



COURSE SYLLABUS

Please read this syllabus in its entirety. It is a part of the course content. Further, it is important that you understand what is required in this course and the time frames for completing assignments and activities.

SECTION 1: COURSE INFORMATION

Course Number & Name:	HFT 4866, Wine Merchandising, Tasting and Technology
CRN:	13297
Course Credit Hours:	3
Semester:	Spring 2020
Department/Program:	School of Resort & Hospitality Management
Meeting Times/Location:	Thursdays, 1:30-4:15 pm/ RHM 117
Format:	On Campus
Instructor Name:	Beirne Brown, FMP, SWE
Office Location:	Sugden Hall, Rm 206B
Contact Information:	Email through Canvas; Office Phone # 239-590-1298
Office Hours:	Thursdays, 12:30- 1:15pm
Prerequisites:	none

Course Description:

A course in wine as an industry and the fundamentals of wine technology (viticulture and vinification methods). The major types of wine and the factors influencing their quality; principles of sensory evaluation; wine merchandising and marketing. Classroom discussion accompanied by class tastings of selected wines. An emphasis on identifying by taste the grape varietal of different wines from each region. s. 562.11(4), Fla. Stat., must be complied with.

Required Text: Essentials of Wine with Food Pairing Techniques,
J. P. Laloganes

Supplemental Reading: Windows on the World Complete Wine Course, Zraly
Exploring Wine, Kolpan, Smith, & Weiss, 3rd edition

Course Website (CANVAS): <http://elearning.fgcu.edu> (requires ID and password to login). On this si

Beirne Brown, FMP, SWE

HFT 4866, CRN 13297 Wine Merchandising, Taste & Tech

SECTION 2: MISSION, LEARNING OUTCOMES, & MEASUREMENTS

A. PROGRAM MISSION

“The mission of the Resort and Hospitality Management program is to provide students with core competencies and experiential learning opportunities in preparation for successful management careers and leadership roles in the resort and hospitality industry and to instill values of lifelong learning and community service.”

B. PROGRAM LEARNING OUTCOMES (PLOs)

Upon successful completion of the program students will be able to:

PO1: Illustrate proficiencies and skills relevant to the operational areas of Resort and Hospitality Management.

PO2: Apply effective communication skills.

PO3: Evaluate information and make decisions using critical thinking and problem solving skills.

PO4: Apply ethical reasoning and professional judgment.

COURSE LEARNING OUTCOMES

A. At the completion of the course, students should be able to:

Demonstrate proficiency and understanding of the basic knowledge and terminology of wine, wine merchandising and the wine industry.

1. Be able to distinguish between the different grapes and types of wine.
2. Use sensory evaluation techniques to identify and assess wine.
3. Understand the importance of food pairings in relationship to wine.
4. Be able to develop a comprehensive wine program for a hotel/club/resort.
5. Be able to compare and analyze wine pricing, cost control and marketing strategy.

B. MEASUREMENTS OF STUDENT LEARNING OUTCOMES

MEASUREMENTS OF STUDENT LEARNING OUTCOMES FOR COURSE ASSESSMENT REPORT

The following expectations were determined by the C3 leadership (Core Course Coordinators for the LCOB in the spring of 2012. These are the LCOB goals—not grades. The LCOB is not looking to replicate our grade distribution.

Exemplary: If 90% of the students got 80% of the questions correct, performance was exemplary

Exceed: If 80% of the students got 80% of the questions correct, expectations were exceeded

Meet: If 70% of the students got 80% of the questions correct, expectations were met

Does not Meet: If less than 70% of the students got 80% of the questions correct, expectations were not met

Consistent with the LCOB standards, the goal (meets standard) is for at least 70% of students to get 80% of the material correct.

