

# WINE BUSINESS CONCENTRATION

AGB 212	Agricultural Economics	4
AGB 260	Agribusiness Data Literacy	4
AGB 310	Agribusiness Credit and Finance	4
AGB 323	Decision Making with Agribusiness Accounting Information	4
RPTA 320	Strategic Event Planning	4
AGB 369 or BUS 384	Agricultural Personnel Management Human Resources Management	4
WVIT 302 or WVIT 404	Wine Fermentation Laboratory Winemaking I	2-4
WVIT 344	Direct to Consumer Wine Sales	4
WVIT 345	Wine Marketing Research and Market Analysis	4
WVIT 433	Wine Sales and E-Commerce	4
WVIT 447	Logistics for the Global Wine Industry	4
WVIT 450	Wine Business Plan Development	4
WVIT 460	Senior Project - Wine Business	4
<b>Approved Electives <sup>1</sup></b>		
Select from the following:		8-10
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	Organic Chemistry: Fundamentals and Applications	
CHEM 314	Biochemistry: Fundamentals and Applications	
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
PLSC 421	Postharvest Technology of Horticultural Crops
RPTA 114	Introduction to Hospitality and Travel
RPTA 314	Sustainable Travel and Tourism Planning
RPTA 321	Visitor Services in Experience Industry Management <sup>2</sup>
RPTA 412	Advanced Experience Industry Management Applications <sup>2</sup>
RPTA 420	Strategic Event Implementation
SPAN 101 or FR 101 or GER 101 or ITAL 101	Elementary Spanish I <sup>3</sup> Elementary French I Elementary German Language and Culture I Elementary Italian I
SPAN 102 or FR 102 or GER 102 or ITAL 102	Elementary Spanish II <sup>3</sup> Elementary French II Elementary German Language and Culture II Elementary Italian II
SPAN 103 or FR 103 or GER 103 or ITAL 103	Elementary Spanish III <sup>3</sup> Elementary French III Elementary German Language and Culture III Elementary Italian III
SPAN 201 or FR 201 or GER 201 or ITAL 201	Intermediate Spanish I <sup>3</sup> Intermediate French I Intermediate German I Intermediate Italian I
SPAN 202 or FR 202 or GER 202	Intermediate Spanish II <sup>3</sup> Intermediate French II Intermediate German II
SS 221	Soil Health and Plant Nutrition
WVIT/MCRO 301	Wine Microbiology
WVIT 332	Advanced Viticulture - Winter
WVIT 333	Advanced Viticulture - Spring
WVIT 339	Internship Wine and Viticulture (limited to 2 units)
WVIT 346	Winery Digital Media Marketing and Data Analytics
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/PLSC 414	Grape Pest Management
WVIT 428	Winegrape Vineyard Management
WVIT 470	Selected Advanced Topics
WVIT 471	Selected Advanced Laboratory

Total units

60

2 Wine Business Concentration

- <sup>1</sup> 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.
- <sup>2</sup> Consultation with an advisor is recommended prior to enrollment depending on topic being offered.
- <sup>3</sup> A maximum of 8 units of foreign language may be counted toward Approved Electives.