

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

Instructor	Prof. Goodlad	Course Section	D445
E-mail	kgoodlad@citytech.cuny.edu	Day	Thursday
Phone	718-260-5630	Location	N206
Office	N200	Time	3:00p.m.-5:30p.m.
Office Hours	By Appointment	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 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 T 2302, HMG T 2303, HMG T 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

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. 3rd 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

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+	77-79.9 points	C 70-76.9 points
C	60-69.9 points	
D	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 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 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, "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, the use of cellular phones and audio equipment in all academic and study areas of the college are prohibited. Cellular phones, iPods, tablets, 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 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.

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.

Revised July 2016 es

Week 1, February 2 Introduction to Wine & Beverage Management, Introduction to Vinification and Beverage Terms

Week 2, February 9 Viticulture & Vinification and Professional Beverage Service

Required reading: MacNeil, Pages 3-52, 101-114 and 130-135

Tasting: Techniques

Week 3, February 16 Prohibition; Sales: Rules, Regulations, Strategy; and Wine of North America: New York, Washington, Oregon

Required reading: MacNeil, Pages 665-672, 743-780 and 927-928

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

Week 4, February 23 Wine of California

Quiz: Viticulture, Vinification, Prohibition, Service, Sales

Required reading: MacNeil, Pages 665-742

Tasting: California Wines

Assignment Due: Questions for the Retail Analysis

Week 5, March 2 Wine of New Zealand, Australia, South Africa

Required reading: MacNeil, Pages 823-862, 893-906, 928, 929 and 930

Tasting: New Zealand, Australia, South Africa

Week 6, March 9 Introduction to the Rules and Regulations of the European Union, Introduction to the Wine Regions of France

Quiz: North American Wine Regions, California, New Zealand, Australia, South Africa

Required reading: MacNeil, Pages 923-924, 137-292

Tasting: French White Wine and Champagne

Week 7, March 16 Wine of Bordeaux, Burgundy, The Rhone Valley

Required reading: MacNeil, Pages 923-924, 143-172, 197-260

Tasting: French Red Wine

Assignment Due: Retail Analysis

Week 8, March 23 Italy: Piedmont, Tuscany, Veneto, Friuli-Venezia Giulia

Quiz, EU Rules, France Wine and Wine Regions

Required reading: MacNeil, Pages 924, 323-400

Tasting: Italian Regional Wine and Sparkling Wine

Week 9, March 30 Wine of Germany

Required reading: MacNeil, Pages 926 and 547-584

Tasting: German Wine

Week 10, April 6 Wine of Argentina, Chile and The Iberian Peninsula

Quiz: Wine Regulations, Wine Regions and Grape Varietals of Italy and Germany

Required reading: MacNeil, Pages 929, 925, 863-892 and 429-500

Tasting: Wine of Argentina, Chile and Rioja

Week 11, April 27 Fortified Wine

Required reading: MacNeil, Pages 929, 925, 509-536, and 455-472

Tasting: Porto, Madeira, Sherry

Week 12, May 4 Beer

Quiz: Wine Regions and Varietals of Argentina and Chile, Wine Regulations, Wine Regions and Grape Varieties of Spain and Fortified Wine

Required reading: To be distributed

Tasting: Beer

Week 13, May 11 Introduction to Distillation and Spirits

Required reading: To be distributed

Tasting: None

Assignment Due: Tasting Notes

Week 14, May 18 Spirits of the World

Required reading: MacNeil, Pages 313-322

Required Media Review: <http://www.history.com/topics/prohibition/videos/modern-marvels-bourbon?m=528e394da93ae&s=undefined&f=1&free=false>

Tasting: None

Assignment Due: Beverage Experience

Week 15, May 25

Final

Tasting: Blind