Spring 2020
Advanced Concepts in the Wine and Beer Industries
HTMT 310-02 Tate 315
Jan 14, 21, 28 Feb 4, 11, 18, 25 March 3, 10, 24, 31 April 7, 14, 21
5:30-8:15pm
Instructor: Michael Cohen
Telephone: 908-770-2587
e-mail: orthowine@gmail.com, cohenmm@cofc.edu
Office hours: By appointment.
Course prerequisites: Junior standing; HTMT 210 or instructor’s permission

Course description:
Designed to give the student an overview of the wine and beer industries, including international trade regulations. The student will learn the nuances of wine and beer tastes, food pairings and the basics of setting up a wine and beer program for the hospitality and tourism industry. Also establishing the criteria for value and marketability of wine and beer for hospitality establishments will be stressed.

Course objectives:

Topics:
- Do you think you know wine and beer?
- How do spice, flavor, intensity and price influence your purchasing decisions?
- How do you set up a menu and pair it with beer and wines?
- These and other topics, including sampling a wide gamut of beer and wines will be covered in this class
- After this course, you should be able to sit for the Certified Specialist in Wine certification with just a little outside reading

Learning methods: The student will be encouraged to develop sensory analysis of beer and wine, and express to a group, the nuances of taste, flavor and aroma. Weekly quizzes will count towards the final grade. The student will be required to make a video for wine at the mid point of the course and a beer video at the end of the course. These videos will be in lieu of a final examination

Students will be encouraged to explore the world of beer and wine outside the classroom by engaging local professionals. Homework, which is voluntary, will involve individual submissions of food pairings consumed with either beer or wine during the semester.

The Course will support the School of Business Learning goals:

Student Learning Outcomes
What will students know and be able to do when they complete the course
Students will be able to identify and analyze wine and beer aromas/taste and pair effectively with food. Additionally the student will be able to construct an effective wine and beer list for a hospitality venue

Assessment Method and Performance Expected
How will each outcome be measured? Who will be assessed, when, and how often?
How well should students be able to do on the assessments?
Communication Skills
Students will demonstrate the ability, via both written and spoken word, to effectively present, critique, and defend ideas in a cogent, persuasive manner.

Students are called upon to give their opinion on the qualities, tastes, flavors and aromas of wine and beer in class. Students are given weekly quizzes and must write in essay form their responses. New vocabulary and pronunciation are skills acquired in the course.

Intellectual Innovation and Creativity
Students will be able to demonstrate their resourcefulness and originality in addressing extemporaneous problems.

Students analyze food pairings for wine and beer in home work assignments and critique the level of pairing.

Global Civic Responsibility
Students will be able to integrate knowledge and skills in applications that facilitate student articulation and response to social, ethical, environmental, and economic challenges at local, national and international levels.

Students are instructed in the nuances of political, social, and economic factors in the global wine and beer industries, and then given the resources to begin business endeavors at any level from local to international.

Synthesis
Students will demonstrate the ability to integrate knowledge from multiple different disciplines incorporating learning from the classroom and non classroom settings, in the completion of complex and comprehensive tasks.

The students 2 ‘mid term’ exams will be constructed in video format, incorporating lecture material, field research and homework, conducted at the establishment of their choosing. Students will called upon to learn complex algorithms to decipher nuances of wine and beer aromas coupled with price structure and pairing ability with food, to determine value and marketability of wine in a hospitality setting.

Quantitative Fluency
Students will demonstrate competency in logical reasoning and data analysis skills.

Students are quizzed weekly on wine and beer aromas, viticulture and viniculture, brewing, and geographical identities as they
You will be asked to demonstrate these skills by completing your class assignments. They are required to identify in class on a weekly basis, by deductive reasoning, the identity of wines and beers from their acquired knowledge of aromas, flavors, and taste. They then must substantiate their decision with the acquired knowledge from the lecture material.

Recommended Text:

Wine and Beer for the Hospitality Industry

By Michael Cohen

Spiral bound book from C of C printing

Academic Integrity

The College of Charleston’s honor code is in effect in this course. Any student caught cheating will receive a failing grade in the course and additional action may be taken. Cheating includes copying someone else’s work in quizzes, tests, homework and assignments. It also includes paraphrasing previously printing material without acknowledging the source by footnote. It includes using notes during examinations when not authorized to do so, collaborating with others on take home exams, using someone else’s idea without referencing them, or turning in an assignment for this class that was submitted for another class. Cheating also includes allowing one’s work to be copied by others and doing work for other students. If any items are unclear, see the instructor.
Students Needing Access Parity (SNAP): We provide services and accommodations for students with disabilities (physical, psychological, learning, or attentional) that have been documented by a qualified MD or psychologist. Documentation must meet criteria published in the SNAP brochure and on our website [http://disabilityservices.cofc.edu](http://disabilityservices.cofc.edu). Accommodations are decided on a case-by-case basis and are determined by the type and severity of the disability and the essential elements of the course the student is taking. Accommodations are designed to provide access to education and to circumvent or reduce the effect of the disability as much as possible, not to give an advantage or guarantee success.

Grades

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<th>Grade</th>
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<td>D+</td>
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<td>60-64</td>
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<td>F</td>
<td>59 or less</td>
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Class Attendance and Participation

The course has now instituted an attendance policy. Sign in attendance will be taken at every class. Attendance will count for 5% of the final grade in both the wine and beer sections. Medical excuses will not penalize students. In the event of some other emergency, students are required to notify the professor before class to avoid any repercussions with the attendance grade.

<table>
<thead>
<tr>
<th>Missed classes</th>
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<td>3 or more</td>
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**Lecture Schedule**

Class I: Intro to the world of wine, France, Burgundy, food and wine pairings

Class II: France cont, Italy, food and wine pairings

Class III: Italy cont, Germany, food and wine pairings

Class IV: Spain, Australia, food and wine pairings

Class V: New Zealand US, rest of the world

Class VI: Wine importation regulations, tax regulations

Class VII: Future trending

Class VIII: Intro to the world of beer, beer history, Charleston beer history
Class IX: Sensory analysis, contents of beer, beer service, glassware

Class X: how to taste, lagers, pilsners, steam beer

Class XI: Lagers and ales cont, wheat beer, Belgian ales

Class XII: British ales, porters, stouts, IPA’s, brown ales, Trappist styled beers

Class XIII: stouts, imperial ales, barley wines, sour ales, international styles, beer and food pairing, creating a successful beer program