

Teamwork in Wine Business Education: A Case of Collaboration between the Local Wine Industry and Academia

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Abstract

Purpose: As part of ongoing work to develop an interdisciplinary, undergraduate wine studies curriculum, business department professors, in collaboration with wine studies specialists, developed a new wine business (management and marketing) education course and augmented another.

Design/methodology/approach: Two courses in the undergraduate business program were targeted: a) a wine industry simulation was designed and delivered as part of an introductory course in management; and b) a new upper-division management and marketing course in value chain management in the wine industry was created. Both courses included collaboration among instructors and collaboration between instructors and professionals from the wine industry.

Findings: Members of the wine industry enthusiastically participated in course administration, building a base for future collaboration in wine business education. Students reported learning the many challenges and complexities of the business of wine and showed interest in taking more wine-related courses.

Practical implications: Traditional undergraduate students with little to no work experience and little to no wine industry knowledge can benefit greatly from a collaborative approach between wine industry experts and academicians in the design and delivery of wine business courses.

Key words: Wine business education, simulation, collaboration