECH Technological University** via tracked delivery\*.

The diploma issued by **TECH Universidad Tecnológica** will reflect the qualification obtained in the Postgraduate Certificate, and meets the requirements commonly demanded by labor exchanges, competitive examinations, and professional career evaluation committees.

Title: **Postgraduate Certificate in Viticulture Specialist**

Official N° of hours: **150 h.**



\*Apostille Convention. In the event that the student wishes to have their paper diploma issued with an apostille, TECH EDUCATION will make the necessary arrangements to obtain it, at an additional cost.



## Postgraduate Certificate Viticulture Specialist

- » Modality: online
- » Duration: 12 weeks
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online

# Postgraduate Certificate Viticulture Specialist

