



TEXAS WINE MARKETING RESEARCH INSTITUTE

TEXAS TECH
College of Health & Human Sciences

BASICS OF ACCOUNTING AND FINANCE FOR THE WINE INDUSTRY SYLLABUS SPRING TERM 2025

Class Meeting Day/Time: Tuesdays, 7:00 – 8:00 p.m. CST, held live via Zoom.

Course Dates: February 17 to April 27, 2025 (10 weeks)

Method: Asynchronous online learning | Optional Live Discussions.

Instructor: Michelle Muth, CPA

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Office Hours: By Appointment

Program Coordinator/Technical Support: Asta Edlin, astedlin@ttu.edu, 806-834-5846.

COURSE DESCRIPTION

This course provides a basic introduction to accounting and finance relevant to the wine industry. This course is not designed to provide you with specialized knowledge of how to account for individual transactions; debits and credits will not be discussed. General understanding of business and the wine industry is desirable but not required.

COURSE OBJECTIVES

The objective of *Accounting and Finance for the Wine Industry* is to provide students with a foundational understanding of the key accounting and financial principles that are essential for success in the wine industry. Through the course, students will gain insight into the basic structures of financial statements, cost accounting practices, and industry-specific financial considerations, such as depreciation and regulatory compliance. Emphasizing practical applications, the course will explore budgeting, forecasting, financial analysis, and key performance indicators (KPIs) to prepare students for the financial challenges faced by wine businesses. No prior accounting experience is required, but an understanding of business concepts and a general interest in the wine industry will enhance the learning experience.

COURSE LEARNING OUTCOMES

Upon successful completion of *Accounting and Finance for the Wine Industry*, students will be able to:

- Understand the basic principles of accounting and entity selection within the context of the wine industry.
- Interpret and analyze basic financial statements (income statement, balance sheet, and cash flow statement) for a wine business.
- Apply cost accounting techniques to assess the financial performance and cost structure of wine production.
- Calculate and assess the impact of depreciation on the financials of a wine business.
- Identify and apply industry-specific financial concepts and practices relevant to the wine sector.
- Create and manage budgets and financial forecasts tailored to the operational needs of a wine business.
- Evaluate financial performance using key performance indicators (KPIs) and other financial analysis tools.
- Understand financing options, manage bank relationships, and make informed decisions on securing financial resources for wine businesses.
- Demonstrate knowledge of compliance and regulatory issues affecting financial reporting in the wine industry.
- Leverage software and technology tools for financial management and reporting in a wine business environment.

ASSESSMENT OF COURSE LEARNING OUTCOMES Methods of evaluation in this course include participation in the discussion forum, assignments, and projects.

COURSE STRUCTURE

This course will be administered via distance and will consist mostly of asynchronous online learning. Pre-recorded lectures will be posted on Blackboard weekly. Lectures will be available online for the duration of the course. Each lecture will be accompanied by corresponding assigned readings posted on Blackboard. Students will listen to the lecture, complete assigned readings, and participate in the Discussion Forum weekly.

To participate in this course, the following technology requirements should be met:

Hardware

- Computer available for download/installation of software and plug-ins
- Speakers / Sound card
- Headset with a microphone (recommended)
- Webcam (recommended)

Software

- Microsoft Office (Word, Excel, PowerPoint)
- Access to Blackboard
- Internet access - regular, dependable
- Access to email - regular
- Web browser - a current version of one of the following - Internet Explorer, Mozilla Firefox, Safari, Google Chrome, Opera, or Microsoft Edge. Downloads for the newest browser versions are available free of charge.
- The latest version of Java - [Available here](#)
- The latest version of Adobe Acrobat Reader [Available here](#)

Blackboard

Blackboard is an electronic learning resource designed to provide students with information related to the courses. This includes up-to-date announcements, course information, pre-recorded lectures, discussion forum, assignments/project instructions, deadlines and the like. For this resource to function to its full potential, it is important that students log on regularly. To access Blackboard, please follow the link: <https://ttu-ce.blackboard.com> 5

COMMUNICATION WITH INSTRUCTOR

Students are encouraged to send their questions, comments, concerns via email. E-mail communication will be acted upon, in most cases, within 24 hours (Mon-Fri). Emails sent at the weekends will not be answered until Monday. The instructor will frequently send e-mails to class on course-related matters. The instructor will send emails to the email addresses provided at the time of registration. Please make sure the email provided is the one that you check frequently. For telephone/in person communication, the instructor will be available during posted office hours or by appointment.

COURSE READING MATERIALS - To be announced.

STUDENTS WITH DISABILITIES (OP 34.22)

Any student who, because of a disability, may require special arrangements in order to meet the course requirements should contact the instructor as soon as possible to make any necessary arrangements. Students should present appropriate verification from Student Disability Services during the instructor's office hours. Please note that instructors are not allowed to provide classroom accommodations to a student until appropriate verification from Student Disability Services has been provided. For additional information, please contact Student Disability Services in West Hall or call 806-742-2405. For detailed information regarding Texas Tech's Student Disability Services, see <http://www.depts.ttu.edu/students/sds/>

STATEMENT OF NONDISCRIMINATION

Neither the instructor nor any student in this class will discriminate or tolerate discrimination on the basis of age, color, disability, ethnicity, gender, national origin, race, religion, sexual orientation, or veteran status. This policy extends to asynchronous and live discussions, student assignments/projects, and all other forms of communication associated with this course.

ASSIGNMENTS/PROJECTS/GRADING

- This is a 'complete/incomplete' course (no letter grade will be assigned).
- A minimum of 70% is required to complete the course.

COURSE SCHEDULE

MODULE	START DATE	TOPIC	READINGS / ASSIGNMENTS
1	Feb 17 (holiday)	Basis of Accounting and Entity Selection	Introductions Live Discussion Feb. 18
2	Feb 24	Basic Financial Statements	Weekly Discussion Forum Live Discussion Feb. 25
3	March 3	Cost Accounting	Weekly Discussion Forum Live Discussion March 4

4	March 10	Depreciation	Weekly Discussion Forum Live Discussion March 11
5	March 17	Specialized Industry Knowledge and Concepts	Weekly Discussion Forum Live Discussion March 18
6	March 24	Budgets and Forecasts	Weekly Discussion Forum Live Discussion March 25
7	March 31	Financial Analysis and KPIs	Weekly Discussion Forum Live Discussion April 1
8	April 7	Financing and Bank Relationships	Weekly Discussion Forum Live Discussion April 8
9	April 14	Compliance and Regulatory Issues	Weekly Discussion Forum Live Discussion April 15
10	April 21	Leveraging Software and Technology	Weekly Discussion Forum Live Discussion April 22
April 27		Final Project DUE	

DISCLAIMER

While every effort is made to ensure that the information contained in this document is accurate, it may be subject to change. Changes will be notified on Blackboard or via email. Students are encouraged to check their emails regularly.