

Professional Certificate in The Business of Craft Beer



Why SDSU's Business of Craft Beer Program is Right for You



This program is for anyone; the certificate is a well-recognized résumé builder if you're trying to get into the industry. The program is also designed to prepare you for industry certifications like Cicerone® or BJCP. Further, the certificate provides the knowledge you need to start your own brewery or a craft beer-centric business. Our program also provides continuing professional development opportunities for those who are already in the industry. Homebrewers, enthusiasts, and those presently employed in the craft beer industry take our courses, as well as students transitioning into the industry.

What are sensory classes vs. non-sensory classes?

Sensory courses involve tasting beer that accompanies lecture, readings, and select off-site sessions at local breweries for practical hands-on learning. Non-sensory courses are identified as business courses which do not require beer sampling in the lecture.

What makes Exploring Craft Beer an essential prerequisite for sensory classes?

In *Exploring Craft Beer*, you'll learn about the history of craft beer globally and locally with "Dr." Bill Sysak of Wild Barrel Brewing Company. Lectures to be covered during this six-week course also include beer styles, off flavors, food pairing, barrel aging and draught

systems. This introductory course is designed to build a foundation that will help you in the more intense courses, where you'll come away with a base knowledge of brewing, tasting and identifying aromas, and recognizing off-flavors.

Upon completion of this course, students will receive a discount to the Certified Beer Server exam through Cicerone® at a reduced rate of \$29.

Which classes do not require Exploring Craft Beer?

The following business courses may be taken prior to CB 0003 Marketing Craft Beer (online).

CB 0003 Marketing Craft Beer ONLINE

CB 0004 Brewery Start-Up I

CB 0006 Hospitality Management

CB 0008 Brewery Start-Up II: The Business Plan
(Prerequisite: Brewery Start-Up I)

CB 0009 The Business of Distribution

CB 0012 Beer and Wine: Service and Selling

CB 0013 Finance

continued on reverse

For additional information, please email globalcampus@sdsu.edu or call (619) 594-7700.

Frequently Asked Questions

Does SDSU Global Campus help you find a job after the program?

Jobs and volunteer opportunities are provided throughout the program and will be emailed directly to students. We also post opportunities on our Facebook, Twitter, and Instagram. Follow us for the latest updates.

What kinds of jobs/careers do people go into? Some of the positions our graduates attain include beertenders, brewers, brewery/restaurant managers, and draught technicians. Other students enter the business side of brewing, including positions in marketing, finance, and management. Check out our blog to see what some of our alumni have done in San Diego and abroad after graduating from our program.

Do I need to take courses in a certain order? In order to take any sensory class, Exploring Craft Beer must be taken first. Prerequisites are noted under class descriptions.

How long do I have to complete the program? The program can be completed in 6 months, but you'll have up to two years to complete the certificate.

What if I don't want to pursue the whole certificate. Can I just take any class? Yes. You're able to take single classes, as long as prerequisites are met.

What if I have to miss a class? What is the attendance policy? Attendance of all sessions is highly recommended. If you have plans to miss more than one session, it may be best to wait for the next offering.

Are there alumni I can speak to about the program? To learn more about our alumni and their unique experiences with our program, please check out our blog. You're also able to meet alumni at upcoming events and info sessions.

Is financial aid available? Several financial aid opportunities are available to students who wish to complete our programs. Please visit the neverstoplearning.net/workforce to see which programs are approved by the local San Diego Workforce Partnership for free tuition. Please note that the SDWP has eligibility requirements to receive this funding — contact SDWP to find out if you're eligible.

Can I use my military funding (GI Bill, Chapter 35, etc.)? At this time, military funding does not cover the program. For more information on military funding please visit neverstoplearning.net/military.

What textbooks are required for the program? Tasting Beer by Randy Mosher is the only required text at this time. Additional free online resources are provided by instructors.

Is this a credit program? No, classes in the Business of Craft Beer program are professional level non-credit classes. When requirements are met, students receive a Professional Certificate in the Business of Craft Beer for Level I and/or II.

Where are the courses held? What if they are off-site? Classes are held at SDSU Global Campus. Some classes are also held off-site at local breweries, to be decided by the instructor and your classmates. Some courses in this program are also held online; please see our schedule for details.

Where do I park? Parking rules for Extended Studies/Gateway Centers. Ample parking is conveniently located in Parking Structure 6, abutting the Extended Studies/Gateway Centers. Parking permits are required 24 hours a day, seven days a week in Parking Structure 6. Please make sure you display your parking permit properly. SDSU Student Decals are not valid in Parking Structure 6. For more information on parking permits, please call (619) 594-5152 or consult the Parking Rules for Extended Studies/Gateway Centers.

What are the requirements for completion of the Craft Beer program?

Level I — Six courses. Exploring Craft Beer is required for completion.

Level II — Nine or more courses. Exploring Craft Beer is required for completion.

Does this program teach you how to brew beer? Yes. Brewing Basics is a five week course taught by George Thornton that dives into every stage of the brewing process. If you're a homebrewer, this course will benefit you even if you have been homebrewing for many years.

I need to plan accordingly. Can I see the schedule for the next two semesters? Students can visit our program web page for a look at the latest course schedule.

Are any of the classes online? Can I take them online? Starting in Summer 2020, many of our courses are being offered online. Please visit our program page to view the latest course schedule.

What's the difference between level one and level two? Level I requires completion of six courses. Level II requires completion of nine courses total.

Do you administer the Cicerone® Certified Beer Server Exam? No, SDSU partners with Cicerone® to provide the first level at a discount of \$29 for all who complete Exploring Craft Beer.

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