

Mt. San Jacinto College
Integrated Course Outline of Record

Form B

Submitted by:	Karen Cranney	Date:	06/13/2019
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Department	Subject	Course Number	Title
Wine Industry and Hospitality	Wine Industry and Hospitality WINE	500	Wine Hospitality (formerly VEW 106)

Units/Hours

- Each lecture unit requires 1 hour per week of class time, and 2 hours per week of study outside of class.
- Each laboratory unit requires 3 hours per week of class time.
- Each activity unit requires 2 hours per week of class time and 1 hour per week of study outside of class.

Lecture Units

3.00

Total Units

3.00

Lecture Contact Hours

48.00 - 54.00

Total Contact Hours

48.00 - 54.00

Lecture Homework Hours

96.00 - 108.00

Stand Alone:

Stand Alone

AA/AS Degree General Ed Breadth Area(s):

-none-

General Education Justification:

Maximum Enrollment:

40

Maximum Enrollment Justification:

Justification:

Grading Method:

Letter Grade or P/NP

TOP code:

0104.00*

Can be Taken

1

time(s) for credit (max 4)

- ☐
- Visual or Performing Arts course that is required to meet major requirements for UC/CSU
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- ☐
- Intercollegiate athletics course
-
- ☐
- Academic/vocational competition course

Catalog Description:

(Please do not refer to transferability or degree, certificate, or employment concentration applicability. Please only describe the course).
(75 words or less in gray box below).

This course is an introduction to hospitality skills and knowledge for those industries where wine is offered for consumption. Topics include wine service in the tasting room and restaurant, marketing, sales, staff development, events planning, food and beverage coordination, hospitality and alcoholic beverage law, tasting room design and organization, wine club development and management. Basic enology and viticulture, wine tasting techniques, the study of the major wine regions, grape varietals and classic blends.

Schedule Description:

(Please do not refer to transferability or degree, certificate, or employment concentration applicability. Please only describe the course).
(25 words or less in gray box below).

This course introduces hospitality skills and knowledge for those industries where wine is offered for consumption. Topics include wine service, laws, marketing and sales.

Need for the course:

This course is part of the Wine Industry and Hospitality employment concentration under the subheading of Wine Hospitality and Salesmanship. The program name changed from VEW - Viticulture, Enology and Winery Technology to Wine Industry and Hospitality Program. The course makes productive use of particular strengths the college has to offer and is in demand by students with transfer or occupational goals.

Prerequisite(s):

Prerequisites go through a separate approval process. See Forms E1-E6 for details.
(For further clarification, contact the Prerequisite Subcommittee)

-none-

Corequisite(s):

Corequisites go through a separate approval process. See Forms E1-E6 for details.

-none-

Recommend Preparation:

Recommended Preparation goes through a separate approval process. See Forms E1-E6 for details.

-none-

Other Enrollment Criteria:

-none-

Learning Objectives:

(please number each objective and express in behavioral terms)
Upon the completion of the course the student will be able to do the following:

1. Evaluate basic concepts of enology to the field of hospitality
2. Evaluate basic concepts of viticulture to hospitality

- 3. Differentiate the various sales and marketing strategies in the wine industry
- 4. Design staff development activities;
- 5. Assess tasting room and customer service skills
- 6. Compare and contrast different aspects of wine club development and management
- 7. Examine hospitality and alcoholic beverage law;
- 8. Assess principles of event program coordination
- 9. Evaluate basic concepts of food and beverage coordination;

Course Content:

(please number the outline of main topics and subtopics)

- 1. Tasting room skills, restaurant skills and customer service
 - a) Understand the product
 - b) Techniques of proper glassware
 - c) Glassware handling procedures
 - d) Overpouring rules
 - e) Recommending wine to customers
- 2. Wine sales and marketing
 - a) Branding and marketing
 - b) Signage and promotional coupons
 - b) Sales psychology
 - c) Upselling and word of mouth
 - d) Closing the Sale
- 3. Staff development
 - a) training seminars
 - b) tier tasting
- 4. Events program coordination
 - a) Wedding logistics
 - b) Concerts and rentals for events
 - c) Business meetings
 - d) Banquet event orders
 - e) Revenue generation
- 5. Wine club development and management
 - a) Shipping laws
 - b) Revenue generation and member discounts
 - c) Inventory control
 - d) Wine club models
- 6. Alcoholic beverage law
 - a) Hospitality regulations
 - b) ABC license
- 7. Food and beverage operations
 - a) Food safety modernization act
 - b) Catering standard operating procedures
- 8. Principles of pairing wine and food
 - a) Fat element
 - b) Acid element
 - c) Salt element
 - d) Sweetness element
- 9. Enology fundamentals
 - a) Basics of primary fermentations
 - b)Wine maturation and aging
 - c) Crushing operations
 - d) Racking wine
 - e) Bottling wine

