## Wine Business Concentration

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>AGB 212</td>
<td>Agricultural Economics</td>
<td>4</td>
</tr>
<tr>
<td>AGB 310</td>
<td>Agribusiness Credit and Finance</td>
<td>4</td>
</tr>
<tr>
<td>AGB 323</td>
<td>Agribusiness Managerial Accounting</td>
<td>4</td>
</tr>
<tr>
<td>RPTA 320</td>
<td>Strategic Event Planning</td>
<td>4</td>
</tr>
<tr>
<td>WVIT 302</td>
<td>Wine Fermentation Laboratory</td>
<td>2-4</td>
</tr>
<tr>
<td>WVIT 404</td>
<td>or WVIT 404 Winemaking I</td>
<td></td>
</tr>
<tr>
<td>WVIT 344</td>
<td>Direct to Consumer Wine Sales</td>
<td>4</td>
</tr>
<tr>
<td>WVIT 433</td>
<td>Wine Sales and E-Commerce</td>
<td>4</td>
</tr>
<tr>
<td>WVIT 444</td>
<td>Wine Marketing Research and Market Analysis</td>
<td>4</td>
</tr>
<tr>
<td>WVIT 447</td>
<td>Logistics for the Global Wine Industry</td>
<td>4</td>
</tr>
<tr>
<td>WVIT 450</td>
<td>Wine Business Strategies</td>
<td>4</td>
</tr>
<tr>
<td>WVIT 460</td>
<td>Senior Project - Wine Business</td>
<td>4</td>
</tr>
</tbody>
</table>

### Approved Electives

Select from the following: 15-17 units

- **AEPS 421** Postharvest Technology of Horticultural Crops
- **AGB 260** Agribusiness Data Literacy
- **AGB 311** Intermediate Agribusiness Finance
- **AGB 312** Agricultural Policy
- **AGB 324** Agricultural Property Management and Sales
- **AGB 326** Rural Property Appraisal
- **AGB 404** Food Retail Management
- **AGB 452** Agricultural Market Structure and Strategy
- **BRAE 348** Energy for a Sustainable Society
- **BRAE 438** Drip/Micro Irrigation
- **BUS 207** Legal Responsibilities of Business
- **BUS 301** Global Financial Institutions and Markets
- **BUS 302** International and Cross Cultural Management
- **BUS 303** Introduction to International Business
- **BUS 304** International Supply Chains
- **BUS 310** Introduction to Entrepreneurship
- **BUS 410** The Legal Environment of International Business
- **FSN 230** Elements of Food Processing
- **FSN 354** Packaging Function in Food Processing
- **FSN 374** Food Laws and Regulations
- **JOUR 203** News Reporting and Writing
- **JOUR 285** Introduction to Multimedia Journalism
- **JOUR 312** Public Relations
- **JOUR 331** Contemporary Advertising
- **JOUR 342** Public Relations Writing and Editing
- **RPTA 114** Introduction to Hospitality and Travel
- **RPTA 314** Sustainable Travel and Tourism Planning
- **RPTA 412** Tourism and Outdoor Applications Seminar
- **RPTA 420** Festival and Event Management
- **SPAN 101** Elementary Spanish I
- **SPAN 101** or FR 101 Elementary French I
- **SPAN 101** or GER 101 Elementary German I
- **SPAN 101** or ITAL 101 Elementary Italian I
- **SPAN 102** Elementary Spanish II
- **SPAN 102** or FR 102 Elementary French II
- **SPAN 102** or GER 102 Elementary German II
- **SPAN 102** or ITAL 102 Elementary Italian II
- **SPAN 103** Elementary Spanish III
- **SPAN 103** or FR 103 Elementary French III
- **SPAN 103** or GER 103 Elementary German III
- **SPAN 103** or ITAL 103 Elementary Italian III
- **SPAN 201** Intermediate Spanish I
- **SPAN 201** or FR 201 Intermediate French I
- **SPAN 201** or GER 201 Intermediate German I
- **SPAN 201** or ITAL 201 Intermediate Italian I
- **SPAN 202** Intermediate Spanish II
- **SPAN 202** or FR 202 Intermediate French II
- **SPAN 202** or GER 202 Intermediate German II
- **SS 221** Soil Health and Plant Nutrition
- **WVIT/MCRO 301** Wine Microbiology
- **WVIT/AEPS 331** Advanced Viticulture - Fall
- **WVIT 332** Advanced Viticulture - Winter
- **WVIT 333** Advanced Viticulture - Spring
- **WVIT 339** Internship Wine and Viticulture (limited to 2 units)
- **WVIT 365** Wine Analysis and Amelioration
- **WVIT 400** Special Problems for Advanced Undergraduates
- **WVIT 404** Winemaking I
- **WVIT 405** Winemaking II
- **WVIT 406** Winemaking III
- **WVIT/AEPS 414** Grape Pest Management
- **WVIT 428** Winemaking Management
- **WVIT 470** Selected Advanced Topics
- **WVIT 471** Selected Advanced Laboratory

### Total Units

- **WINE BUSINESS CONCENTRATION:** 59 units

---

1. Consultation with advisor is recommended prior to selecting approved electives; bear in mind your selections may impact pursuit of post-baccalaureate studies and/or goals.

2. A maximum of 8 units of foreign language may be counted toward approved electives.