ULB CONTINUING EDUCATION

SUMMER SCHOOL

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BEER & BREWING BUSINESS

25 - 31 August 2019

UNIVERSITÉ LIBRE DE BRUXELLES

with INSTITUT MEURICE

JUMP INTO THE BEER BUSINESS

BREWING YOUR PROJECT

Brussels

Seep into the rich tradition of Belgian beer and explore the long-term dynamics and current trends in the global beer industry in one of the world's most competitive markets. Enhance your knowledge and boost your business skills with this one-week intensive programme in Brussels.

COURSE CONTENT

1. Raw materials & brewing process
2. Business Model Canvas
3. Business dynamics
4. Market strategy
5. Distribution & marketing
6. Branding & licensing

TARGET AUDIENCE

Students (master), young graduates, starter entrepreneurs, professionnals in the beer sector and related sectors (trade, tourism, hospitality). Participants are expected to have a sufficient command of English to follow classes and deliver a short presentation.

WHAT TO EXPECT

- Academic learning
- Field class
- Encounters with professionals
- Group work
- Social program

ULB & BRUSSELS

Founded in 1834, ULB has around 30 000 students and 12 faculties covering all areas and levels of academic studies, from undergraduate to post-doctoral studies, with teaching and research activities tightly interwoven. ULB is located at the heart of Brussels, Belgium and Europe's capital and one of the most diverse cities in the world.

WORKLOAD & ASSESSMENT

Preparatory readings and approximately 40 hours (incl. group work and study visits). Assessment will be based on group presentations. A certificate of completion will be delivered upon successful completion of the programme.

ACCOMMODATION

Accommodation can be arranged in a student house on campus upon request.

FEES

Students (exl. accommodation): €550
Students (incl. accommodation): €750

Professionals (excl. accommodation): €1050
Professionals (incl. accommodation): €1250

Professionals in the Belgian private sector may qualify for financial aid or paid educational leave.

INFORMATION & APPLICATION

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