Advanced Concepts in the Wine and Beer Industries

HTMT 310-02 Tate 315 Tues
HTMT 310-03 Tate 315 Mon

Jan 11, 18, 25 Feb 1, 8, 15, 22 March 1, 15, 22, 29 April 5, 12, 19 for Section 02

Jan 10, 17, 24, 31 Feb 7, 14, 21, 28 March 14, 21, 28 April 4, 11, 18 for section 03

5:30-8:15pm

Instructor: Michael Cohen

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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 Fee:**

Since this course deals with the taste of wine and beer, there is a course fee to cover expenses. This will paid in 2 different ways. The first fee is registration with TopHat.com which is the learning management system used to teach the course, and this fee is $25 paid directly to TopHat.com. This gains you access to all the materials through the tophat.com website for the slides and extra credit assignments. You will be sent an invite to join the class by Dr. Cohen and then you will pay your fee to join the class.

The second fee is paid to the registrar for the materials in the course, namely the beer and wine. This fee is $50 and paid to the registrar. Students will not be allowed into the course until both fees are paid.

**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 or the Beer Cicierone 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 questions 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. These can be submitted to Instagram (#wineconcierge2) or Twitter (same)

**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. Students will become more proficient in public speaking on a subject learned in lecture.

**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?
Assessment will be point accumulation from questions asked during lecture. Pertinent information delivered during lecture will be questioned a few minutes after presentation. The goal is to achieve a better working memory based upon frequent questioning soon after presentation. This will enhance memory retention of critical concepts and skills delivered in the course. Students will be informed and in control of their final grade as they will see their point accumulations during the semester and judge on their own whether additional work by extra credit is necessary to elevate their final grade.

Mid term and final projects are videotapes in origin. This will assess the students ability to speak authoritatively on a subject in a public forum. Speech fluency, grammar, pronunciation and content will be evaluated. Subject knowledge will also be assessed through the ability to effectively reason a selection of wine or beer and how effectively it pairs with a menu selection from a local hospitality institution.

**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

**Intellectual Innovation and Creativity**

Students will be able to demonstrate their resourcefulness and originality in addressing extemporaneous problems

**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.

**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.

**Quantative Fluency**

Students will demonstrate competency in logical reasoning and data analysis skills. You will be asked to demonstrate these skills by completing your class assignments.

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 questions during lecture that reflect recent points made during lecture. It is this stimulus to remember recent concepts that will enhance memory recall and retention. New vocabulary and pronunciation are skills acquired in the course.

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

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.

The students’ mid-term exams will be constructed in video format, incorporating lecture material, field research and homework, conducted on their own time in any setting they choose. One video will be centered on wine the other on beer. Students will select a hospitality venue either in Charleston or some other location that they are familiar with. Students will need 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 and beer in a hospitality setting

Students are questioned weekly on wine and beer aromas, viticulture and viniculture, brewing, and geographical identities as they pertain to the wine and beer world. 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
TopHat.com

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.

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.

Grading

Grades will be based upon point accumulation through answering questions during lecture in the TopHat learning module, and for video mid term and final projects. Questions will presented during lecture that reflect recently delivered lecture content and it will be necessary for the student to pay attention during lecture as the answers to all questions are contained in the lecture. Points are awarded for correctly answering questions. There are no penalties for wrong answers. Students will be empowered with controlling their own destiny for grades as they will be able to measure their point accumulation next to the following schedule as to the grade they will receive.

Mid Term and Final Projects

A mid term and final video project will be assigned during the semester. These will be 100 points each as a maximum. The student is to take their knowledge gained and videotape themselves explaining 2 wine selections for the wine mid term and 2 beer selections for the beer mid term, for each item on a menu from either a local or known hospitality establishment. Students will be graded on the following content for their videos:
1. **Presentation**: can you speak clearly. Pronunciation. Correctly identifying the items you are matching to what wine/beer you are using

2. **Knowledge**: detailed knowledge of the wine/beer aromas and taste will be critical. Explaining the nuances of the wine/beer and why they are unique will be necessary

3. **Critical assessment**: can you make a successful argument as to why your selection effectively matches the food on the menu. Issues to be concerned with will include flavor, acidity, balance, weight, persistence. What type of match would this be? Complementary, synergistic, neutral, contrast, etc

Videos will be uploaded either through the TopHat learning module or directly to Dr. Cohen's email account @ cohenmm@cofc.edu

**Wine midterm will be due March 8, 2022 no later than 12 PM midnight**

**Beer midterm will be due April 26, 2022 no later than 12 PM midnight**

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Class Attendance and Participation

The course, while not having a strict sign in policy for each class, is structured so that if a student misses a class they will miss accumulating significant points towards their final grade. It will become the responsibility of the student to assess whether they can afford to miss or skip class and the resultant points awarded during class. Extra credit affords a redress to missed classes.

Lecture Schedule

Class I: Intro to the world of wine, how to taste wine, wine biochemistry

Class II: food and wine pairing concepts, wine labels, 
France: Bordeaux, Alsace, Burgundy

Class III: France: Rhone, Loire, Champagne, Italy: Fruili, Trentino-Alto-Adige, Veneto, Piedmonte, Tuscany

Class IV: Italy: Tuscany, Campania, Puglia, Sardegna, Sicily, Spain, Andalusia, Rioja, Ribero del Duero, Rueda, Catalunya, Monstant, Rias Baixas, Portugal, Vinho Verde, Duero, Madeira, Germany, Rheinhessen, Pfalz, Franken, Austria, Wachau, Niederosterreich, South Africa

Class V: South Africa, Stellenbosch, Breede River, Overberg, Australia, New South Wales, South Australia, Adelaide, Perth, New Zealand, Marlborough, Hawkes Bay, Martinborough, Central Otago, Chile, Central Valley, Colchagua, Argentina, Mendoza, Salta
Class VI: US, Wine history, Prohibition, California, Napa, Sonoma, Central Coast, Washington, Columbia Valley, Oregon, Willamette, Canada, Balancing wine and food, acidity, bitterness, food pairing, flavor

Class VII: food pairing, wine and cheese pairing, dessert wine, wine importation specifics, wine service, wine lists

Class VIII: Intro to the world of beer, beer history, Charleston beer history, American pale ale, IPA,

Class IX: contents of beer, beer science, hops, IPA, American amber lager, steam, smoked, American barleywine, American wheat beer, American porter, stout, American brown ale

Class X: brewing process, how to taste beer, beer sensory analysis, serving temperatures, flavor profiles, Belgian ale, Belgian golden strong ale, glassware, trappist and abbey ales

Class XI: trappist and abbey ales, wheat beers, sour and wild ales, Flanders brown and red ales, saison, British pale ale, British bitter, British porter, scotch ale, imperial stout, barleywine, Irish and English stout, British brown and mild ales

Class XII: glassware, German and Czech lager, bock, doppelbock, vienna lager, marzen, schwarzbier, pilsner, dortmunder export, helles, kolsch, wheat beer,

Class XIII: cloudy wheat beer, creating a successful draft program, making profits with beer, bier de garde, wood aging, craft brewing, beer and food matching, beer and cheese