

MWBM-570 : Entrepreneurial Innovation and Business for Wine and Beverage

This course explores innovations in the beverage world and beyond seeking to develop both broad and specific ideas of entrepreneurship. Students will study and discuss numerous business models and innovations relevant to the various aspects of the beverage industry. The coursework will center around case study methodology with opportunities to review, analyze and discuss both successes and failures to develop an understanding of both historic and current challenges in the creation and development of beverage-based businesses.

Credits 3

Prerequisites

Residency One-Viticulture and Viniculture, Orientation and Cohort Formation (MWBM-501A), Global Wine Business Operations (MWBM-500), The New World--Northern Hemisphere (MWBM-510), Advanced Beverage Management (MWBM-520), The New World--Southern Hemisphere (MWBM-530), Residency Two-Wine Summit and Framing of Capstone (MWBM-501B), The Old World-Northern Wine Countries of Europe (MWBM-540), and Spirits, Fermented, and Non-Alcoholic Beverages (MWBM-550).

Corequisites

The Old World-Southern and Eastern Europe (MWBM-560)