



Syllabus

Course Title: Grain to Glass: The Business of Adult Beverages

Program and Date: England and Scotland Program, May 30 – June 13, 2026

Academic Department: Business, Thomas More University

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Get to Know Your Professor

As an adjunct professor at Thomas More University since January 2013, I absolutely love teaching. I graduated from Thomas More University in Crestview Hills, KY with a BA in both Accountancy and Business Administration. My MBA is from Xavier University, and I received my Master's in Accountancy from Northern Kentucky University. In addition, I have my Lean Six Sigma Black Belt and I am a Certified Scrum Master.

I have been involved in 5 different study abroad opportunities as a student. As an undergrad, I took a CCSA science course in Australia, a Globalization/Service Learning class in Jamaica, and a Sociology class in Mexico. As an MBA student, I focused on International Business, taking a class touring Japan and South Korea, and a separate class in Argentina. Experience serving first as a student and second as a leader was very beneficial when I taught my first study abroad class through CCSA in Winter 2022-23—I have taught several courses since.

Course Description

This course explores all business aspects of the brewing, distilling, and wine-making markets in the United Kingdom. Beginning in London (home to English Dry Gin and cask ales) and ending in Edinburgh (home to Scotch Whisky), the class examines the many factors that affect the supply chain and business decision-making in the alcoholic beverage industry, including the environmental, political, regulatory, and economic aspects impacting this industry now. Visits are planned to distilleries and breweries, as well as suppliers and distributors, from which students will gain a comparative perspective on how the American and British adult beverage industries manage similar issues and challenges.

Course Level and Credit Hours

Undergraduate, 3 Credit Hours; Honors credit available.

Prerequisite(s)

N/A

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Student Learning Outcomes

Upon completion of all coursework with a passing grade and full participation in course activities, students shall be able to:

- Understand the differences between the consumer practices and lifestyles between U.S. and U.K. cultures.
- Understand the supply chains, manufacturing process, and distribution channels of distilleries, breweries, and other alcohol manufacturing/distributing/retail companies.
- Comprehend exchange rates, currency conversion/value, cost of living differences, and the effects government intervention has on the adult beverages markets. Including understanding the various tax structures, incentives, and disincentives; including Value-Added Tax (VAT).
- Explain real-world issues that countries, companies, and individuals face in our increasingly globalized world.
- Identify the reasons why companies trade amongst each other, motivation behind the policies, why it is often mutually beneficial, and how tariffs/quotas/etc. are often counter-productive.
- Understand both the challenges and opportunities facing international and domestic businesses post-Brexit and post-COVID; including hearing from leaders within various businesses.
- Connect scholastic business concepts to real-world business situations.
- Understand cross-culture terminology, theories, and concepts relating to consumer behavior in attempt to make us better business people, better financial stewards, and better consumers.

Required Readings and Materials

Required readings will be assigned later, but a current list of suggested materials are below:

1. Readings

- History of Alcohol in the UK:
 - <https://www.adph.org.uk/resources/the-history-of-alcohol/>
 - <https://www.diffordsguide.com/g/1108/gin/history-of-gin-1728-1794>
- Institute of Alcohol Studies on today's alcohol-related issues:
 - <https://www.ias.org.uk/wp-content/uploads/2023/06/IAS-Strategy-2023-2026.pdf>
 - <https://www.ias.org.uk/wp-content/uploads/2023/10/IAS-Autumn-Statement-Submission-Oct-2023.pdf>
- United States vs. United Kingdom (Alcohol Consumption Statistics)
 - <https://digital.nhs.uk/data-and-information/publications/statistical/health-survey-for-england/2021/part-3-drinking-alcohol>
 - <https://drugabusestatistics.org/alcohol-abuse-statistics/>

2. Videos:

- "Everything you need to know about Gin | How to Drink" (2020) by How To Drink [24 Min]
 - <https://www.youtube.com/watch?v=bdnj2i56Lb8>