ALC/ILO/ RHM Learning Objectives	Course Learning outcomes	Assessment
Content/Discipline Knowledge & skills	<ol style="list-style-type: none"> 1. Be able to distinguish between the different grapes and types of wine. 2. Use sensory evaluation techniques to identify and assess wine. 3. Understand the importance of food pairings in relationship to wine. 4. Be able to develop a comprehensive wine program for a hotel/club/resort. 5. Be able to compare and analyze wine pricing, cost control and marketing strategy. 	Assignments and quizzes.
Communication	<ol style="list-style-type: none"> 1. Apply learned principles from above to case studies and final project. 	Mid Term Case Study, Team Case Study, Final Project
Critical/Analytical Thinking	<ol style="list-style-type: none"> 1. Apply learned principles from above to case studies and final project. 	Mid Term Case Study, Team Case Study, Final Project

ALC – Academic Learning Compact (State of Florida requirements)

ILO – University Learning Outcomes

PLO – RHM Program Learning outcomes

SECTION 3: LEARNING OUTCOME EVALUATION METHODS AND GRADING POLICIES

A. Course Grading: assigned based on the total number of points earned on the following assignments:

	POSSIBLE	ACTUAL	CUMULATIVE
--	----------	--------	------------

GRADE COMPONENT	POINTS	POINTS	TOTAL
INDIVIDUAL ASSIGNMENTS			
Quiz # 1 Winemaking and North America WK 3 (1/23)	100		
Quiz # 2 South America, Australia WK 5 (2/6)	100		
Quiz # 3 France WK 7 (2/20)	100		
Quiz # 4 Italy WK 12 (3/26)	100		
Quiz # 5 Dessert, Fortified and Sparkling Wines WK 10(3/12)	100		
FINAL EXAM WK 16 (12/5)	250		
ATTENDANCE & CLASS PARTICIPATION	250		
Total Course Points	1000		
Total Course Points	1000		

A. How your final course grade is determined based on percentage points?

Grade	Percentage Range	List Points Range (If Used)
A	93% - 100.0%	
A-	90% - 92%	
B+	87% - 89%	
B	83% - 86%	
B-	80% - 82%	
C+	77% - 79%	
C	70% - 76%	
F	Less than 60%	

SECTION 4: TEACHING METHODS, PHILOSOPHY, & MESSAGE TO STUDENTS

- A. TEACHING METHODS**– instructor will use lecture, class interaction, visual demonstrations (video and Power Point) and field research;
- B. TEACHING PHILOSOPHY** – instructor believes in an inclusive style of education and information sharing; experiential growth is key to the success of the process, and all viewpoints will be given full opportunity for discussion.
- C. MESSAGE TO STUDENTS.** (1) Tasting is NOT required. If you have a religious, moral or other objection to tasting, please let me know and I will work with you. (2) Please be prompt.
- D. CLASSROOM ACTIVITIES:** as this is a participation class, students will be expected to bring a waiter’s corkscrew (to be defined) to class weekly, to open wine bottles, and to assist in

pouring tasting portions during the class period. There is an expectation that all students will take part in the handling, placement, washing and storing of glassware before and after class.

SECTION 5: CLASS SCHEDULE OUTLINED FOR SPRING 2020

WEEK		Chapters, Topics, Assignments, & Deadlines
1	1/9	Introduction to Course: Introduction to Wine and Wine Tasting, survey of students' interest and knowledge, instructor intro Assignment: Chaps 1 & 2
2	1/16	Viticulture and Enology: Assignment: Chaps 3 & 4
3	1/23	White Wines of the U. S. A. Assignment: Chap 7 QUIZ: Chaps 1,2,3, & 4
4	1/30	Wines of Australia, New Zealand, So. America, So. Africa Assignment: Chap 8
5	2/6	Wine and Food Pairing: Assignment: Chaps 5&6 QUIZ: Chap 8
6	2/13	Red Wines of the U.S.A. Assignment: Chap 7 GUEST SPEAKER: Gil Hampton, Fla. Sales Manager, Goldschmidt Winery
7	2/20	Sparkling Wines, Fortified Wines, Dessert Wines: Chaps 11,12, and 13 QUIZ: Chapter 9, French Wines
8	2/27	Wine Management – Developing a Wine Program Assignment: Chaps 14 & 15
9	3/5	<i>SPRING BREAK: no class</i>
10	3/12	Wines of Italy; GUEST SPEAKER: Bill Whiting, Director of Wine Education, Villa Banfi Assignment: Chap 10 QUIZ: Chaps 11,12 &13
11	3/19	FIELD TRIP: site visit to Angelina's Ristorante, Bonita Springs Wine Cellar and Wine Program, Dinah Leach, Wine Director and Sommelier
12	3/26	The Role of the Wine Distributor: GUEST SPEAKER: Mike Stoll, Corp. Training Director, RNDC QUIZ: Chapter 10
13	4/2	TASTING: Other French Wines: Rhone, Beaujolais; GUEST SPEAKER: Jerry Greenfield, Adjunct Professor, FSW; QUIZ: Chapter 9
14	4/9	Port, Sherry and Fortified Wines: GUEST SPEAKER: Rich Mazur Natl. Accounts Mgr, Kobrand Dist. Assignment: Chap 12

