

Tompkins Cortland Community College
Master Course Syllabus

Course Discipline and Number: WINE 130
Course Title: Grape Growing and Wine Business

Year: 2020-2021
Credit Hours: 3

Attendance Policy: *To maintain good grades, regular attendance in class is necessary. Absence from class is considered a serious matter and absence never excuses a student from class work. It is the responsibility of all instructors to distribute reasonable attendance policies in writing during the first week of class. Students are required to comply with the attendance policy set by each of their instructors. Students are not penalized if they are unable to attend classes or participate in exams on particular days because of religious beliefs, in accordance with Chapter 161, Section 224-a of the Education Law of the State of New York. Students who plan to be absent from classroom activity for religious reasons should discuss the absence in advance with their instructors. See college catalog for more information.*

Services for Students with Disabilities: *It is the College's policy to provide, on an individual basis, appropriate academic adjustments for students with disabilities, which may affect their ability to fully participate in program or course activities or to meet course requirements. Students with disabilities should contact the Coordinator of Access and Equity Services, to discuss their particular need for accommodations. All course materials are available in alternate formats upon request.*

Course Description

This course provides an overview of the methods of grape growing and wine making. A wide range of business and economic aspects of wine production are introduced. Students gain an understanding and appreciation for the art and skill that go into crafting premium wines. Additional fee required. Prerequisites: ENGL 100; WINE 120; RDNG 099 if required by placement testing; prior completion or concurrent enrollment in MATH 090 if required by placement testing. 3 Cr. (3 Lec.) Spring semester.

Course Context/Audience

This course is a second semester requirement in the Wine Marketing A.A.S. degree program.

Basic Skills/Entry Level Expectations

- Writing:** **WC:** College-level writing skills are required. See course prerequisites for details.
- Math:** **M1:** If required, the student must be concurrently enrolled in MATH 090. Very basic mathematical skills are required.
- Reading:** **R2:** If required, the student must have successfully completed RDNG 099. The course requires reading of some shorter, pre-college level materials and some beginning college-level materials that will also be covered in class.

Course Goals

Students should finish the course with basic wine making skills and introductory knowledge of the concepts of grape site selection and maintenance. They will know about the most common problems encountered by winemakers and vineyard managers and will be able to demonstrate a basic understanding of how vineyard practices and wine making decisions impact the style and quality of wine.

Course Objectives/Topics

Objectives	% Course
Students will learn the fundamentals of viticulture and enological concepts, including historical uses. Students will gain introductory knowledge about the practices of a vineyard establishment, the management, and processing of grape products.	50%
Students will be able to identify challenges, issues and opportunities of the viticulture/enological industry. Students will be able to identify local opportunities and networks of the wine business.	10%
Students will be able to define the basic wine types and explain how they are made.	10%
Students will be able to explain the basic techniques for the sensory evaluation and quality inspection of wines.	10%
Students will be able to discuss the process by which grapes move from vine to wine and into the marketplace.	10%
Students will gain a basic understanding of the importance of the grape and wine industry in society and the local/global markets.	10%

General Education Goals - Critical Thinking & Social/Global Awareness

CRITICAL THINKING OUTCOMES	HOW DOES THE COURSE ADDRESS THE OUTCOMES (Include required or recommended instructional resources, strategies, learning activities, assignments, etc., that must or could be used to address the goal/outcomes)
<p>Students will be able to</p> <ul style="list-style-type: none"> ➤ develop meaningful questions to address problems or issues. ➤ gather, interpret, and evaluate relevant sources of information. ➤ reach informed conclusions and solutions. ➤ consider analytically the viewpoints of self and others. 	<p>The student will learn to critically examine the topics covered in this course as well as how they themselves will use that material in their career.</p> <p>Via the use of exams, class participation and the class project, the student will develop these abilities.</p>
SOCIAL/GLOBAL AWARENESS OUTCOMES	HOW DOES THE COURSE ADDRESS THE OUTCOMES (Include required or recommended instructional resources, strategies, learning activities, assignments, etc., that must or could be used to address the goal/outcomes)
<ul style="list-style-type: none"> ➤ Students will begin to understand how their lives are shaped by the complex world in which they live. ➤ Students will understand that their actions have social, economic and environmental consequences. 	<p>The student will learn to critically examine the topics covered in this course as well as how they themselves will use that material in their career.</p> <p>Via the use of exams, class participation and the class project, the student will develop these abilities.</p>

Instructional Methods

The instructor should combine lecture and discussion. Guest speakers, e.g., a vineyard manager or winemaker, should be included. Two local field trips should be programmed into the course. The individual student project should include a study of a specific local winery, the products it produces, and how it is distributed. This will give full scale understanding of the production and process of Finger Lakes varieties and companies.

Methods of Assessment/Evaluation

Method	% Course Grade
Exams (Midterm and Final – 25% each)	50%
Project	30%
Class participation	20%

Text(s)

From Vines to Wines: The Complete Guide to Growing Grapes and Making Your Own Wine, Jeff Cox, 1999, Gardening - Storey Books. Required

Bibliography

Viticulture and Enology, G.M. Cooke, 1989, Publisher: University of California Davis

American Wine Society, *Basic Guide to Pruning*

American Wine Society, *Guide to Wine Making*

American Wine Society, *Planting and Care of Grafted Vines*

Other Learning Resources

Audiovisual

Electronic

American Journal of Enology & Viticulture, www.ajev.com

Smart Wine Online, www.smartwine.com

Society of Wine Educators, www.wine.gurus.com

Wine & Spirits Magazine, www.wineandspiritsmagazine.com

Wine.com, www.wine.com

Wine Education, www.wineeducation.com

Wine Enthusiast Magazine, www.wineenthusiastmag.com

U.S. Bureau of Alcohol, Tobacco, and Firearms, www.atf.treas.gov

You Tube Videos of Wine making and bottle marketing

Other

Guest lecturers and visit to wineries in the Finger Lakes region.

Wine Spectator