

The Hong Kong Polytechnic University

Subject Description Form

Subject Code	HTM1CN07
Subject Title	The History and Culture of the Wine Industry
Credit Value	3
Level	1
Pre-requisite / Co-requisite/ Exclusion	Nil
Objectives	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. d. Identify and apply the rules of food and wine pairing. e. Demonstrate a sensitivity and respect for cultural diversity in the global wine industry. 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.
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.

	<p>4. Wine history and cultural influences from old world wine producing countries: Regions of Europe: France, Germany.</p> <p>5. Wine history and cultural influences from old world wine producing countries: Regions of Europe: Italy, Spain, Portugal.</p> <p>6. Cultural influences and wines produced in the New World: South Africa, Australia, New Zealand.</p> <p>7. Cultural influences and wines produced in the New World: North and South America</p> <p>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.</p> <p>9. Food and wine pairing, beverage laws in different countries: Host responsibilities and legislation in major countries including China and Hong Kong.</p> <p>10. The business of wine: The role of local wine and vineyards in destination marketing.</p> <p>11. Storage, service and responsible consumption: Influences from local culture on wine production and consumption.</p> <p>12. Sustainability, personal and social responsibility.</p>
<p>Teaching/Learning Methodology</p>	<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</p>

	will identify areas for further improvement through required reading, assigned articles and course text.						
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. Continuous Assessments	60%	√	√	√	√	√
	2. Final Examination	40%	√	√	√		
	Total	100%					
	<p>Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes:</p> <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.	

<p>Reading List and References</p>	<p>Required textbook</p> <p>Robinson, Jancis. (2005) <i>Wines and Spirits looking behind the label</i></p> <p>Recommended textbooks</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 & 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 sprits of the world</u>. London, Mitchell Beazley Publishers.</p>
---	--