

# WINE BUSINESS LEADERSHIP CERTIFICATE

| Code   | Title  | Credits   |
|--|--|-----------|
| Complete the following courses: <sup>1</sup> |  |           |
| BNWL 540                                     | STRATEGIC WINE PRODUCTION FROM GRAPES TO GLASS                     | 3         |
| BNWL 541                                     | WINE SALES: WHOLESALE, DIRECT TO CONSUMER, AND GLOBAL DISTRIBUTION | 3         |
| BNWL 542                                     | WINE MARKETING: PUBLIC RELATIONS AND HOSPITALITY                   | 3         |
| BNWL 543                                     | BUSINESS AND FINANCIAL ANALYSIS FOR WINE INDUSTRY LEADERS          | 3         |
| <b>Total Credits</b>                         |  | <b>12</b> |

Courses in which a student has earned a grade less than C may not be applied toward the graduate certificate in Wine Business Leadership.

<sup>1</sup> With the approval of the Program Director, students may substitute one of the required courses with a related Workshop Topics Course (WORKSHOP TOPICS COURSE (BNSS 598)), a Common Core Course (INNOVATIVE LEADERSHIP & DESIGN THINKING (BNSS 500), DESIGNING & DEVELOPING HIGH IMPACT TEAMS (BNSS 501), BUSINESS INTELLIGENCE & AND CULTURE OF ANALYTICS (BNSS 502), or ETHICS & SOCIAL JUSTICE ANALYTICS (BNSS 503)) or a Design & Innovation Course (DESIGN, INNOVATION & SUSTAINABILITY (BNDI 520), CHANGE MANAGEMENT FOR COMPETITIVE ADVANTAGE (BNDI 521), DISRUPTIVE INNOVATION & SYSTEMS THINKING (BNDI 522), or COMPETITIVE FINANCIAL ANALYSIS (BNDI 523)).

- develop and execute profitable and sustainable strategic plans for wine production, integrating knowledge of grape procurement, facilities requirements, legal compliance, and volume forecasting.
- demonstrate expertise in wine marketing, public relations, and hospitality, developing comprehensive marketing plans tailored to the wine industry.
- apply strategic thinking to address challenges and opportunities in the wine industry, fostering innovation and adaptability.