

# SUBJECT

# ECONOMICS OF BEER

## ECONOMICS OF BREWING INDUSTRY (EEET2E)

Credits: 5 ECTS

Guarantor: Tomas Maier, Ph.D., Department of Economics, FEM

Semester: Winter, 2021/2022

Time and room: Tuesday 15:45 – 18:10, room S4 (dormitory)

Web: <http://home.czu.cz/maiert/economics-of-brewing-industry/>

The course is face to face, not online!!!

### Education plan

- *History of beer*
- *Economics aspect of brewing technology*
- *Consumption development*
- *Legal aspects of brewing, excise tax*
- *Foreign trade, manufacture under license*
- *Seasonality in beer sector, microbreweries wave*
- *Beer marketing, **beer tasting***
- *Economics of malt and hops production*
- ***Brewery or malthouse tour or both***
- *Global beer market, main national beer markets*

