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| **Vancouver Island University** | **Faculty of Management** |
| **Summative Program Assessment Template 2012** |  |
| **Program: Wine Business Certificate** | |

***Context***

* The Wine Business Certificate was approved in 2009.
* The certificate’s objective is to prepare graduates for employment in the expanding wine and agri-tourism businesses on Vancouver Island, and British Columbia.
* The program is partnered with WSET – Wine and Spirit Educational Trust - in England to provide global recognized wine credentials.
* The graduate could seek a career influenced by the wine industry such as winery management, wine retail sales, and wine marketing representative, special events or agri-tourism business.
* Certificate completion requires seven courses many of which are required courses in the Bachelor of Hospitality Management, Bachelor of Tourism Management and Bachelor of Business Administration.
* The Wine Business certificate has become an additional credential for many degree students. It allows them to focus their interest in the wine industry, consequently better market themselves in their career choice.
* There are over 25 wineries and distilleries on Vancouver Island; this certificate provides the graduate with the knowledge and skills to successfully enter into this industry.
* This program is not delivered as a stand-alone program; students are registered in another major and select this as an additional educational goal code.
* The home department usually schedules all courses and students select courses either because they are required for their primary degree goal code, or take them as elective to achieve the certificate.

***Relevance***

* Agri-tourism and wine industry are growing sectors in the tourism industry.
* According to BC Tourism, in 2006, approximately 1.5 million Canadians and 2.7 million Americans travelled to BC to experience wine tourism.
* The Okanagan Valley wine region has successfully linked wine and tourism to create a strong industry.
* With the growth in wineries and agri-tourism especially in the Cowichan Valley, it is necessary to provide wine education to interested VIU students to meet future employment.

***Access***

* Program offers skills and knowledge development for successful mid employment in the growth agri-tourism and wine industries.

***Financial Performance***

* As the program is relatively new there is no available information.
* The program has no core faculty and limited funding requirements. As noted in the context section, students take this an additional credential.
* Future growth as a potential stand-alone credential may require additional resources.

***Quality***

* The core wine curriculum and faculty are WSET approved.
* The wine course courses have been WSET approved. An international approving agency.
* A value added credential for all degree students.

***Institutional Priorities***

* This program was developed by three program areas – Business, Hospitality and Tourism, which meets the institutional priority of the development of multi-disciplinary program.
* With the regional development of wineries and related agri-tourism businesses and activities, this program meets skills and knowledge demands of the changing regional economic activity.
* This is an academically rigorous program with strong experiential and applied activities.
* The program has partnered with the Cowichan Wine and Food Festival to offer introductory wine tasting sessions.

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|  | ***Dean’s Recommendation*** | Expand | | |  |  |
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|  | Continue to market the certificate option to build awareness and enrollment.  The program may consider moving to a full time certificate which would widen the access to the program. As it is currently offered there are barriers – for example, upper level courses requiring prerequisites- for a new student to take the certificate as a stand-alone program. A curriculum review is required to facilitate this.  Currently, the majority of the certificate students are degree and diploma students in other programs. | | | | |  |
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|  |  | | ***2013-14*** | ***2014-15*** | ***2015-16*** |  |
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|  | ***FTE Targets*** | | 2 | 2 | 3 |  |
|  |  | |  |  |  |  |
|  | ***Estimated Budget Increases or (Decreases)*** | | n/a | n/a | n/a |  |