

**Wine and Beverage Management
HMGT 2402**

Spring 2020 Updated after CUNY Recess and Recalibration

Instructor	Prof. Karen Goodlad, CSW	Class Number	24120
E-mail	kgoodlad@citytech.cuny.edu	Day	Wednesday
Phone	718.260.5360	Location	N226
Office	N200	Time	6:00 p.m. – 8:30 p.m.
Office Hours	Monday 8:00am-9:00am	Class Hours	3
	Tuesday 11:30am-12:30pm	Lab Hours	0
	Wednesday 2:30pm-4:30pm	Credits	3

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	Method of Assessment
a. Gather and synthesize information to identify fermented, brewed and distilled beverages (HMGT: Skill; Gen Ed: Skill)	Quizzes, class participation, final examination
b. Communicate in diverse settings wine making methods using wine industry terminology (HMGT: Skill; Gen Ed: Skill; PLO #4)	Quizzes, class participation, tasting notes, final examination
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, class participation, tasting notes, final examination
d. Gather, interpret and apply information about the geographic regions where fermented and distilled beverages are produced (HMGT: Knowledge; Gen Ed: Integration,)	Quizzes, class participation, tasting notes, analysis of wine retail store, beverage production experiential learning analysis, final examination
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, class participation, Current Events in the NYC Beverage Market, Analysis of a wine retail store or Wine List Analysis, Beverage Trends Report, final examination

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's choice)
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.

5 points 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.

10 points Current Events in New York City Beverage Market

Students will choose from a list of current events, identify articles in trade publications and explain the impact of the current event on the New York City Beverage Market.

10 points 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.

10 points 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 chose trend. The report should be 375-425 words in length. The assignment will be submitted via the OpenLab

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

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

Nickles, J. (2019). *2020 Certified specialist of wine study guide*. Society of Wine Educators.

Retrieved January 8, 2020 from https://www.amazon.com/2020-Certified-Specialist-Study-Guide/dp/1699892989/ref=pd_bxgy_14_2/139-7000729-2580727?_encoding=UTF8&pd_rd_i=1699892989&pd_rd_r=bad4d816-ec44-46ba-a2fd-aa1d7abca88e&pd_rd_w=0Hoo0&pd_rd_wg=Joj9f&pf_rd_p=09627863-9889-4290-b90a-5e9f86682449&pf_rd_r=96G77M1E0NCSVPB5RCFY&pvc=1&refRID=96G77M1E0NCSVPB5RCFY

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/>

Selected Bibliography

Clarke, O. (2015). *The history of wine in 100 bottles: from Bacchus to Bordeaux and beyond*. Toronto, Ontario: Sterling Publishing.

Gibson, M. (2010). *The Sommelier Prep Course*. Hoboken, NJ: John Wiley & Sons.

Johnson, H., & Robinson, J. (2019). *The world atlas of wine* (8th ed). London, United Kingdom: Mitchell Beazley.

Kolpan, S., Smith, B., & Weiss, M. A. (2010). *Exploring wine, complete guide to wines of the world* (3rd ed.). New York, NY: John Wiley & Sons, Inc.

MacNeil, K. (2016). *The wine bible*. New York, NY: Workman Publishing.

Mcarthy, E., & Ewing-Mulligan, M. (2015). *Wine for dummies* (6th ed). New York, NY: John Wiley & Sons, Inc.

Puckette, M., & Hammack, J. (2018), *Wine folly: magnum edition the master guide*. New York, NY: Avery.

Zraly, K. (2018). *Windows on the world complete wine course* (Revised and Expanded). New York, NY: Sterling.

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:

<http://www.history.com/topics/prohibition/videos/america-goes-dry-with-prohibition>

<http://www.history.com/topics/prohibition/videos/bet-you-didnt-know-prohibition>

Weekly Assessment/Class Participation via Blackboard

Assignment Due: Retail Analysis or Wine List Comparison, (Student's Choice) * Due before April 1st

Week 9, April 7 (Tuesday)

Wine of California, New York, Washington and Oregon

Required reading: Society of Wine Educators, Chapter 16

Weekly Assessment/Quiz/Class Participation via Blackboard

Week 10, April 15

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

Assignment Due: Current Events in New York City Beverage Market

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

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

Weekly Assessment/Quiz/Class Participation via Blackboard

Week 14, May 13

Beer

Required reading: To be distributed

Assignment Due: Beverage 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.