15	4/16	TASTING: Reserve wines of high quality; REVIEW for Final Exam
16	4/30	FINAL EXAM

**D/EN
OTES
GUE**

ST SPEAKERS

“THE INSTRUCTOR RESERVES THE RIGHT TO AMEND THE SCHEDULE AS DEEMED NECESSARY.”

A. CLASS ROOM FORMAT

This course is taught both in traditional classroom mode, and supplemented with in-class activities and outside assignments. Learning strategies will be student focused, using both self-directed and group interaction. Students are expected and encouraged to apply their own professional experiences and perspectives to support and reinforce class materials.

Students are also expected to be familiar with the textbook material as assigned and to keep up with the schedule of readings. Not all topics in each chapter will be covered in class lectures due to time limitations. Students are therefore individually responsible for becoming familiar with all assigned materials and assigned chapters

**B. CLASSROOM POLICIES
CLASS CONDUCT GUIDELINES**

Students and the professor have a duty to respect and preserve the integrity of the learning environment of every class. Accordingly, disruptive behavior is not permitted and is subject to disciplinary action. Examples of disruptive behavior are excessive private conversations with other students, the sound or use of mobile phones or laptop computers, abruptly entering or leaving the room without immediate explanation, and returning late from a class break

CELL PHONES AND LAPTOPS

Our class time is valuable and should be devoted to lecture and class activities. Texting and/or talking on cell phones are NOT permitted during class time. Please turn your ringers off prior to the start of class. If you wish to use a laptop to take notes, you are welcome to do so, but you must sit in the back row. If you are using a laptop, only class material should be accessed on your computer. Using personal email, Facebook, or other non-class-related sites is NOT permitted during class time.

The use of cellphones in class, for text messaging or calls, will result in loss of 5 points from the final grade and continuous use of cell phones will result in dismissal from the class. When asked to refrain from using laptops/Tablets, students are expected to follow instructions or be dismissed from the class.

PROFESSIONALISM

Professional/business attire is required for final presentations, site visits and guest speakers.

SPECIFIC GUIDELINES

- Please do not use your cell phones in class or leave class to answer a call.
- Please do your computer only in the back row of the classroom.
- Please do not leave class early unless prior approval was given.
- Please do not eat in class. EACH DAY THERE WILL BE A 15 MINUTES BREAK between 3:00 PM and 3:30 PM (BEFORE OR AFTER). DRINKING IS OK.
- Please keep up with current events in the industry by reading periodicals and newspapers.
- Please become familiar with and adhere to the academic honesty policy of the University. If you have any question or need a clarification, please do not hesitate to ask your professor for a clarification.
- Please read the assigned chapters and know the material well enough to discuss it in the class.
- Please participate in the class discussions.
- Please attend class every week.
- Please be on time for class
- Please submit assignments and reports on time.
- Please respect your fellow classmates by not talking during class unless you are asking or answering a question or contributing to a discussion.
- Please do not enter the classroom in the middle of a presentation or when a guest speaker is present.

ATTENDANCE POLICIES, PREPAREDNESS and PARTICIPATION

I will rely on each student to make mature and reliable decisions regarding their commitment and performance in this class. Your attendance is essential to your success and to the development of our classroom community. My assumption is that since you have chosen to be in this class, you will handle your presence in the class responsibly and courteously. This means that you will abide by the rules and regulations of the class.

