## 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>
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<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>
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<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>
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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

Select from the following: 15-17

- **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
- **JOUR 422** Public Relations Writing and Editing

### Total units
59

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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.