

The Hong Kong Polytechnic University

Subject Description Form

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| Subject Code | HTM1CN07V |
| Subject Title | The History and Culture of the Wine Industry |
| Credit Value | 3 |
| Level | 1 |
| Pre-requisite / Co-requisite/ Exclusion | Nil |
| Notes | <p>This is a non-local CAR subject with a <u>compulsory outbound study trip</u>. An <u>outbound activity fee is required</u> to be settled right after the Subject Registration Period.</p> <p>There is <u>no Add/Drop Period</u> for this non-local subject due to study trip arrangements.</p> <p>Upon confirmation of eligibility to graduate or leave the University, registration on subjects in the following semester/Summer Term will be nullified and removed.</p> <p>Students may wish to refer to the course arrangement available on eStudent before subject registration. For the guidelines of funding and operational model for non-local CAR subjects, students may wish to refer to the website of the College of Undergraduate Studies (CUS).</p> |
| Objectives | With exploration of wine regions around the world, this subject provides students with an appreciation of the history and culture of wine in contemporary society, with basic understanding of wine and grape varieties, wine making and how to assess the taste and the quality of wines. |
| Intended Learning Outcomes | <p>Upon completion of the subject, students will be able to:</p> <ol style="list-style-type: none"> a. Understand the key factors affecting grape varieties and wine styles and how culture affects wine production, labeling, quality and price in old and new world countries. b. Discuss, explain and compare the “terroir” (the physical/environmental characteristics, history and culture) that is conducive to wine production in old and new world countries. c. Communicate effectively regarding wine history and culture, varieties associated with particular countries and related tasting notes. |

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| | <p>d. Identify and apply the rules of food and wine pairing.</p> <p>e. Demonstrate a sensitivity and respect for cultural diversity in the global wine industry during the study of on-site objects in field trips. Understand personal and social responsibility in a global wine context and possess ethical skills to make sound decisions and be able to apply these principles in practice.</p> |
| Subject Synopsis/ Indicative Syllabus | <ol style="list-style-type: none"> 1. The Basics: History of wine and how different cultures have influenced grape varieties. The Vineyard: Soil to Harvest. 2. Essentials to Wine Appreciation: How to read wine labels, identify and communicate effectively using sensory evaluation. 3. Types and styles of wines: History and development of global grape varieties and wine styles. 4. Wine history and cultural influences from old world wine producing countries: Regions of Europe: France, Germany. 5. Wine history and cultural influences from old world wine producing countries: Regions of Europe: Italy, Spain, Portugal. 6. Cultural influences and wines produced in the New World: South Africa, Australia, New Zealand. 7. Cultural influences and wines produced in the New World: North and South America 8. The history and culture surrounding the making of Champagne, Sparkling Wine, Fortified Wines and Sweet Wines: The global appeal and culture of Champagne, Expansion and production of Port and Sherry. Influences of local culture on the growth and production of sweet wines onto a global market. 9. Food and wine pairing, beverage laws in different countries: Host responsibilities and legislation in major countries including China and Hong Kong. 10. The business of wine: The role of local wine and vineyards in destination marketing. 11. Storage, service and responsible consumption: Influences from local culture on wine production and consumption. 12. Sustainability, personal and social responsibility. |
| Teaching/Learning Methodology | <p>1 Mass Lecture</p> <p>The mass lecture is designed to accommodate a large number of students and it is designed to provide students with the theoretical background of the subject taught.</p> |