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- *"How To Make Gin: Our Distillation Process [Copperfield London Dry Gin]"* (2020) by The Surrey Copper Distillery [4 Minutes]
 - <https://www.youtube.com/watch?v=rEUVPAI3E24>
- *"How gin is made: Beefeater distillery, London"* (2007) by Jaime Goode [5 Minutes]
 - <https://www.youtube.com/watch?v=NtcYspo8wK8>
- *"How It's Made: Bourbon"* (2020) by Science Channel (History and Science of Bourbon, using Maker's Mark) [5 minutes]
 - <https://www.youtube.com/watch?v=-VscpKT7tXE>
- *"How Bourbon is Made: 12 Distilleries in 5 Days"* (2014) by Gear Patrol (quick review of 12 distilleries) [9 minutes]
 - https://www.youtube.com/watch?v=ROzOkaLKP_w
- *"The Guinness Brewery: Behind the Gates of the Iconic and World-Leading Stout | Diageo"* (2016) by Diageo [4 minutes] – Guinness is Irish, but is a Top 3 most popular beer in London.
 - <https://www.youtube.com/watch?v=sv8XAXw3zyY>
- *"Beer Making Process | Hops Processing In Factory | How To Make Beer From Hops"* (2022) by Food Processing Channel [13 minutes]
 - <https://www.youtube.com/watch?v=agXc7wXL5gI>

Assignments and Grades

LIST OF ASSIGNMENTS		Points
Pre-Departure Essay		20
Quizzes		10
Participation		15
Journaling		25
Final Photo/Video Project		30
**Honors Students Assignment – Post-Trip Essay		
Scale:		100



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Grading Scale

The following scale will be used to compute your grade.

A	90% to 100%
B	80% to 89%
C	70% to 79%
D	60% to 69%
F	59% and below

Onsite Learning Experiences and Activities

Onsite learning experiences in this class will likely include the following site visits. This is a tentative list which will be replaced with a detailed daily itinerary of class meetings and field trips prior to the departure date.

- London
 - SkyGarden
 - The Drink Exchange
 - Wine & Spirit Association
 - Fuller's Griffin Brewery
 - Beefeater Distillery
 - Bank of England
 - French & Jupps Roasters
 - Oracle
 - Department for Environment, Food and Rural Affairs.
- Edinburgh
 - The Scotch Whisky Experience
 - The Elephant House (Coffee, where JK Rowling wrote part of Harry Potter)
 - National Museum of Scotland, Royal Mile (historic pubs and distilleries)
 - The Scotch Malt Whiskey Society
 - Deans Bridge
 - Visits to Distilleries (Port of Leith, Holyrood, Eden Mill), and/or the Johnnie Walker Princes Street experience.

Attendance Policy

Attendance is mandatory at all scheduled activities and class meetings as well as field trip excursions. This includes any virtual meetings before and after the onsite experience. Repeated absences, including for ill health, will require documentation to be excused.

Unexcused absences from required events will result in a participation penalty in the calculation of final grade.



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Academic Integrity Policy

The work you will do in this course is subject to the Student Honor Code of your home institution. Plagiarism will result in the grade of zero for the assignment.

Physical Expectations

Program requires walking 3-5 miles per day on uneven pavement in all kinds of weather and long periods of standing. Students must be able to carry their own bags and belongings.

Disability Accommodation

CCSA is committed to providing access to education abroad to the extent possible in a study abroad setting. The earlier CCSA and the faculty know the needs, the more likely we can accommodate them. At a minimum, students seeking accommodations are to contact both the CCSA office and the faculty one month in advance of the program's beginning. Students seeking such accommodation must provide CCSA with a copy of the letter on file with their own Office of Disability Services outlining what services they receive on their home campus.

Title IX Policy

Sexual misconduct (including sexual harassment, sexual assault, and any nonconsensual behavior of a sexual nature) and sexual discrimination violate CCSA policies. Students experiencing such behavior may obtain support from the Onsite Program Director or the CCSA Executive Director. To report sexual misconduct or sex discrimination, contact either of these two officers. Disclosure to faculty instructors or CCSA officers of sexual misconduct, domestic violence, dating violence, or sex discrimination occurring on the program or involving a visitor, student or employee is not confidential under Title IX. Faculty and other CCSA employees are required to forward such reports, including names and circumstances, to the CCSA Executive Director.

Statement about Final Syllabus

Please note that all CCSA syllabi are subject to change, but every effort will be made to ensure participants receive notice of such changes in a timely manner.