Attendance

Attendance in this class is not mandatory. However, absence from class can reduce your course grade. You are responsible for all material discussed or assigned during the class. If you miss a class session, it is your responsibility to get that information from other students (not from your professor). Each class will include in-class assignments that cannot be made-up after the class is over. Note taking will be important for you to

be able to grasp and understand fully the concepts and issues presented and discussed. A sign-in roster will be used to verify students' presence in the classroom

Preparedness and Participation

You are expected to prepare adequately for, and to participate actively in, every class discussion. I will begin each class with the assumption that you have fulfilled your responsibility to read all assigned material carefully and completely and that you are ready to present and discuss in class your answers in respect to all assigned cases. During the course, your preparation and preparedness (P&P) in each class is evaluated and you will receive assignments to partially assess your P&P, specifically in case briefing.

Good participation requires that in class you publicly respond to questions and comments from the professor and from fellow students, and that you spontaneously offer your own thoughts and opinions on the material. Neither mere attendance nor merely saying something in class meets this standard. You are expected to bring to and to demonstrate in each class sufficient preparation, intellectual curiosity, and language skills to engage in a high level of disciplined analytical thought and discussion that enhances your and your fellow students' learning. All these factors affect your preparedness and participation grade.

This assessment addresses Learning Outcomes 9 thru 11.

STUDENT'S WORK/ASSIGNMENTS

All examinations, bubble sheets, quizzes/answer sheets, assignments, projects etc., remain the property of the university. If students wish to review either, they may do so in my office. A file will be kept in the office with all assignments and exams.

- Work/Assignments that do not follow direction/requirements will not be read, graded or evaluated and will receive only ten percent (10%) of the total points for submission.

- All out-of-class assignments must be submitted on CANVAS in the "Turn-it-in-drop box".

Students must be present in class and on time for submitted assignments to be accepted. A copy of the submitted assignment must be brought to class for in-class discussions.

- Late assignments will be deducted 10% for each day late.

- Any information you want the instructor to know must be in writing. No telephone calls or oral explanations will be accepted. I will respond to all emails MONDAY thru FRIDAY BEFORE 7 PM.

- Telephone calls for information from the instructor are accepted.

- All update or changes will be announced in class and on CANVAS.

All written assignments should adhere to the following format:

- Typed in a university compatible software (recommend Microsoft Word) =12 - point font (Times or Times New Roman).

- 1 - inch margins on the top, bottom, left and right.

- Double space.

- Spell check. Points will be deducted for excessive mistakes.

- Grammar check. Points will be deducted for excessive mistakes.

- Page numbers at the bottom right of each page.

- Date, assignment title and your name in the header of the document.

- Use headings and if appropriate, sub-headings, to help organize your papers. A reader can get lost in a paper that seems to go on forever. Headings help the reader keep track of the information within a paper.

- The required report format is APA style. If you are not familiar with APA style, please refer to the following Websites for guidelines: <http://webster.comnet.edu/apa> and http://owl.english.purdue.edu/handouts/research/r_apa.html

- Grading criteria for papers: 50% Content 50% Writing.

For written assignments, your grade will be based on the on content of the paper and on the writing criteria listed above.

FORBIDDEN: Plagiarizing

1. Plagiarizing, which is copying words directly out of a published document without using quotation marks and giving the author credit; or paraphrasing another person's ideas or thoughts as your own without giving reference (APA STYLE MUST BE USED FOR CITATIONS AND REFERENCES). MORE THAN 20% OF COPIED INFORMATION – BASED ON TURN-IT-IN WILL RESULT IN POINTS DEDUCTED.
2. Copying another person's work including using notes, cheat sheets, etc. during an exam
3. Handing in work prepared by another individual as your own work
4. Any act of intellectual or general dishonesty.

RESULT: Any violation will result in the assignment of a zero for the project or exam plus expulsion from the course.

