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 Course Details

Host Institution Campus
CIEE Prague

Host Institution Faculty

Host Institution Degree

Host Institution Department
Business, Economics, Management, and Marketing

Course Last Reviewed
2024-2025

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