Conditions for credit and exam Economics

of Brewing Industry

**- For email communication with the teacher use only university email**

**1. Active study approach**

* Attendance is obligatory. Send me by email the name of study block, time of the study block and the name of the teacher. Only if the study blocks are on Wednesday 15:45 – 18:00.

**2. Brewery tour in the end of the semester**

**3. To make the presentation (not ppt, without any notes, only oral) focused on chosen beer style:** <https://home.czu.cz/storage/1157/62470_beer-styles.docx>

**The presentation will be not long than 10 minutes, made in pairs of two students. The students must get the beer sample (approximately 2 – 2.5 liters). The tasting pots are up to teacher.**

**4. To make (ppt) and present presentation focused on chosen topic (beer market in chosen country)**

* It will be presented form 6th week (19/3/2025) of the semester.
* The topics for presentation will be chosen during the 2nd week.
* Presentation will be uploaded into Moodle till 17th of March 23:59 2024. This deadline is valid for all the students.
* You will create presentation in groups, one group are 2 students, no more.

Topics for presentation

* Brewing Industry and Market in Russia
* Brewing Industry and Market in USA
* Brewing Industry and Market in Japan
* Brewing Industry and Market in Germany
* Brewing Industry and Market in Belgium
* Brewing Industry and Market in China
* Brewing Industry and Market in United Kingdom
* Brewing Industry and Market in Ireland
* …

There cannot be two same topics.

**Requirements for presentation**

* Market concentration and its development in last 10 years (approximately), the most important companies and their brands. Use HHI and Concentration Coefficient (CC)
* Ownership structure and its development
* Legislative (law) condition, excise taxes
* Consumers restrictions
* Consumption development
* Production under license
* Microbrewery segment (craft breweries), development
* Production of malt and hops (hops products)
* Foreign trade development of beer, hops (products from hops) and malt
* Structure of beer production
* Market specifics, technology specifics
* Protected labeling (if some exist)
* …
* The presentation will be created on the base of all disponible data.
* **Comments of all data**
* **Own analysis!!!**
* All graphs, tables, figures etc. are readable and must be quoted.
* For description the sector use mainly natural units – tons, hl etc., not money. Why? Every can imagine 100 hl of beer, nobody can imagine 100 thousands Euros as revenue.
* Basic natural unit for beer is hl.
* Use database <https://login.infozdroje.czu.cz/login> , especially the last link Passport is excellent.
* Use only English language including captions.
* During the presentation is not possible to read the presentation.
* If you cannot find some important data, contact some professional association or some public institution from the country. Better to use phone, it is more personal.

**Sources**

* <https://login.infozdroje.czu.cz/login>
* Mainly the last [https://www-portal-euromonitor-com.infozdroje.czu.cz](https://www-portal-euromonitor-com.infozdroje.czu.cz/)
* Statistical offices of the states
* Professional organizations in the states, not only web pages: you can call them.
* consumer organizations, you can call them.
* Ministry of food (agriculture), you can call them.
* http://infozdroje.czu.cz/menu
* Web of Science, Scopus, ScienceDirect, Ebsco (scientific papers, books)
* OECD data and publications for free
* Passport (market research data)
* Scholar.Google.com, books.google.com
* OECD
* EUROSTAT / FAOSTAT
* Data from UN Agencies
* WORLDBANK, IMF
* Comtrade national Statistical offices
* UN COMTRADE (trade data)
* SCI-HUB (<https://sci-hub.st/>)
* Brewers of Europe

**Terms**

* Oral presentation will be from the 6th week (19/3/2025) and that week all students must be prepared for oral presentation, if not, they will not get credit!!!
* The presentation (ppt) you will upload into Moodle till 17th of March 23:59 2024, if not, you will not get the credit!!!
* One group = 2 students.
* 25 minutes presentation