

**Wine and Beverage Management
 HMG 2402
 Spring 2016**

Instructor	Prof. Karen Goodlad	Course Section	48563
E-mail	kgoodlad@citytech.cuny.edu	Day	Thursday
Phone	718-260-5638	Location	N206
Office	N200	Time	3:00p.m.-5:30p.m.
Office Hours	Monday 11:30-12:30 Thursday 11:00-12:30	Class Hours	3
		Lab Hours	0
		Credits	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 HMG 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 (HMG 2402: Skill; Gen Ed: Skill)	Quizzes, final examination, written assignments, class participation
b. Communicate in diverse settings wine making methods using wine industry terminology (HMG 2402: 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 (HMG 2402: 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 (HMG 2402: 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 (HMG 2402: Knowledge; Gen Ed: Values/Ethics)	Quizzes, final examination, written assignments, class participation

Prerequisites

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HMG 2302, HMG 2303, HMG 2304

Required Texts

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

Suggested Texts And Readings

NY Times, Dining In/Dining Out

Sante Magazine

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

MacNeil, Karen. *The Wine Bible*. 2001. Workman Publishing, 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*. 2009 Edition. Sterling: New York.

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.

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.

Course Materials

- Corkscrew/Wine Key

Attendance Policy

The department policy for attendance follows the rules printed in the college catalog (page 30):
“A student may be absent without penalty for up to 10% of the number of scheduled class meetings during the semester.

Lecture classes meeting 1 time/week for 15 weeks: 2 allowable absences

Lecture classes meeting 1 time/week for 5 or 7 weeks: 1 allowable absence

Laboratory classes meeting 1 time/week for 15 weeks: 1½ allowable absence

Every lateness (up to 10 minutes after the scheduled start time) equals ½ absences. As stated in the college catalog, “If a student’s class absences exceed the limit established for a given course or component, the instructor will alert the student that a grade of ‘WU’ may be assigned.”

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
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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	70-76.9 points
C+	77-79.9 points	D	60-69.9 points
		F	59.9 –0 points

Detailed Description of the HMGT 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 and end of the class
- There will be **NO MAKE-UP QUIZZES**
- The three 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 250-300 words in length.
- The assignment will be submitted via the OpenLab
- 10 points** **Visit to a Winery:** See Handout for details
Visit a vineyard with a winery in any AVA. Explain the techniques the winery employs when making their wine. Identify and analyze the unique qualities of the wines using the following information:
- Grapes grown
 - Approach to agriculture
 - Vinification practices utilized
 - Knowledge of tasting room personnel
 - Customer service skill of tasting room personnel
 - Additional comments/recommendations
- 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 hospitality management department 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 POLICY 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 policy on Academic Integrity may be found in the catalog.

STATEMENT ON PLAGIARISM

As stated in the college catalog (page 52), “plagiarism is the act of presenting another person’s ideas, research, or writings as your own.” Plagiarism will not be tolerated.

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.

USE OF ELECTRONIC DEVICES

As stated in the Student Handbook (page 66), the use of cellular phones and audio equipment in all academic and study areas of the college are prohibited. Cellular phones, beepers, pagers, iPods, etc. must be turned off during class sessions. Students are not permitted to take calls or text message during class or to leave the classroom during scheduled class time to conduct a conversation. Students may not use their cell phones as calculators.

ORAL PRESENTATION STYLE STATEMENT:

The hospitality management department has developed a standardized format for all oral presentations. Refer to oral presentation rating form and *Effective Speaking Guidelines*.

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, 5th edition 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 <http://library.citytech.cuny.edu/instruction/papersupport.html> for APA Style Guides.

Unless otherwise instructed, all papers are to be simply bound with a staple in the upper left-hand corner. No report covers are to be used. All papers must be computer generated, double-spaced on white bond or computer paper (8½" x 11" with no holes), standard margins (1" top x 1" bottom x 1" left x 1" right), Courier or Times Roman typeface, 12 points. Correct spelling, sentence structure and grammatical construction are expected. Proofreading is a given!

Standard title (cover) page must include assignment name centered on the title page; one double space below, type student’s name; one double space below, type course title / section number; one double space below, type instructor’s name; one double space below, type due date; all entries are centered under assignment name. Exceptions to standardized format: Memoranda follow a standard memo format. Internship reports must be spiral bound.

Week #	Date	Lecture Topic	Reading Assignment
1	Feb 4 Lecture	Overview of Course Requirements Distillation and Distilled Beverages	Handouts
2	Feb 11 Lecture	<u>Viticulture and Vinification</u> Components of Grapes & Wine Vineyards of the World Appellations and Regulations	Weekly Quiz Kolpan, Smith, and Weiss Chapters 1, 2, 3
3	Feb 18 Lecture & Tasting	<u>French White Wines</u> Regions, History, Varietals Wine & Food Pairing	Weekly Quiz Kolpan, Smith, and Weiss Chapter 3, 7
4	Feb 25 Lecture & Tasting	<u>French Red Wines</u> Regions, History, Varietals, Wine & Food Pairing	Weekly Quiz Kolpan, Smith, and Weiss Chapter 3, 7
5	Mar 3 Lecture & Tasting	<u>Champagne and Sparkling Wines</u> What is Champagne? Different Processes & Styles	Weekly Quiz Kolpan, Smith, and Weiss pages 78-85, 277-287, 366-367, 405-409, 432-433
6	Mar 10 Lecture & Tasting	<u>Wines of Italy</u> Regions, History, Varietals Wine & Food Pairing	Weekly Quiz Kolpan, Smith, and Weiss Chapter 8
7	March 17 Lecture & Tasting	<u>Wines of Germany and Eastern Europe</u> Regions, History, Varietals Wine & Food Pairing	Weekly Quiz Retail Store Analysis Due Kolpan, Smith, and Weiss Chapter 11, 12
8	March 24 Lecture & Tasting	<u>Australia, New Zealand, South Africa</u> Regions, History, Varietals Wine & Food Pairing	Weekly Quiz Kolpan, Smith, and Weiss Chapter 6
9	Mar 31 Lecture & Tasting	<u>Wines from North America</u> Regions, History, Varietals Wine & Food Pairing	Weekly Quiz Kolpan, Smith, and Weiss Chapter 5

Week #	Date	Lecture Topic	Reading Assignment
10	April 7 Lecture & Tasting	<u>Wines of California</u> Regions, History, Varietals Wine & Food Pairing	Weekly Quiz Kolpan, Smith, and Weiss Chapter 4
11	April 14 Lecture & Tasting	<u>Iberia & South America</u> Regions, History, Varietals Wine & Food Pairing	Weekly Quiz Kolpan, Smith, and Weiss Chapters 6, 9, 10
12	April 21 Lecture & Tasting	<u>Fortified Wines – Sherry, Port & Madeira</u> Regions, History, Varietals Wine & Food Pairing	Weekly Quiz Kolpan, Smith, and Weiss Page 77-78, 442-444, 481-485 Chapter 10
13	May 5 Lecture & Tasting	Beer: Ales and Lagers	Weekly Quiz Tasting Notes Due Handouts
14	May 12 Lecture	Service, Sales, Storage, Tasting Techniques	Winery Report Due Weekly Quiz Kolpan, Smith, and Weiss Chapters 16, 17, 18
15	May 19 Blind Tasting	Final Examination	Review all in class and text book notes