

**Wine and Beverage Management  
 HMGT 2402  
 Spring 2017**

<b>Instructor</b>	Prof. Karen Goodlad	<b>Course Section</b>	D460
<b>E-mail</b>	kgoodlad@citytech.cuny.edu	<b>Day</b>	Thursday
<b>Phone</b>	718-260-5630	<b>Location</b>	N206
<b>Office</b>	N200	<b>Time</b>	3:00pm-5:30pm
<b>Office Hours</b>	By Appointment	<b>Class Hours</b>	3
		<b>Lab Hours</b>	0
		<b>Credits</b>	3

**Course Description**

Historical introduction to fermented beverages throughout the world. Study of beverage making and tasting procedures, including jargon particular to the beverage trade. Basic understanding of geographic, historic, economic and cultural aspects of beverages. Wines – still, sparkling and fortified – are the focus of study. Beers, sake and spirits are introduced. Reinforcement of cost controls and legal responsibilities.

COURSE OBJECTIVES

Upon completion of HMGT 2402, the student will be able to

- a. Identify fermented, brewed and distilled beverages
- b. Discuss wine making methods using wine industry terminology
- c. Explain the factors that affect the taste of fermented, brewed and distilled beverages
- d. Identify geographical regions where fermented and distilled beverages are produced
- e. Discuss legal and ethical issues in regard to the sale and service of alcoholic beverages

STUDENT LEARNING OUTCOMES AND ASSESSMENT

Student Learning Outcomes	Method of Assessment
a. Gather and synthesize information to identify fermented, brewed and distilled beverages (HMGT: Skill; Gen Ed: Skill)	Quizzes, final examination, written assignments, class participation
b. Communicate in diverse settings wine making methods using wine industry terminology (HMGT: Skill; Gen Ed: Skill)	Quizzes, final examination, written assignments, class participation
c. Gather, interpret and apply information about the factors that affect the taste of fermented, brewed and distilled beverages (HMGT: Knowledge; Gen Ed: Integration)	Quizzes, final examination, written assignments, class participation
d. Gather, interpret and apply information about the geographic regions where fermented and distilled beverages are produced (HMGT: Knowledge; Gen Ed: Integration)	Quizzes, final examination, written assignments, class participation
e. Demonstrate intellectual honesty and personal responsibility in regard to legal and ethical issues in the sale and service of alcoholic beverages (HMGT: Knowledge; Gen Ed: Values/Ethics)	Quizzes, final examination, written assignments, class participation

### **Prerequisites**

HMG 2302, HMG 2303, HMG 2304

### **Required Texts**

MacNeil, Karen. *The Wine Bible*. 2016. Workman Publishing, New York.

### **Suggested Texts and Readings**

*New York Times* Drink: <http://topics.nytimes.com/top/features/magazine/columns/drink/index.html>

*New York Times* Wine of the Times:

[http://topics.nytimes.com/top/features/diningandwine/columns/wines\\_of\\_the\\_times/index.html](http://topics.nytimes.com/top/features/diningandwine/columns/wines_of_the_times/index.html)

*New York Times* Wine School: <http://www.nytimes.com/column/wine-school>

Wine Folly: <http://winefolly.com/>

Gibson, Michael. *The Sommelier Prep Course*. 2010 John Wiley & Sons, Hoboken, New Jersey.

Kolpan, Steven, Brian Smith, and Michael A. Weiss. *Exploring Wine, Complete Guide to Wines of the World*. 2010. 3<sup>rd</sup> Edition. John Wiley & Sons, Inc., New York.

McCarthy, Ed and Ewing-Mulligan, Mary. *Wine for Dummies*. 2012. Wiley. New York, New York.

Robinson, Jancis. *Jancis Robinson's Wine Course: A Guide to the World of Wine*. Abbeville Press: New York. Rev Exp Edition. 2006.

Zraly, Kevin. *Windows on the World Complete Wine Course, Revised and Expanded*. 2016 Edition. Sterling: New York.

### **Beverage Tasting Framework**

Tasting of beverages will commence after the component tasting and continue throughout the semester. Students under the age of nineteen (19) years of age are not permitted to sample alcoholic beverages and tasting is not required. Students whose religious beliefs or medical conditions forbid or prevent drinking alcoholic beverages are not required to taste. Techniques of beverage tasting and the protocol will be demonstrated and explained during the first weeks of the course.

Students are requested to cooperate with the instructor and guest lecturers and each other in setting up the classroom, procuring wine glasses, ice buckets, towels, cutting bread and cheese, waste buckets, garbage pick-up and bussing, and when tasting is completed, remove glasses, bottles and trash. The entire classroom is to be clean prior to dismissal.

