Department Mission Statement
The Hospitality Management Department of New York City College of Technology educates students for careers in the hospitality industry through foundational knowledge of hospitality operations and experiences that cultivate diverse perspectives, lifelong learning, collaboration, and community engagement.

Program Learning Outcomes
To graduate students who
1. identify and demonstrate skills relevant to the operational areas of hospitality management. (PLO #1)
2. utilize the dynamics of collaboration in diverse settings. (PLO #2)
3. demonstrate effective communication skills. (PLO #3)
4. exhibit the analytical and social skills essential for success in the global workplace. (PLO #4)
5. value and integrate lifelong learning, civic engagement, ethical reasoning, and social responsibility. (PLO #5)

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.

Prerequisites
HMGT 2302, HMGT 2303

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

<table>
<thead>
<tr>
<th>Student Learning Outcomes</th>
<th>Method of Assessment</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. Gather and synthesize information to identify fermented, brewed and distilled beverages (HMGT: Skill; Gen Ed: Skill)</td>
<td>Quizzes, class participation, tasting notes, beverage production experiential learning analysis, final examination</td>
</tr>
<tr>
<td>b. Communicate in diverse settings wine making methods using wine industry terminology (HMGT: Skill; Gen Ed: Skill; PLO #4)</td>
<td>Quizzes, class participation, beverage production experiential learning analysis, final examination</td>
</tr>
<tr>
<td>c. Gather, interpret and apply information about the factors that affect the taste of fermented, brewed and distilled beverages (HMGT: Knowledge; Gen Ed: Integration,)</td>
<td>Quizzes, class participation, tasting notes, beverage production experiential learning analysis, final examination</td>
</tr>
<tr>
<td>d. Gather, interpret and apply information about the geographic regions where fermented and distilled beverages are produced (HMGT: Knowledge; Gen Ed: Integration,)</td>
<td>Quizzes, class participation, tasting notes, analysis of wine retail store, beverage production experiential learning analysis, final examination</td>
</tr>
<tr>
<td>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,)</td>
<td>Quizzes, class participation, analysis of wine retail store, beverage production experiential learning analysis, final examination</td>
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</tbody>
</table>

### Old Grading Procedure

- **40%** Quizzes
- **5%** Class participation
- **10%** Tasting notes
- **10%** Analysis of a wine retail store
- **10%** Beverage production experiential learning analysis
- **25%** Final Examination

Total 100%

### New Grading Procedure

- **40%** Quizzes (weekly starting with Wine of California)
- **5%** Class participation
- **10%** Current Events in the NYC Beverage Market
- **10%** Analysis of a wine retail store or Wine List Analysis (student choose)
- **10%** Beverage Trends Report (Use sevenfifty daily, vinepair and Forbes)
- **25%** Final Examination

Total 100%

### Assignments

**40 points Quizzes**

The format of quizzes is a combination of fill-in-the-blank, term identification, multiple choice and short answer; quizzes are given at the end of each session via Blackboard. Appropriate use of wine and beverage terminology is expected (spelling counts). Information for each quiz is derived from lecture, handouts and text book material. The lowest grade of five quizzes will be dropped. Make-up quizzes are not offered.
Class Participation
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.

Current Events in the NYC Beverage Market
Beverage characteristics and proper beverage identification will be utilized to prepare tasting notes on specific tasting sheets provided to students.

Analysis of Wine Retail Store or Wine List Analysis (student choice)
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 or wine lists. Comparing two different retail shops is strongly suggested. Comparing different wine lists is required. The analysis/comparison should be 375-425 words in length. The assignment will be submitted via the OpenLab.

Beverage Trends Report
This assignment will be assessed for the clarity of information communicated about the beverage trends chosen by the student. Students should be able to analyze and explain the chosen trend. The report should be 375-425 words in length. The assignment will be submitted via the OpenLab.

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.

Grading System
A 93 – 100
A- 90 – 92.9
B+ 87 – 89.9
B 83 – 86.9
B- 80 – 82.9
C+ 77 – 77.9
C 70 – 76.9
D 60 – 69.9
F 59.9 and below

