

## The Hong Kong Polytechnic University

<b>Subject Code</b>	HTM1CN07
<b>Subject Title</b>	The History and Culture of the Wine Industry
<b>Credit Value</b>	3
<b>Level</b>	1
<b>Pre-requisite / Co-requisite/ Exclusion</b>	Nil
<b>Objectives</b>	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 the quality of wines
<b>Intended Learning Outcomes</b>	<p>Upon completion of the subject, students will be able to:</p> <ol style="list-style-type: none"> <li>a. Understand the key factors affecting grape varieties and wine styles and how culture affects wine production, labeling, quality and price of major wine producing in old and new world countries;</li> <li>b. Discuss, explain and compare the “terroir” (the physical/environmental characteristics, history and culture) that is conducive to producing wines in old and new world countries;</li> <li>c. Communicate effectively regarding wine history and culture, varieties associated with particular countries linked to related tasting notes;</li> <li>d. Identify and apply rules of food and wine pairing; and</li> <li>e. Demonstrate a sensitivity and respect for cultural diversity in the global wine industry. Understand personal and social responsibility in the a global wine context and possess ethical skills to make sound decisions and be able to apply these principles in practice.</li> </ol>
<b>Subject Synopsis/ Indicative Syllabus</b>  <i>(Note 2)</i>	<ol style="list-style-type: none"> <li><b>1. The Basics:</b> History of wine and how different cultures have influenced grape varieties. The Vineyard – Soil to Harvest.</li> <li><b>2. Essentials to Wine Appreciation:</b> You and your senses. How to read wine labels, identify and communicate associated using sensory evaluation.</li> <li><b>3. Types and styles of wines:</b> History and development of global grape</li> </ol>

	<p>varietals and wine styles.</p> <ol style="list-style-type: none"> <li>4. <b>Wine history and cultural influences from old world wine producing countries:</b> Regions of Europe: France, Germany.</li> <li>5. <b>Wine history and cultural influences from old world wine producing countries:</b> Regions of Europe: Italy, Spain, Portugal.</li> <li>6. <b>Cultural influences and wines produced in the New World:</b> South Africa, Australia, New Zealand.</li> <li>7. <b>Cultural influences and wines produced in the New World:</b> North and South America</li> <li>8. <b>The history and culture surrounding the making of Champagne, Sparkling Wine, Fortified Wines and Sweet Wines:</b> 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.</li> <li>9. <b>Food and wine pairing, beverage laws in different countries:</b> Host responsibilities and legislation in major countries including China and Hong Kong.</li> <li>10. <b>The business of wine:</b> The role of local wine and vineyards in destination marketing.</li> <li>11. <b>Storage, service and responsible consumption:</b> Influences from local culture on wine production and consumption.</li> <li>12. <b>Sustainability, personal and social responsibility.</b></li> </ol>
<p><b>Teaching/Learning Methodology</b></p>	<p><b>1 Mass Lecture</b></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><b>2 Tutorials</b></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 fruit character found in the wine.</p> <p><b>3 Essay component</b></p> <p>Students will produce a short essay to assess their knowledge and understanding of the history and culture of the developing wine industry.</p> <p><b>4 Reading requirement</b></p> <p>A designated set text book is required by students to read assigned materials in preparation for the forthcoming lecturer. Also an on-line</p>

assessment of information taught during lecturers and tutorial will require students to read and answer related questions.

**5 On Line Tests**  
 These will enhance while evaluating students’ knowledge and giving valuable feedback on a weekly bases. In so doing, students and lecturer will identify areas for further improvement through required reading, assigned articles and course text.

**6. Subject Levy**  
 Students are required to pay HK\$250 for materials used during relevant classes.

**Assessment Methods in Alignment with Intended Learning Outcomes**

Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)					
		a	b	c	d	e	
1. Session Test (On Line) Multi Choice Test	30%	√	√	√			
2. Practical Assessment Wine tasting x 2	10%			√	√		
3. Short essay	20%		√	√	√	√	
4. Final Examination Multi Choice and Short Answer Wine tasting x 2	40%	√	√	√			
Total	100%						

Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes:

**Multiple choice test:** Students’ will access on line multi choice questions that will examine their knowledge of the wine industry on a weekly basis.

**Individual short essay:** Students will be asked to investigate a subject surrounding their wine knowledge and the wine industry. This will be a web safari where several selected web site will allow students to access necessary knowledge related to the specific areas selected. Several readings from approved journals will also be assigned to develop further understanding and knowledge of the modern wine industry.

	<p><b>Practical assessment:</b> Students will undertake a blind tastings of 2 wines to assess different characteristics in Appearance, Aroma and Taste</p> <p><b>Final examination:</b> Examination will test students' understanding of knowledge and application ability in answering wine industry related questions.</p>	
<p><b>Student Study Effort Expected</b></p>	Class contact:	
	<ul style="list-style-type: none"> <li>▪ Lecturer</li> </ul>	26 Hrs.
	<ul style="list-style-type: none"> <li>▪ Tutorials ( Wine assessing)</li> </ul>	13 Hrs.
	Other student study effort:	
	<ul style="list-style-type: none"> <li>▪ On Line weekly tests</li> </ul>	24 Hrs.
	<ul style="list-style-type: none"> <li>▪ Self-study: Journal Articles and handouts reading</li> <li>▪ Examination preparation</li> </ul>	30 Hrs.
	<ul style="list-style-type: none"> <li>▪ Short essay preparation</li> </ul>	30 Hrs.
	Total student study effort	123 Hrs.
<p><b>Reading List and References</b></p>	<p><b>Required textbook</b></p> <p>Robinson, Jancis. (2005) Wines and Spirits looking behind the label</p> <p><b>Recommended textbooks</b></p> <p>Goldstein, E. (2006). <u>Perfect Pairings</u>. Los Angeles, University of California Press.</p> <p>Harrington, R. (2008). <u>Food and Wine Paring</u>. New Jersey, John Wiley &amp; Sons.</p> <p>Henderson, P. and D. Rex (2007). <u>About Wine</u>. New York, Thomsom Delmar Learning.</p> <p>Johnston, H. (1977). <u>World Atlas of Wine; the complete guide to the wines and sprints of the world</u>. London, Mitchell Beazley Publishers.</p>	