It is important as Hospitality Management students to be concerned with the necessary sanitation and housekeeping aspects of the course.

### Seating Arrangements

Seat assignments are necessary due to the nature of the tasting. Each student will be required to take the same assigned seat for each class meeting.

### Course Materials

- Corkscrew/Wine Key

### Professionalism and Participation

The Department of Hospitality Management follows industry standards in order to educate, develop and mentor future hospitality and tourism professionals. In order to successfully complete a course, students must consistently participate in class and meet deadlines.

### Assessment Strategy

	40 points	Quizzes
	5 points	Class Participation
	10 points	Tasting notes
	10 points	Analysis of a Wine Retail Store
	10 points	Visit to Winery
	25 points	Final Examination
<hr/>		
TOTAL	100 points	

### Point Scale:

	A 93-100 points	A- 90-92.9 points
B+	87-89.9 points	B 83-86.9 points
B-		80-82.9 points
C+	77-79.9 points	C 70-76.9 points
	D 60-69.9 points	
	F 59.9 –0 points	

**Detailed Description of the HMG2 2402 Assessment Strategy/Grading Procedures**

**40 points**     **Quizzes:**

- Information is derived from lecture, handouts and text book material
- Appropriate use of wine and beverage terminology is expected: spelling counts
- The format is fill-in-the-blank, term identification, multiple choice and short answer; quizzes are given at the start of the class session
- There will be **NO MAKE-UP QUIZZES**
- The lowest grades will be dropped
- Speak with your professor in advance should you know you will be absent the day of a quiz.

**5 points**     **Class Participation:** Class participation is assessed in two ways, discussion of beverages and set-up/break-down:

- Each student is expected to participate in class on a regular basis and contribute to the analysis of the specific beverage presented
- Use of specific and relevant beverage terminology is expected
- Each student will be required to participate in **set-up and break-down of the classroom and must be present 20 minutes before the start of class and 20 minutes at the conclusion of class**

**10 points**     **Tasting Notes:** Utilizing the tasting sheet provided in class, make enough copies for the semester (approximately 70 beverages will be tasted): Tasting notes should include:

- A minimum of 12 grape varieties
- Analysis of beverage characteristics (sight, smell, taste)
- Proper beverage identification (grape, producer, country/region of origin)
- Beverage/food pairing analysis

**10 points**     **Analysis of Wine Retail Store:** See Handout for details

This assignment will be assessed for the clarity of information communicated about wine available from various regions and how it is presented to consumers. Students should be able to analyze and interpret the attributes/weaknesses of the wine retail shop. Comparing two different retail shops is strongly suggested.

The analysis/comparison should be 375-425 words in length.

The assignment may be submitted via the OpenLab

**10 points**     **Beverage Production Experiential Learning Analysis:** See Handout for details

This assignment will be assessed for the clarity of information communicated about the beverage production experience chosen by the student. Students should be able to analyze and explain the production process.

**25 points**     **Final Examination:** This exam is a compilation of the lecture notes and text readings from the entire semester.

- The format will be fill in the blank, term identification, short answer and multiple choice
- Students will be asked to identify one wine through a blind tasting

### **MISSION STATEMENT**

The mission of the Department of Hospitality Management of New York City College of Technology is to provide students with a hospitality career education that integrates applied management practices and theory with liberal arts and sciences. To fulfill its mission, the department will:

- offer a comprehensive applied management curriculum;
- provide students with the necessary professional and communications skills for successful careers;
- foster an understanding of social responsibility through involvement in community service.

### **NYC COLLEGE OF TECHNOLOGY STATEMENT ON ACADEMIC INTEGRITY**

Students and all others who work with information, ideas, texts, images, music, inventions, and other intellectual property owe their audience and sources accuracy and honesty in using, crediting, and citing sources. As a community of intellectual and professional workers, the College recognizes its responsibility for providing instruction in information literacy and academic integrity, offering models of good practice, and responding vigilantly and appropriately to infractions of academic integrity. Accordingly, academic dishonesty is prohibited in The City University of New York and at New York City College of Technology and is punishable by penalties, including failing grades, suspension, and expulsion. The complete text of the College Academic Integrity Policy Manual may be found on the College website.

### **STATEMENT OF ACADEMIC DISHONESTY AND PLAGIARISM**

As stated in the Academic Integrity Policy Manual, "academic dishonesty occurs when individuals plagiarize or cheat in the course of their academic work. Plagiarism is the presenting of someone else's ideas without proper credit or attribution. Cheating is the unauthorized use or attempted use of material, information, notes, study aids, devices or communication during an academic exercise."

### **STATEMENT OF CLASSROOM BEHAVIOR**

Each student has the right to study and learn in a comfortable, safe, supportive environment that promotes self-esteem – free of fear, humiliation, intimidation, offensive or suggestive language.