- f) Fining and filtration
- 10. Viticulture fundamentals
 - a) Vine life cycle
 - b) Trellis systems and canopy management
 - c) Farming techniques and yield
 - d) Terroir

Methods of Instruction:

Methods of instruction may include, but are not limited to the following:

- **Method:** Lecture
Integration: Lecture presentations will be used to assist students with wine club development, alcohol beverage law, pairing of wine and food, and enology fundamentals.
- **Method:** Observation and Demonstration
Integration: Observation and demonstration will be used to investigate wine sales, marketing and viticulture fundamentals.
- **Method:** Field Trips
Integration: Field trips will be used to teach students proper tasting room customer service skills, food and beverage operations and event coordination.
- **Method:** Group Projects
Integration: Group projects will take place in small groups facilitated by the instructor to assist student understanding of wine club development, alcoholic beverage law, events program coordination, marketing and staff development.

Methods of Evaluation:

A student's grade shall be determined by the instructor using multiple measures of performance related to the course objectives. Methods of evaluation may include but are not limited to the following:

- **Method:** Exams/Tests
Integration: Written quizzes and exams will be used to measure the mastery of course objectives. A defined rubric will be used to evaluate student knowledge of tasting room and restaurant customer service, wine sales and marketing, staff development, events coordination, wine club development and management, alcohol beverage laws and principles of wine/food pairing. One comprehensive final exam will be given.
- **Method:** Group Projects
Integration: Group projects will will be evaluated on the oral presentation or discussion of interpersonal relations and professional development in a tasting room or winery.
- **Method:** Capstone Project
Integration: Capstone project will be evaluated on a defined rubric that measures the elements of marketing, sales, wine making, and regulatory requirements as observed and discussed.
- **Method:** Projects
Integration: Project assignments will be used to measure student knowledge of wine sales and marketing, wine club development and management, food and beverage operations and wine/food pairing.

Examples of Assignments:

Students will be expected to understand and critique college level texts or the equivalent. Reading and writing, as well as out of class assignments are required. These assignments may include but are not limited to the following:

1. Diagram the steps for for winemaking from harvest to bottling and differentiate between red wine and white wine production.
2. Write a dinner menu that would pair well with red full bodied wine such as cabernet sauvignon
3. Describe how drinking wine with food should add enjoyment, not stress to your meal by designing a harmonious balance of flavors from both the wine and the food for a dessert event that is serving Creme brulee, fresh fruit, or lemon tart.

4. Discuss decanting and aerating by wine region. For example, in Burgundy they never decant their Beaujolais or other delicate wines. In Bordeaux, they decant their cabernet sauvignon and merlot most of the time. Describe the process of decanting and aerating.
 5. Illustrate on a general level what type of cheese should be paired with wines that have high acid content.
 6. Set up a menu with the best red wine with lunch (pinot noir), best white wine with lunch (riesling), best white wine with meat(chardonnay), and best wine after dinner (port).
 7. Construct a mock winery event for a wedding, a tourist event, a corporate event, or some other hospitality event within a budget for 100 people.
 8. Design a staff development training seminar for tasting room employees who are not familiar with the types of guests that frequent wineries. Include all the federal, state, and local regulations, the customer service expectations, and the professional expectations of the hospitality industry.

Textbooks:

- Henderson, J. Patrick; Alexopoulos, John; Rex, Dellie (2012). *About Wine, 2nd* Delmar Cengage Learning. ISBN: 978-1-4390-5650-9
 - Schmid, Albert (2013). *The Beverage Manager Guide to Wines, Beers and Spirits, 3rd* Prentice Hall. ISBN: 978-0-1327-0672-8
 - Puckette, M. Hammack, J. (2015). *Wine Folly: The Essential Guide to Wine* Penguin. ISBN: 9781592408993
 - Paulson, Linda (2019). *Romancing the Grape* Success Strategies, Inc.. ISBN: 978-0-962-B039-0-1

Other Resources:

Minimum Qualification

- Culinary Arts/Food Technology **or**
 - Restaurant Management