WINE BUSINESS CONCENTRATION

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Units</th>
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</thead>
<tbody>
<tr>
<td>AGB 212</td>
<td>Agricultural Economics</td>
<td>4</td>
</tr>
<tr>
<td>AGB 260</td>
<td>Agribusiness Data Literacy</td>
<td>4</td>
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<tr>
<td>AGB 310</td>
<td>Agribusiness Credit and Finance</td>
<td>4</td>
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<tr>
<td>AGB 323</td>
<td>Decision Making with Agribusiness Accounting Information</td>
<td>4</td>
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<tr>
<td>RPTA 320</td>
<td>Strategic Event Planning</td>
<td>4</td>
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<tr>
<td>AGB 369</td>
<td>Agricultural Personnel Management</td>
<td>4</td>
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<tr>
<td>or BUS 384</td>
<td>Human Resources Management</td>
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<tr>
<td>WVIT 302</td>
<td>Wine Fermentation Laboratory</td>
<td>2-4</td>
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<tr>
<td>or WVIT 404</td>
<td>Winemaking I</td>
<td></td>
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<tr>
<td>WVIT 344</td>
<td>Direct to Consumer Wine Sales</td>
<td>4</td>
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<tr>
<td>WVIT 345</td>
<td>Wine Marketing Research and Market Analysis</td>
<td>4</td>
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<td>WVIT 433</td>
<td>Wine Sales and E-Commerce</td>
<td>4</td>
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<tr>
<td>WVIT 447</td>
<td>Logistics for the Global Wine Industry</td>
<td>4</td>
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<tr>
<td>WVIT 450</td>
<td>Wine Business Strategies</td>
<td>4</td>
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<tr>
<td>WVIT 460</td>
<td>Senior Project - Wine Business</td>
<td>4</td>
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Approved electives 1

Select from the following: 8-10

- AEPS 421 Postharvest Technology of Horticultural Crops
- AGB 311 Intermediate Agribusiness Finance
- AGB 312 Agricultural Policy
- 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
- CHEM 128 General Chemistry for Agriculture and Life Science II
- CHEM 312 Survey of Organic Chemistry
- CHEM 313 Survey of Biochemistry and Biotechnology
- 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 Advanced Experience Industry Management Applications
- RPTA 420 Festival and Event Management
- SPAN 101 Elementary Spanish I 2
  or FR 101 Elementary French I
  or GER 101 Elementary German I
  or ITAL 101 Elementary Italian I
- SPAN 102 Elementary Spanish II 2
  or FR 102 Elementary French II
  or GER 102 Elementary German II
  or ITAL 102 Elementary Italian II
- SPAN 103 Elementary Spanish III 2
  or FR 103 Elementary French III
  or GER 103 Elementary German III
  or ITAL 103 Elementary Italian III
- SPAN 201 Intermediate Spanish I 2
  or FR 201 Intermediate French I
  or GER 201 Intermediate German I
  or ITAL 201 Intermediate Italian I
- SPAN 202 Intermediate Spanish II 2
  or FR 202 Intermediate French II
  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 Winegrape Vineyard Management
- WVIT 470 Selected Advanced Topics
- WVIT 471 Selected Advanced Laboratory

Total units: 60

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.
Wine Business Concentration

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