Required Text
Suggested Texts and Readings


**Rubrics**

Beverage Trends Report Rubric

<table>
<thead>
<tr>
<th>Sources</th>
<th>0 points</th>
<th>1 points</th>
<th>2 points</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>No sources are included</td>
<td>One or two academically appropriate sources</td>
<td>Three or more academically appropriate sources</td>
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<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>APA Format for in-text citation and reference list</th>
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<th>1 points</th>
<th>2 points</th>
<th>Comments</th>
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</thead>
<tbody>
<tr>
<td>No in-text citations included</td>
<td>Inaccurate use of in-text citations</td>
<td>Proper format for in-text citation</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Reference List format is incorrect</td>
<td>Inaccuracies in reference list</td>
<td>Proper format for reference list</td>
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<table>
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<tr>
<th>Vocabulary</th>
<th>0 points</th>
<th>1 points</th>
<th>2 points</th>
<th>Comments</th>
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</thead>
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<tr>
<td>Vocabulary words are missing</td>
<td>1-9 vocabulary words written in bold, expressing a developing understanding of the subject matter</td>
<td>10 or more vocabulary words written in bold, expressing a wide range of knowledge</td>
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<td></td>
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<table>
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<th>Images with descriptions</th>
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<th>1 points</th>
<th>2 points</th>
<th>Comments</th>
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<tbody>
<tr>
<td>Images are missing</td>
<td>Some images are included</td>
<td>Six or more images are included and include a description</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Some description is included</td>
<td></td>
<td></td>
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</table>

<table>
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<tr>
<th>Overall</th>
<th>0 points</th>
<th>1 points</th>
<th>2 points</th>
<th>Comments</th>
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</thead>
<tbody>
<tr>
<td>Errors in grammar and proofreading interfere with overall communication</td>
<td>Some errors in grammar and proofreading</td>
<td>Free of errors</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Selected Bibliography


Beverage Tasting Framework (Not applicable at the recess)
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.
Class Meeting Schedule

**Week 1, January 29**  
Introduction to Wine & Beverage Management, Wine Composition, Viticulture, Beverage Terms  
Required reading: Society of Wine Educators, Chapter 1, 3, 4, 5

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

**Week 3, February 19**  
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, February 26**  
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, March 4**  
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, March 11**  
Wine of Germany  
Required reading: Society of Wine Educators, Chapter 13  
Tasting: German Wine

The remainder of the weekly syllabus is updated

**Week 7, March 18**  
College on recess, practice social distancing, learn how to use Blackboard Collaborate

**Week 8, March 25**  
Distance Learning and HMGT 2402  
- Changes to the semester projects  
- Updated syllabus  
The Beverage Market in the United States  
- Current events: tariffs, SLA, Covid 19  
- Prohibition  
- Three Tier and Control States: Rules, Regulations, Strategy  
*Required reading*: Society of Wine Educators, Chapter 16 and 23  
*Required Media Review*:  

*Weekly Assessment/Class Participation via Blackboard*
Week 9, April 1
Wine of California, New York, Washington and Oregon
Required reading: Society of Wine Educators, Chapter 16
Assignment Due: Retail Analysis or Wine List Comparison, (Students Choose)
Weekly Assessment/Quiz/Class Participation via Blackboard

Week 10, April 7 (Tuesday)
The Iberian Peninsula and Fortified Wine
Required reading: Society of Wine Educators, Chapter 7, 11, 12
Weekly Assessment/Quiz/Class Participation via Blackboard

Week 11, April 22
Wine of Argentina, Chile
Required reading: Society of Wine Educators, Chapter 17
Weekly Assessment/Quiz/Class Participation via Blackboard

Week 12, April 29
Wine of New Zealand, Australia, South Africa
Required reading: Society of Wine Educators, Chapter 18
Weekly Assessment/Quiz/Class Participation via Blackboard

Week 13, May 6
Sparkling Wine
Weekly Assessment/Quiz/Class Participation via Blackboard

Week 14, May 13
Beer
Required reading: To be distributed
Assignment Due: New York City Trends Report
Weekly Assessment/Quiz/Class Participation via Blackboard

Week 15, May 20
Final
Student Accessibility
Qualified students with disabilities, under applicable federal, state, and city laws, seeking reasonable accommodations or academic adjustments must contact the Center for Student Accessibility for information on City Tech’s policies and procedures to obtain such services. Students with questions on eligibility or the need for temporary disability services should also contact the Center at The Center for Student Accessibility:
300 Jay Street, room L-237, 718 260 5143.  http://www.citytech.cuny.edu/accessibility/

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

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.

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."

The complete text of the College Academic Integrity Policy Manual may be found on the College website.

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
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.

Writing Style Statement
The hospitality management department requires that all written work must be prepared using APA Style Publication Manual of the American Psychological Association as a reference guide. This includes editorial formats, abbreviations, use of statistics, graphs, citations and references. Visit the City Tech Library website for APA Style Guides.