CATALOG DESCRIPTION: Current theory and practice of how wine businesses have evolved to become a global industry. Students analyze and debate cutting-edge issues in strategic management, leadership, organization, human resources, entrepreneurship, family business, government regulation, management of technology, financial management, and socially responsible practices.

PREREQUISITES: 24 units of wine related coursework or 24 months of wine industry work experience, or any combination thereof.

COURSE LEARNING OUTCOMES: Upon completion of this course, students should be able to:

1) Describe the different types of wine businesses
2) Explain the theory of business life cycles and how they impact the wine industry
3) Discuss the history and evolution of the global wine industry
4) Describe the major wine growing regions of the world and their impact on the global wine market
5) Identify the major wine business strategies
6) Describe leadership and human resource management issues in the wine industry
7) Calculate key financial and accounting indices for the wine industry
8) Identify current global marketing issues
9) Describe the major issues impacting small family, midsize, and large global wine businesses
10) Identify and describe the segments of the wine industry value chain
11) Discuss the impact of government regulations around the world on the global wine industry
12) Discuss the pros and cons of entrepreneurship in the global wine industry
13) Identify key environmental, ethical, and social equity issues in the wine industry
14) Develop solutions for technology issues in the wine industry
15) Analyze various wine businesses and create solutions for improved performance

COURSE MATERIALS: Wine business textbooks, subject to approval by the wine business faculty. Potential textbooks may include: Wine: A Global Business (Thach & Matz, ed); Wine & Society (Charters, ed); A Short History of Wine (Phillips); and Understanding Wine Technology (Bird). Other reading materials or access to the internet may also be required.

TEACHING METHODOLOGY: Actual teaching methods will be at the discretion of the individual professor. Common approaches for this class include lecture, experiential activities, small group exercises, team projects, student presentations, guest lecturers, videos, and Internet and/or computer presentations. All of the didactic methods will be utilized at the determination and discretion of the professor.

EVALUATION TOOLS: The professor, subject to review, will determine evaluation techniques used in the course. Common methods of student feedback and evaluation are midterm and final examinations, team projects, individual papers, and oral presentations of projects. Further,
other common methods of evaluation are classroom contributions and participation, peer
evaluation of team skills, and individual contributions to group projects.

**COURSE CONTENT:**

- Brief History of Wine from a Global Perspective
- Growth Cycles of a Wine Business
- Wine Business Strategies
- Human Resource Management and Leadership Issues in the Wine Industry
- Special Issues in Small Family Wineries
- The Wine Business Value Chain and Operations
- Global Wine Marketing Issues
- Government Regulations in the Wine Industry
- Management of Technology in the Wine Industry
- Financial Management in the Wine Industry
- Environmental and Social Issues in the Wine Industry
- Entrepreneurship in the Wine Industry

**INTERDISCIPLINARY CONTENT**

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<th>Topic</th>
<th>Class Hours</th>
<th>Required Graded Work Other Than Exams?</th>
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<tr>
<td>International/Global</td>
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<td>Ethical Issues</td>
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<td>Social Issues</td>
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<td>Legal/Regulatory Issues</td>
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<td>Technology Issues</td>
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<td>Demographics &amp; Diversity</td>
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**INTERDISCIPLINARY SKILLS**

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<td>Critical Thinking</td>
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<td>Working in Teams</td>
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