ENCOURAGED: Assisting other students in learning:

1. Broadcasting useful websites to classmates over listserv.
2. Answering any difficult questions posed by classmates over listserv.
3. Participate actively in-group discussions in class and on-line.
4. Helping classmates with course structural misunderstandings, due date confusion, computer technical questions, etc.

NOTE: ALL ASSIGNMENTS AND WORK IN AN ONLINE CLASS IS INDIVIDUAL WORK, UNLESS OTHERWISE DIRECTED.

C. POSTING OF GRADES - All grades will be posted on CANVAS within 5 to 10 days after assignments are submitted. CANVAS will notify you each time there is a change in grades. You are encouraged to check your grade during the semester. You can do so by visiting CANVAS. It is your responsibility to keep up with your grades at all times. Missing grades must be brought to my attention within 5 days after grades are posted to CANVAS.

D. MAKE UP POLICY – You must be present for in-class assignments. No exception to this policy. No makeup exams will be given. However, students who miss an exam will be allowed to take a comprehensive exam at the end of the semester. Your professor must be notified in advance of the missed exam; or in the case of an emergency, documentation must be submitted.

SHOULD YOU HAVE ANY QUESTIONS CONCERNING YOUR PROGRESS, GRADES, OR OTHER ISSUES PERTAINING TO THE CLASS, PLEASE LET ME KNOW AS SOON AS POSSIBLE SO THAT THEY CAN BE ADDRESSED IN AN EFFICIENT MANNER. CANVAS NOTIFIES YOU WHEN GRADES ARE POSTED. DO NOT WAIT UNTIL THE END OF THE SEMESTER TO QUESTION GRADES OR YOUR PROGRESS. NO CORRECTION WILL BE MADE AFTER 10 DAYS.

SECTION 7: UNIVERSITY & COLLEGE STANDARDS & POLICIES

Academic Behavior Standards and Academic Dishonesty - All students are expected to demonstrate honesty in their academic pursuits. The university policies regarding issues of honesty can be found in the **FGCU Student Guidebook** under the “Student Code of Conduct” on page 11, and “Policies and Procedures” sections on pages 18 - 24. All students are expected to study this document which outlines

their responsibilities and consequences for violations of the policy. The FGCU Student Guidebook is available online at <http://studentservices.fgcu.edu/judicialaffairs/new.html>

Copyright – The university requires all members of the university community to familiarize themselves and to follow copyright and fair use requirements. You are individually and solely responsible for violations of copyright and fair use laws. The university will neither protect nor defend you nor assume any responsibility for employee or student violations of fair use laws. Violations of copyright laws could subject you to federal and state civil penalties and criminal liability, as well as disciplinary action under university policies.

Disability Accommodations Services - Florida Gulf Coast University, in accordance with the Americans with Disabilities Act and the university's guiding principles, will provide classroom and academic accommodations to students with documented disabilities. If you need to request an accommodation in this class due to a disability, or you suspect that your academic performance is affected by a disability, please contact the Office of Adaptive Services. The Office of Adaptive Services is located in Howard Hall 137. The phone number is 239 - 590 - 7956 or TTY 239 - 590 - 7930

University Policy about Student Observance of Religious Holidays - All students at Florida Gulf Coast University have a right to expect that the University will reasonably accommodate their religious observances, practices, and beliefs. Students, upon prior notification to their instructors, shall be excused from class or other scheduled academic activity to observe a religious holy day of their faith. Students shall be permitted a reasonable amount of time to make up the material or activities covered in their absence. Students shall not be penalized due to absence from class or other scheduled academic activity because of religious observances. Where practicable, major examinations, major assignments, and University ceremonies will not be scheduled on a major religious holy day. A student who is to be excused from class for a religious observance is not required to provide a second party certification of the reason for the absence.

<http://www.fgcu.edu/generalcounsel/files/policies/4.005%20Student%20Observance%20of%20Religious%20Holidays.pdf>

Grading Policies and Grading Systems - The grading system at FGCU is described in the FGCU Catalog and is overseen by the Office of Planning and Institutional Performance. (<http://www.fgcu.edu/catalog/>) In accordance with FERPA (Family Educational Rights and Privacy Act, 1974), grades may not be announced in class or displayed in any public view by use of the Student ID number (or social security number) in a paper or electronic format. Electronic display format includes email or a web-based environment such as Angel.

