

## ADVANCED WINE AND BEVERAGE BUSINESS MANAGEMENT (POSTGRADUATE) (H414)

<b>PROGRAM NAME</b>	<b>Advanced Wine and Beverage Business Management (Postgraduate)</b>	<b>TUITION</b>	\$6,422.00 * ‡
<b>COURSE CODE</b>	<b>H414</b>	<b>ADDITIONAL COST</b>	
<b>SCHOOL</b>	<b>School of Hospitality and Tourism Management</b>	<b>‡ Additional Cost (Optional)</b>	
<b>CENTRE</b>	<b>Hospitality and Culinary Arts</b>	<b>Description</b>	<b>Cost</b>
<b>LOCATION</b>	<b>St. James Campus</b>	European Study Tour Component (Semester 3)	\$4,000 – \$5,000†
<b>DURATION</b>	<b>3 semesters</b>	Airfare to Europe † (approximate)	\$1,500 – \$1,600†
<b>STARTING MONTH</b>	<b>September</b>	†(approximate) (based on exchange rate, applicable taxes, airport transfer, permit)	
<b>CREDENTIAL</b>	<b>Ontario College Graduate Certificate</b>	* Amounts listed are the total of tuition, materials, student service and ancillary fees for the three semesters of programs starting in fall 2016. Fees are subject to change for programs starting in fall 2017 and at later dates.	
<b>YEAR OF STUDY</b>	<b>2017-2018</b>	<b>International students:</b> Visit the International Fees and Related Costs <sup>2</sup> page for more information.	
<b>METHOD OF STUDY</b>	<b>FT</b>		
<b>APPLY TO</b>	<b>Ontario Colleges<sup>1</sup></b>		

Do you want to be a wine, spirit and beer professional? Our specialized study provides a distinct opportunity to learn from the best. Students are supported by faculty with a reputation for excellence, who are connected to local, national and internationally recognized industry leaders.

Advanced Wine and Beverage Business Management is a one-year, three-semester program developed for Hospitality diploma and degree graduates, and industry professionals seeking an advanced level of learning focused on all aspects of the wine, spirit and beer business.

In our state-of-the-art tasting labs, students will explore and experience global beverages and their relationship to business, cuisine, culture and lifestyle.



This program will provide you with an advanced level of knowledge in beer, wine, spirits and mixology, and also teach you essential business skills such as financial management, organizational behaviour and strategic marketing – all vital to succeed in today's competitive marketplace. You will have the opportunity to travel to Canadian and European destinations to visit distilleries, breweries and wineries of international brand leaders to learn best business practices directly from the top professionals in the field.

Successful graduates will earn three additional certifications: Wine & Spirit Education Trust® (WSET®)<sup>3</sup> Levels 2 and Prud'homme<sup>4</sup> Beer Certification® Levels 1 & 2.

These certifications are built into the program curriculum, allowing students to earn additional credentials as well as their Ontario College Graduate Certificate.

Our curriculum prepares you to be industry-ready for the most demanding beverage positions with product knowledge, experiential learning and business acumen.

### PART TIME STUDY OPTIONS

George Brown College also offers flexible evening and weekend courses and certificate programs. See the Continuing Education Course Guide at [coned.georgebrown.ca](http://coned.georgebrown.ca)

### PROGRAM STANDARDS AND LEARNING OUTCOMES

Each George Brown College certificate, diploma, advanced diploma and graduate certificate program is expected to deliver specific program learning outcomes. Program learning outcomes are statements that describe the knowledge and skills that students are expected to demonstrate by the end of their program of study. Programs are designed to deliver both vocation or discipline-specific learning outcomes and more generic essential employability skills (including communication, numeracy, critical thinking and problem solving, information management, interpersonal and personal skills).

In addition to the aforementioned learning outcome requirements, College programs are required to provide students with exposure to a breadth of learning beyond their vocational field, to increase their awareness of the society and culture in which they live and work. This breadth requirement is addressed through additional mandatory General Education courses in the program curriculum.

