

Tompkins Cortland Community College
Master Course Syllabus

Course Discipline and Number: WINE 202
Course Title: Beverage Studies

Year: 2024-2025
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 is a study of a range of both alcoholic and non-alcoholic beverages that explores coffees, teas, beers, and spirits from production to final usage. Students learn about beverages and their use in a variety of establishments including, bars, clubs, casinos, tasting rooms, coffee/tea house, breweries, and restaurants. Students gain the knowledge needed to work or manage a variety of industry establishments. Prerequisites: RDNG 099 if required by placement testing; prior completion or concurrent enrollment in MATH 090 if required by placement testing; HRMG 100; WINE 120; prior completion or concurrent enrollment in ENGL 101. 3 Cr. (3 Lec.) Spring semester.

Course Context/Audience

This course is required in the Wine Marketing A.A.S. and Culinary Arts A.A.S. degree programs. Hotel & Restaurant Management Majors who are planning to work in Food & Beverage should also consider this course as an elective.

Basic Skills/Entry Level Expectations

Writing:	WC:	College level writing skills are required for the course. See course prerequisites for details.
Math:	M3:	If required, the student must be concurrently enrolled in MATH 095. Basic mathematical skills and very limited basic algebra skills are required.
Reading:	R2:	If required, the student must have successfully completed RDNG 099. The course requires reading of some shorter pre-college materials and some beginning college-level materials that will also be covered in class.

Course Goals

1. The student will gain understanding and learn about the importance of the beverage market to the industry at large.
2. The student will be able to make proper recommendations and assist others with beverage choices in a hospitality environment.
3. The student will demonstrate understanding of the variety of beverages available to the consumer, and be able to describe the features of individual drinks.

Course Objectives/Topics

Topic	% Course
Coffee - study of the variety of different coffees; international and domestic types; selection information; recommendations: being a Barista, making coffees	30%
Tea - different types of tea and their uses including herbal tinctures	15%
Beer - beer styles and uses; unique beer, cider and perry; study of the microbrewery and their specialties	20%
Assorted spirits - High end spirits: liquors and spirits: grain spirits, fruit spirits, vegetable spirits, flavored spirits, liquor and fortified wines. scotch, martinis, etc.	10%
Social context of consumption; customer selection and identification of needs	5%
Economics of beverages to the hospitality industry	5%
The marketing and retailing process of all beverages	15%

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>Students will be asked to write or reiterate their observations, evaluations, and understanding of various beverages. They may also use these skills to communicate their understanding.</p> <p>In this advanced level course, students will use their understanding of the hospitality and wine industry to formulate ideas about proper service, sales & marketing opportunities, reaching conclusions by troubleshooting case studies and examining real operations related to the material presented. This may be accomplished via the class presentation.</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 advanced level of this course will allow students to examine their learning about Beverage Management from a variety of perspectives. Class discussion and presentation will be helpful in communicating this understanding. Various cultural studies during the course will also assist in this discovery.</p>

Instructional Methods

Class sessions should be split into lectures, tastings and discussions. A class trip to a restaurant, tea or coffee shop should be scheduled during which students study the beverage list, observe customers, and ask questions about the products from the staff. Following the trip, each student should be required to submit a written paper that summarizes

her/his observations of the establishment visited, highlighting the positives and negatives, and the student's recommendations regarding potential changes for the establishment.

Methods of Assessment/Evaluation

Method	% Course Grade
Exams (Midterm and Final – 30 percent each)	60%
Class participation	20%
Beverage Service Industry (Paper & Presentation)	20%

Texts/Required Materials

The Book of Coffee and Tea, Joel Schapira, Karl Schapira and David Schapira, 1996, 2nd edition, St. Martin's Griffin. Required

Beer for Dummies. Marty Nachel and Steve Ettlinger, 2012, 2nd Edition, Wiley. Required.

Bibliography

The Book of Coffee and Tea, Joel Schapira, Karl Schapira and David Schapira, 1996, 2nd edition, St. Martin's Griffin

The Ultimate Encyclopedia of Beer - The Complete Guide to the World's Great Brews, 1995, Carlton Books

The Best of American Beer and Food: Pairing and Cooking, Lucy Saunders, 2007, Brewers Publications

Other Learning Resources

Audiovisual: No resources specified
Electronic: Beverage Trends & News BeverageNet , Beverage World Beer The Real Beer Page — everything beer Ale Street News — read the Newspaper Wine Wine Spectator Magazine — huge wine site Wine Today — comprehensive wine site from New York Times Digital Wine Alley — wine reference, discussion and marketplace StarChefs — wine advice featured on this site for restaurant chefs LocalWineEvents.com large listing of wine events Cocktail Recipes Barnonedrinks.com — over 6,600 cocktail recipes WebTender — cocktails and bartending Coffee & Tea National Coffee Association of U.S.A., Inc. Specialty Coffee Association of America Tea Association of U.S.A., Inc. The Tea Council About.com's Coffee/Tea Site — lots of links Water International Bottled Water Association

Other: Guest lecturers

Periodicals: *Restaurant & Institutions*; *Nation's Restaurant News*