| | <p>2 Tutorials</p> <p>These are conducted in the form of tutored wine appreciation class. Students will demonstrate their knowledge of wines through describing the appearance of the wine, the aromas detected on the nose, and the flavor characters found in the wine.</p> <p>3 Reading requirement</p> <p>A set of designated textbooks is required by students to read assigned materials in preparation for the forthcoming lecturer. Also, an on-line assessment of information taught during lecturers and tutorial will require students to read and answer related questions.</p> <p>4 On Line Tests</p> <p>These will enhance while evaluating students' knowledge and giving valuable feedback on a weekly base. In so doing, students and lecturer will identify areas for further improvement through required reading, assigned articles and course text.</p> <p>5 Interactive study tours</p> <p>Students will join a study tour to one of the wine regions in the world with winery visits, wine tasting and interaction with wine practitioners.</p> | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| <p>Assessment Methods in Alignment with Intended Learning Outcomes</p> | <table border="1"> <thead> <tr> <th rowspan="2">Specific assessment methods/tasks</th> <th rowspan="2">% weighting</th> <th colspan="6">Intended subject learning outcomes to be assessed (Please tick as appropriate)</th> </tr> <tr> <th>a</th> <th>b</th> <th>c</th> <th>d</th> <th>e</th> <th></th> </tr> </thead> <tbody> <tr> <td>1. Continuous Assessments</td> <td>60%</td> <td>√</td> <td>√</td> <td>√</td> <td>√</td> <td>√</td> <td></td> </tr> <tr> <td>- Participation</td> <td>10%</td> <td>√</td> <td></td> <td></td> <td>√</td> <td></td> <td></td> </tr> <tr> <td>- Wine tasting assessment</td> <td>25%</td> <td></td> <td>√</td> <td>√</td> <td>√</td> <td></td> <td></td> </tr> <tr> <td>- Individual assessment</td> <td>25%</td> <td></td> <td></td> <td></td> <td>√</td> <td>√</td> <td></td> </tr> <tr> <td>2. Final Examination</td> <td>40%</td> <td>√</td> <td>√</td> <td>√</td> <td></td> <td></td> <td></td> </tr> <tr> <td>Total</td> <td>100%</td> <td colspan="6"></td> </tr> </tbody> </table> <p>Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes:</p> | Specific assessment methods/tasks | % weighting | Intended subject learning outcomes to be assessed (Please tick as appropriate) | | | | | | a | b | c | d | e | | 1. Continuous Assessments | 60% | √ | √ | √ | √ | √ | | - Participation | 10% | √ | | | √ | | | - Wine tasting assessment | 25% | | √ | √ | √ | | | - Individual assessment | 25% | | | | √ | √ | | 2. Final Examination | 40% | √ | √ | √ | | | | Total | 100% | | | | | | |
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| | | a | b | c | d | e | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1. Continuous Assessments | 60% | √ | √ | √ | √ | √ | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| - Participation | 10% | √ | | | √ | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| - Wine tasting assessment | 25% | | √ | √ | √ | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| - Individual assessment | 25% | | | | √ | √ | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2. Final Examination | 40% | √ | √ | √ | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| | <p>Continuous assessments: Continuous assessments involve interactive class participation, individual and group assignments, and practical wine tasting assessment. Practical Wine Tasting is designed to allow the student to highlight their newly acquired knowledge and to demonstrate their confidence in correctly identifying the wine characters and tastes.</p> <p>Final examination: Examination will test students' understanding of knowledge and application ability in answering wine industry related questions.</p> | |
| Student Study Effort Expected | Class contact: | |
| | ▪ Lecture | 26 Hrs. |
| | ▪ Tutorials (Wine tasting) | 13 Hrs. |
| | Other student study effort: | |
| | ▪ Practical assessment preparation | 24 Hrs. |
| | ▪ Self-study: Journal Articles and handouts reading | 30 Hrs. |
| | ▪ Examination preparation | |
| | ▪ Assignment preparation | 30 Hrs. |
| | Total student study effort | 123 Hrs. |
| Reading List and References | <p>Recommended textbooks</p> <p>Bird, D. (2000). Understanding wine technology. Newark, [England]: DBQA Publishing.</p> <p>Dominé, A. (2001). Wine (English ed.). Cologne [Germany]: Könemann.</p> <p>Goldstein, E., & Goldstein, J. (2006). Perfect Pairings: A Master Sommelier's Practical Advice for Partnering Wine with Food. University of California Press.</p> <p>Henderson, J., & Rex, D. (2007). About Wine. Cifton Park, N.Y.: Thomson Delmar Learning.</p> <p>Johnson, H., & Brook, S. (2009). Hugh Johnson's Wine Companion: The Encyclopedia of Wines, Vineyards, & Winemakers. (6th ed. / fully rev. and updated by Stephen Brook.. ed.). London: Mitchell Beazley.</p> <p>MacNeil, K. (2001). The Wine Bible. New York: Workman Pub.</p> <p>Puckette, M. (2015). Wine Folly: The essential guide to wine.</p> <p>Robinson, J. (2006). The Oxford Companion to Wine (3rd ed.). Oxford; New York: Oxford University Press.</p> | |

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| | <p>Walton, S. (2011). <i>The World Encyclopedia of Wine: A Definitive Tour Through the World of Wine, With Over 450 Photographs, Maps and Wine Labels</i>. Wigston, Leicestershire: Lorenz.</p> |
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