### **PROFESSIONALISM AND PARTICIPATION**

The Department of Hospitality Management follows industry standards in order to educate, develop and mentor future hospitality and tourism professionals. In order to successfully complete a course, students must consistently participate in class and meet deadlines.

### **USE OF ELECTRONIC DEVICES**

As stated in the Student Handbook, the use of cellular phones and audio equipment in all academic and study areas of the college is prohibited. Students are not permitted to take calls or text message during class. Students may not use their cell phones as calculators. In some instances, an instructor may allow the use of personal electronic devices for in class activities.

### **ORAL PRESENTATION STYLE STATEMENT:**

The Hospitality Management Department has developed a standardized format for all oral presentations. Refer to the Oral Presentation Rubric.

### **WRITING STYLE STATEMENT**

The hospitality management department has developed a standardized format for all written assignments. Written work must be prepared using APA Style Publication Manual of the American Psychological Association as a reference guide. All editorial formats, abbreviations, use of statistics, graphs, citations and references must conform to APA style. Footnotes are not permissible. Visit the City Tech Library website for APA Style Guides.

**Week 1, August 31** Introduction to Wine & Beverage Management, Wine Composition, Viticulture, Beverage Terms  
**Required reading:** Society of Wine Educators, Chapter 1, 3, 4, 5

**Week 2, September 7** Viticulture & Vinification  
**Required reading:** Society of Wine Educators, Chapter 5, 6, 7, 2

**Week 3, September 14** Introduction to the Rules and Regulations of the European Union, Introduction to the Wine Regions of France (Loire and Alsace)  
**Required reading:** Society of Wine Educators, Chapter 8, 9, 21  
**Tasting:** French White Wine  
*Quiz: Viticulture, Vinification*

**Week 4, September 19** Wine of Bordeaux, Burgundy, and The Rhone Valley  
**Required reading:** Society of Wine Educators, Chapter 9  
**Tasting:** French Wine  
**Assignment Due:** Questions for the Retail Analysis  
**Assignment Discussion:** Retail Analysis and Beverage Experience

**Week 5, September 28** Italy: Piedmont, Tuscany, Veneto, and Friuli-Venezia Giulia  
**Required reading:** Society of Wine Educators, Chapter 10  
**Tasting:** Italian Regional Wine and Sparkling Wine  
*Quiz: France and EU Rules and Regulations*

**Week 6, October 5** Wine of Germany  
**Required reading:** Society of Wine Educators, Chapter 13  
**Tasting:** German Wine

**Week 7, October 12** Prohibition; Sales: Rules, Regulations, Strategy; and Wine of North America: New York, Washington, Oregon  
**Required reading:** Society of Wine Educators, Chapter 16 and 23  
**Required Media Review:**  
<http://www.history.com/topics/prohibition/videos/america-goes-dry-with-prohibition>  
<http://www.history.com/topics/prohibition/videos/bet-you-didnt-know-prohibition>  
**Tasting:** New York, Washington, Oregon  
*Quiz: Italy and Germany*

**Week 8, October 19** Wine of California  
**Required reading:** Society of Wine Educators, Chapter 16  
**Tasting:** California Wines  
**Assignment Due:** Retail Analysis

**Week 9, October 26** Wine of New Zealand, Australia, South Africa  
**Required reading:** Society of Wine Educators, Chapter 18  
**Tasting:** New Zealand, Australia, South Africa

**Week 10, November 2** Wine of Argentina, Chile and the Iberian Peninsula

**Required reading:** Society of Wine Educators, Chapter 17 and 11

**Tasting:** Wine of Argentina, Chile and Rioja

*Quiz: Prohibition, Sales, North America, California, NZ, AU and SA*

**Week 11, November 9** Fortified Wine

**Required reading:** Society of Wine Educators, Chapter 7, 11, 12

**Tasting:** Porto, Madeira, Sherry

**Week 12, November 16** Sparkling Wine

**Required reading:** Society of Wine Educators, Chapter 6. Pages 109-112, 136-137, 160, 180

**Tasting:** Champagne, Cava, Prosecco and other Sparkling Wines

**Week 13, November 30** Beer

**Required reading:** To be distributed

**Tasting:** Beer

*Quiz: Fortified Wine and Sparkling Wine*

**Week 14, December 7** Introduction to Distillation and Spirits of the World

**Required reading:** To be distributed

**Required Media Review:** <http://www.history.com/topics/prohibition/videos/the-birth-of-bourbon>

**Tasting:** None

**Assignment Due:** Beverage Experience

**Week 15, December 14**

Final

**Tasting:** Blind