

COURSE DETAIL

BEER - THE BUSINESS OF BREWING

Country

Czech Republic

Host Institution

CIEE, Prague

Program(s)

Central European Studies

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Economics Business Administration

UCEAP Course Number

111

UCEAP Course Suffix**UCEAP Official Title**

BEER - THE BUSINESS OF BREWING

UCEAP Transcript Title

BEER BUS OF BREWING

UCEAP Quarter Units

4.50

UCEAP Semester Units

3.00

Course Description

Tracing the history of beer from China in 7000 BCE, through to the impact of U.S. federal law and European Union regulations, this course explores the determinants and drivers of the economics of beer. This course includes an examination of the labor market and brewing, technology and innovation, national beer market trends, media and marketing of beer, new and emerging beer markets, cultural and political factors impacting the beer market, and the decline and rise of local, import, and craft beers.

Language(s) of Instruction

English

Host Institution Course Number

(GI) BUSI 3014 PRCZ

Host Institution Course Title

BEER - THE BUSINESS OF BREWING

Host Institution Campus

CIEE Prague

Host Institution Faculty

Host Institution Degree

Host Institution Department

Business, Economics, Management, and Marketing

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