To see the relevant program learning outcomes for your specific program of study, please visit [georgebrown.ca/programs/learning-standards-and-outcomes](http://georgebrown.ca/programs/learning-standards-and-outcomes)

## REQUIRED COURSES

### SEMESTER 1

Code	Course Name
HOST1141	Intermediate Wine & Spirits - WSET Level 2
HOST1142	Human Resources Practices
HOST1143	Strategic Marketing for the Beverage Industry
HOST1144	Beer School: Level 1 & 2 Prud'homme Beer Certification
HOST1154	Financial Beverage Management

### SEMESTER 2

Code	Course Name
HOST1151	Advanced Wine & Spirits
HOST1152	Advanced Mixology
HOST1153	Food and Beverage Pairing
HOST1155	Wine and Beverage Business Development

### SEMESTER 3

Code	Course Name
HOST1162	Externship/Field Placement
HOST1164	Study Tour International (optional)

## YOUR CAREER

### UNCORK YOUR POTENTIAL

This program will provide you with an advanced professional knowledge of beverages matched with essential business, management and communication skills that prepare you for an abundance of exciting opportunities in Toronto and across the globe.

Depending on experience and areas of interest, graduates can pursue rewarding careers as:

- Beverage directors
- Sales agents
- Territory managers
- Product consultants
- Brand ambassadors
- Wine stewards/cellar masters
- Wine country tour guides
- Specialty retail operations
- Portfolio managers
- Merchandising/inventory coordinator

## ADMISSION REQUIREMENTS

- A Diploma or Bachelor's degree in Food and Beverage Management, Hotel Management, Tourism and Hospitality Management, Special Event Management, or a related area.

Applicants who do not have the required academic credentials but are current industry professionals with a minimum one year of industry experience and a strong understanding of industry standards may be selected through a divisional select video interview\* (resume required).

\*Applicants who are invited for the video interview will receive instructions during the application process.

## COURSE EXEMPTIONS

College or university credits may qualify you for course exemptions. Please visit [georgebrown.ca/transferguide](http://georgebrown.ca/transferguide) for more information.

## ENGLISH PROFICIENCY

Applicants with international transcripts who do not provide English proficiency test results must test at the College level in the George Brown College English assessment to be considered for admission.

Please visit [georgebrown.ca/englishproficiency](http://georgebrown.ca/englishproficiency) for more details.

## INTERNATIONAL STUDENTS

Visit the International Admissions<sup>5</sup> page for more information.

## HEALTH POLICY

Students should be aware that various allergens including nuts, dairy and shellfish are routinely used in practical labs. Students should also note that George Brown College is sensitive to religious observances; however, while products purchased for production and consumption meet all provincial and federal regulations, they may not meet specific dietary laws related to Halal and Kosher foods.

## CONTACT US

Contact **Adrian Caravello**, Program Co-ordinator, Centre for Hospitality and Culinary Arts,  
E-mail: [acaravel@georgebrown.ca](mailto:acaravel@georgebrown.ca)  
For more information about George Brown College, you may also call the Contact Centre at 416-415-2000 (TTY 1-877-515-5559) or long distance 1-800-265-2002.

## VISIT OUR CAMPUS

Join us for an upcoming Discovery Day, where you will learn more about your area of interest, get a first-hand look at our facilities and meet with representatives from George Brown College.

Sign up for Discovery Day.<sup>6</sup>

## LINKS REFERENCE

<sup>1</sup><https://www.ontariocolleges.ca/en/programs?q=h414&page=0>

<sup>2</sup><http://www.georgebrown.ca/international/futurestudents/tuitionfees/>

<sup>3</sup><http://www.wsetglobal.com/>

<sup>4</sup><http://www.tfkbeer.com/>

<sup>5</sup><http://www.georgebrown.ca/international/futurestudents/applynow/>

<sup>6</sup>[http://www.georgebrown.ca/dd\\_chca\\_info/](http://www.georgebrown.ca/dd_chca_info/)

*George Brown College is continually striving to improve its programs and their delivery. The information contained in this calendar is subject to change without notice. It should not be viewed as a representation, offer or warranty.*

*Students are responsible for verifying George Brown College admission, graduation, and fee requirements as well as any requirements of outside institutions, industry associations, or other bodies that may award additional designations concurrently with, or after completion of, a George Brown College program.*