



## CIEE Study Abroad

<b>Course title:</b>	Economics of Wine
<b>Course number:</b>	(GI) BUSI 3011 CIEE
<b>Programs offering course:</b>	CIEE Summer Online
<b>Language of instruction:</b>	English
<b>U.S. Semester Credits:</b>	3
<b>Contact Hours:</b>	45
<b>Term:</b>	Summer 2020

### Course Description

Wine economics has emerged as a growing field within agricultural economics but also in other fields such as finance, trade, growth, environmental economics and industrial organization. As such this course takes an immersive and experiential based approach to explore basic knowledge about the key factors in the production of wine making including relevance of a vineyard's natural environment, grape growing, winemaking, maturation and bottling using the host environment context. Other aspects covered in the course include label terminology and design, food and wine pairings and how to analyse wine to account for style and quality using a systematic approach. Basic business management for agriculture is also addressed. Students will also examine the impact of wine production in the local agri-food sector.

### Learning Objectives

By completing this course, students will:

- Examine recent copyright and trademark issues and how to protect a winery name and image.
- Synthesize the key aspects of food and wine pairing for marketing wine brands.
- Analyze quality assurance and product development methodologies.
- Examine the different components of a successful wine brand to assist in creating sustainable profitability.
- Apply budgeting and forecasting as part of planning a wine business operation.
- Create a system of procedures for producing meaningful and accurate reports for a wine business.

### Course Prerequisites

Students should have completed a 2000 level class in Business.

*\*Students are responsible for having course approval conversations about how their prior courses meet pre-requisites with their home school advisors.*

CIEE Summer Online courses will involve asynchronous instruction. Instructors will apply theory and deliver the learning objectives using a rich array of online teaching methods and resources from CIEE host countries and communities. Full details, including dates and deadlines for assessments, will be provided in the final syllabus shortly before online learning begins.