

# Professional Certificate in The Business of Craft Beer

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

Our craft beer program is for anyone; with more than a decade of education experience, this 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 lectures, readings, and select off-site sessions at local breweries for practical hands-on learning. Non-sensory courses are identified as business courses that 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 **Bill Sysak**. 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 and *Exploring Craft Beer*, students will receive a discount on the Certified Beer Server exam through Cicerone© at a reduced rate of \$49.

### Which classes do not require *Exploring Craft Beer*?

The following business courses may be taken prior to *Exploring Craft Beer*.

- **CB 0022** Sip & Savor: Decoding the Flavorful Science Behind Beer and Wine
- **CB 0003** Marketing Craft Beer
- **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

### 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** [<https://cesblog.sdsu.edu/>] 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, you'll need to take *Exploring Craft Beer* first. Business courses can be completed prior to enrolling in *Exploring Craft Beer*. Prerequisites are noted under class descriptions.

### How long do I have to complete the program?

The program can be completed in as little as 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.

### Want to Learn More?

For more information, email [recruiter.global@sdsu.edu](mailto:recruiter.global@sdsu.edu) or call (619) 594-7700.

# Professional Certificate in The Business of Craft Beer

## 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.

## 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](http://neverstoplearning.net/military).

## Do these courses count for academic credit?

No, classes in the *Business of Craft Beer* program are not eligible for academic credit; however, upon successful completion of each course, students will receive a Letter of Completion with the letter score.

When all 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. Some courses in this program are also held online; please see our website for details.

## Where do I park for on-campus courses?

SDSU parking permits are required 24 hours a day, seven days a week in **Parking Structure 6** on Hardy Avenue. If you're participating in a course with an on-campus component, you'll need to [purchase an SDSU Student Parking Permit](#) through San Diego State University.

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, SDSU has courses on production and post-production as well as brewing. *Brewing Basics* is a five-week course that dives into every stage of the brewing process. If you're a homebrewer, this course will teach you how to brew to scale and benefit you even if you have been homebrewing for many years.

## 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.

## I need to plan accordingly. Can I see the schedule for the next two semesters?

Please visit our program web page for a look at the latest course schedule.

## Are any of the classes online? Can I take them online?

The craft beer certificate program features a mix of virtual and in-person courses. Several of our business courses are 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 the completion of six courses. Level II requires the completion of nine courses in total.

## Do you administer the Cicerone® Certified Beer Server Exam?

No, SDSU partners with Cicerone® to provide the first level at a discount of \$49 for all who complete *Exploring Craft Beer*.

## Want to Learn More?

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