Retention of Papers, Tests, Student and Class Records - University policy dictates that any materials, hardcopy or electronic, that contribute to the determination of a course grade be maintained by individual faculty for one full academic year after the end of the semester. In addition, departments/programs must maintain all records pertinent to grades for any faculty no longer with the university.

Eagle Mail - is Florida Gulf Coast University's student e-mail system. Your FGCU Eagle Mail account MUST be activated. If you are a first time student, you will need your PIN and Student ID, both of which are assigned at registration.

- If you don't know your PIN, you will need to go to the Registrar's office to retrieve it.

- To activate your account, visit <http://admin.fgcu.edu/IS/applications/studentaccts/activate.asp>.

- The ANGEL (at <http://elearning.fgcu.edu>) will be used as the primary application for learning and communication. Additional course information may be distributed via Eagle Mail, so make sure you know how to retrieve your Eagle mails, and check it very frequently (**at least once a day**).

- Log in to ANGEL at <http://elearning.fgcu.edu>. You need to use FGCU Eagle Mail account and password to log in.

WEEK		Chapters, Topics, Assignments, & Deadlines
1	8/22	Introduction to Course: Introduction to Wine and Wine Tasting, survey of students' interest and knowledge, instructor intro Assignment: Chaps 1 & 2

- Assignments, instructions, and other course information on ANGEL are integral components of the course material and are hereby incorporated as part of this syllabus.

The FGCU Writing Center - assists student writers through free, accessible, learning-based writing consultations. Our primary goals are to help students

improve their abilities to think independently, to write critically, and to learn and implement strategies that will assist them in producing effective writing assignments. Consultants help writers with brainstorming, formulating a clear thesis, developing their ideas, and revising. Writing Center sessions are

2	8/29	Viticulture and Enology: Assignment: Chaps 3 & 4
3	9/5	White Wines of the U. S. A. Assignment: Chap 7
4	9/12	Wines of Australia, New Zealand, So. America, So. Africa Assignment: Chap 8
5	9/19	Wine and Food Pairing: Assignment: Chaps 5&6 QUIZ: Chap 8
6	9/26	Red Wines of the U.S.A. Assignment: Chap 7 GUEST SPEAKER: Gil Hampton, Fla. Sales Manager, Goldschmidt Winery
7	10/3	Sparkling Wines, Fortified Wines, Dessert Wines: Chaps 11,12, and 13 Quiz: Chapter 9, French Wines
8	10/10	Wine Management – Developing a Wine Program Assignment: Chaps 14 & 15
9	10/17	FIELD TRIP: site visit to Angelina’s Ristorante, Bonita Springs Wine Cellar and Wine Program, Dinah Leach, Wine Director and Sommelier
10	10/24	TASTING: Other French Wines: Rhone, Beaujolais; GUEST SPEAKER: Jerry Greenfield, Adjunct Professor, FSW; QUIZ: Chapter 9
11	10/31	Wines of Italy; GUEST SPEAKER: Bill Whiting, Director of Wine Education, Villa Banfi Assignment: Chap 10 QUIZ: Chaps 11,12 &13
12	11/7	The Role of the Wine Distributor: GUEST SPEAKER: Mike Stoll, Corp. Training Director, RNDC QUIZ: Chapter 10
13	11/14	
14	11/21	Port, Sherry and Fortified Wines: GUEST SPEAKER: Natl. Accounts Mgr, Kobrand Dist. Assignment: Chap 12
15	11/28	<i>THANKSGIVING: NO CLASS</i>
16	12/5	FINAL EXAM

designed to assist writers in improving their ability to revise independently. Writing Consultants also help writers identify issues of style and mechanics; however, **they do not edit or proofread.** The Writing Center is located in Library West, 202C. Library West is not accessible from the main Library building (Library East). Phone: 239/590-7141

