# 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>or WVIT 404</td>
<td>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>
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</table>

**Approved electives**

Select from the following: 15-17 units

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
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</thead>
<tbody>
<tr>
<td>AEPS 421</td>
<td>Postharvest Technology of Horticultural Crops</td>
</tr>
<tr>
<td>AGB 260</td>
<td>Agribusiness Data Literacy</td>
</tr>
<tr>
<td>AGB 311</td>
<td>Intermediate Agribusiness Finance</td>
</tr>
<tr>
<td>AGB 312</td>
<td>Agricultural Policy</td>
</tr>
<tr>
<td>AGB 324</td>
<td>Agricultural Property Management and Sales</td>
</tr>
<tr>
<td>AGB 326</td>
<td>Rural Property Appraisal</td>
</tr>
<tr>
<td>AGB 404</td>
<td>Food Retail Management</td>
</tr>
<tr>
<td>AGB 452</td>
<td>Agricultural Market Structure and Strategy</td>
</tr>
<tr>
<td>BRAE 348</td>
<td>Energy for a Sustainable Society</td>
</tr>
<tr>
<td>BRAE 438</td>
<td>Drip/Micro Irrigation</td>
</tr>
<tr>
<td>BUS 207</td>
<td>Legal Responsibilities of Business</td>
</tr>
<tr>
<td>BUS 301</td>
<td>Global Financial Institutions and Markets</td>
</tr>
<tr>
<td>BUS 302</td>
<td>International and Cross Cultural Management</td>
</tr>
<tr>
<td>BUS 303</td>
<td>Introduction to International Business</td>
</tr>
<tr>
<td>BUS 304</td>
<td>International Supply Chains</td>
</tr>
<tr>
<td>BUS 310</td>
<td>Introduction to Entrepreneurship</td>
</tr>
<tr>
<td>BUS 410</td>
<td>The Legal Environment of International Business</td>
</tr>
<tr>
<td>FSN 230</td>
<td>Elements of Food Processing</td>
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<tr>
<td>FSN 354</td>
<td>Packaging Function in Food Processing</td>
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<tr>
<td>FSN 374</td>
<td>Food Laws and Regulations</td>
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<tr>
<td>JOUR 203</td>
<td>News Reporting and Writing</td>
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<tr>
<td>JOUR 285</td>
<td>Introduction to Multimedia Journalism</td>
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<tr>
<td>JOUR 312</td>
<td>Public Relations</td>
</tr>
<tr>
<td>JOUR 331</td>
<td>Contemporary Advertising</td>
</tr>
<tr>
<td>JOUR 342</td>
<td>Public Relations Writing and Editing</td>
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</table>

**Total units**: 59

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.