The Business of Coffee: Modern Production Processes in Colombia

PROGRAM OVERVIEW

Travel to Colombia and immerse yourself in the deeply rooted coffee history, productive landscape and agriculturally sustainable farming techniques that have facilitated Colombia’s recognition throughout the world as a premiere coffee producer.

This two-week, experiential program – developed in partnership with one of the oldest and most prestigious Colombian universities, Pontificia Universidad Javeriana – offers you an exclusive opportunity to learn every stage of the coffee production business through classroom instruction on Javeriana’s Bogotá campus and guided trips to regional coffee plantations, where you’ll experience the entire growing process – from planting the seeds to harvesting and processing.

This program benefits coffee industry professionals looking to enhance their knowledge, aspiring coffee business owners, and enthusiasts seeking to broaden their passion through hands-on exposure to the entire coffee business process.

PROGRAM AT A GLANCE

Fee: $9,000
Dates: June 2-16, 2019 (2 weeks)
Format: In-Person/Travel Study

For More Information:
- www.ce.uci.edu/coffee
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PROGRAM BENEFITS

• Enhance your knowledge of global and regional practices in the business of coffee
• Develop the capacity to strategically launch coffee-related businesses
• Gain an understanding of the supply chain associated with modern coffee production processes
• Draft a coffee business plan using Colombia as the example for sourcing coffee beans
• Learn about the production of high-end specialty coffee including fair-trade and organic variants
• Sample a variety of coffees throughout the program to further your sensory understanding of coffee and complement your new knowledge
• Differentiate yourself by earning a certificate from both University of California, Irvine and Pontificia Universidad Javeriana upon completion of the program

WHO SHOULD ATTEND

• Professionals who own or wish to own a franchise coffee venue
• Food and beverage industry professionals
• Individuals interested in opening a boutique coffee house
• Coffee enthusiasts who wish to expand their knowledge

PROGRAM FEE

The total cost of the program is $9,000. In addition to course fees and materials, the program cost covers the following (from June 2 through June 15, 2019):

• Lodging (14 nights)
• All meals (15 days)
• Air and ground transportation within Colombia
• Certificate fee

Note: Roundtrip airfare to and from Bogotá, Colombia, is not included. In the event that program dates need to be modified for any reason, we strongly recommend you safeguard your airfare purchase by opting for travel insurance at the time of purchase or selecting a refundable ticket option.

SPECIALIZED STUDIES REQUIREMENTS

A specialized studies certificate is presented upon successful completion of three required courses totaling eight (8) Continuing Education Units (CEUs). Separate certificates will be awarded by University of California, Irvine and Pontificia Universidad Javeriana.

CURRICULUM

The program consists of three courses (described in more detail below) that will take place during your two-week stay in Colombia from June 2 through June 15, 2019. Instruction officially begins on June 3 and concludes on June 15. A detailed itinerary will be provided closer to the start date of the program.

• Coffee Business and Colombia’s Economic Transformation
  Explore the history of the coffee industry and receive an introduction to the coffee business, including exposure to the dynamics of the business through visits to two coffee businesses.

• Coffee Plantation Visits and Sources in Colombia
  Increase your exposure through stays at two coffee plantations where you will interact with families that produce high quality and agro-ecological coffee. Familiarize yourself with production and environment protection processes and the research applied to coffee productivity and transformation processes. You’ll also explore post-harvesting processes and the coffee culture by visiting coffee stores/cafes.

• From the Colombia Coffee Plantation to the American Coffee Business: The Supply Chain
  Learn more about the business of green, specialty, and specialty roasted coffee from tourism to the coffee region. Explore the supply chain and operation of the coffee sector in Free Trade Agreements and business opportunities.

Program instructors are experienced university faculty and well-respected Colombian business professionals who have proven expertise in the coffee industry and will share the precise knowledge you need to plan and launch a successful coffee-related business or expand your current business.