

## Tamkang University Academic Year 107, 2nd Semester Course Syllabus

Course Title	INTRODUCTION TO WINE AND WINE TOURISM	Instructor	CHI, SHAN JU
Course Class	TQTXB3P DEPARTMENT OF INTERNATIONAL TOURISM MANAGEMENT (ENGLISH-TAUGHT PROGRAM), 3P	Details	<ul style="list-style-type: none"> <li>◆ Selective</li> <li>◆ One Semester</li> <li>◆ 3 Credits</li> </ul>
D e p a r t m e n t a l   A i m   o f   E d u c a t i o n			
To develop talented managers with international competitive advantage in the tourism industry.			
D e p a r t m e n t a l   c o r e   c o m p e t e n c e s			
<ul style="list-style-type: none"> <li>A. Ability to analyze and solve problems.</li> <li>B. Ability to communicate in English.</li> <li>C. Proper service and work attitude.</li> <li>D. Tourism management knowledge.</li> <li>E. Tourism management skills.</li> </ul>			
Course Introduction	<p>The course is composed of 3 parts: introduction to wine, wine tasting, and wine tourism. Introduction to wine mainly explains the major varieties of wine grapes, the characteristics of wines, and the factors that may impact their styles. Wine tasting introduces the 'systematic approach to tasting wine,' the 'language' used to describe their appearance, nose and palate, and wine and food pairing. Wine tourism will be discussed by using case studies.</p>		

## The Relevance among Teaching Objectives, Objective Levels and Departmental core competences

I. Objective Levels (select applicable ones) :

- (i) Cognitive Domain : C1-Remembering, C2-Understanding, C3-Applying,  
C4-Analyzing, C5-Evaluating, C6-Creating
- (ii) Psychomotor Domain : P1-Imitation, P2-Mechanism, P3-Independent Operation,  
P4-Linked Operation, P5-Automation, P6-Origination
- (iii) Affective Domain : A1-Receiving, A2-Responding, A3-Valuing,  
A4-Organizing, A5-Characterizing, A6-Implementing

II. The Relevance among Teaching Objectives, Objective Levels and Departmental core competences :

- (i) Determine the objective level(s) in any one of the three learning domains (cognitive, psychomotor, and affective) corresponding to the teaching objective. Each objective should correspond to the objective level(s) of ONLY ONE of the three domains.
- (ii) If more than one objective levels are applicable for each learning domain, select the highest one only. (For example, if the objective levels for Cognitive Domain include C3, C5, and C6, select C6 only and fill it in the boxes below. The same rule applies to Psychomotor Domain and Affective Domain.)
- (iii) Determine the Departmental core competences that correspond to each teaching objective. Each objective may correspond to one or more Departmental core competences at a time. (For example, if one objective corresponds to three Departmental core competences: A, AD, and BEF, list all of the three in the box.)

No.	Teaching Objectives	Relevance	
		Objective Levels	Departmental core competences
1	to be familiar with major varieties of wine grapes and their characteristics	C2	BD
2	to know the wine-making processes	C2	BD
3	to understand the factors that may impact the styles of wines	C4	BDE
4	to get familiar with 'systematic approach to tasting wine' and keeping wine tasting notes	C5	BDE

### Teaching Objectives, Teaching Methods and Assessment

No.	Teaching Objectives	Teaching Methods	Assessment
1	to be familiar with major varieties of wine grapes and their characteristics	Lecture, Discussion, tasting	Written test, tasting
2	to know the wine-making processes	Lecture	Written test
3	to understand the factors that may impact the styles of wines	Lecture, Discussion, tasting	Written test, Participation, tasting
4	to get familiar with 'systematic approach to tasting wine' and keeping wine tasting notes	Lecture, Discussion, tasting	Written test, Report, Participation, tasting

This course has been designed to cultivate the following essential qualities in TKU students

Essential Qualities of TKU Students	Description
◇ A global perspective	Helping students develop a broader perspective from which to understand international affairs and global development.
◇ Information literacy	Becoming adept at using information technology and learning the proper way to process information.
◇ A vision for the future	Understanding self-growth, social change, and technological development so as to gain the skills necessary to bring about one's future vision.
◇ Moral integrity	Learning how to interact with others, practicing empathy and caring for others, and constructing moral principles with which to solve ethical problems.
◇ Independent thinking	Encouraging students to keenly observe and seek out the source of their problems, and to think logically and critically.
◇ A cheerful attitude and healthy lifestyle	Raising an awareness of the fine balance between one's body and soul and the environment; helping students live a meaningful life.
◇ A spirit of teamwork and dedication	Improving one's ability to communicate and cooperate so as to integrate resources, collaborate with others, and solve problems.
◇ A sense of aesthetic appreciation	Equipping students with the ability to sense and appreciate aesthetic beauty, to express themselves clearly, and to enjoy the creative process.

#### Course Schedule

Week	Date	Subject/Topics	Note
1	108/02/18 ~ 108/02/24	course introduction	
2	108/02/25 ~ 108/03/03	Types of wine and Wine making	
3	108/03/04 ~ 108/03/10	Systematic Approach to Tasting Wine and Tasting and evaluating wine	
4	108/03/11 ~ 108/03/17	Training on 'Nose'	
5	108/03/18 ~ 108/03/24	Grape varieties – black grapes	
6	108/03/25 ~ 108/03/31	Wine tasting and food pairing – wines made from black grapes (assignment – wine tasting note)	
7	108/04/01 ~ 108/04/07	Grape varieties – white grapes	
8	108/04/08 ~ 108/04/14	Wine tasting and food pairing – wines made from white grapes (assignment – wine tasting note)	
9	108/04/15 ~ 108/04/21	Understanding the label	
10	108/04/22 ~ 108/04/28	Midterm Exam Week	
11	108/04/29 ~ 108/05/05	Sparkling wine and wine tasting (assignment – wine tasting note)	

12	108/05/06 ~ 108/05/12	Factors affecting wine style/Field trip plus guest speech on food and wine pairing*	
13	108/05/13 ~ 108/05/19	Major wine areas – old world 1	
14	108/05/20 ~ 108/05/26	Major wine areas – old world 2	
15	108/05/27 ~ 108/06/02	Major wine areas – new world 1	
16	108/06/03 ~ 108/06/09	Major wine areas – new world 2	
17	108/06/10 ~ 108/06/16	Wine tasting – factors affecting wine style (assignment – wine tasting note)	
18	108/06/17 ~ 108/06/23	Final Exam Week	
Requirement	<p>Mark of usual refers to class participation and feedback. Midterm and final exam are all in the form of written exams. Assignments refer to 4 wine tasting notes and 1 food and wine pairing note (field trip)</p> <p>*Extra payment is needed in this class; if you are not willing to pay for wine-tasting and food and wine pairing, you are advised not to take this course since it's very difficult to only talk through concepts and theories without real experiences. 4 wine tasting payment may up to NTD 1000 and another NTD 1000 for food and wine pairing (field trip). Additionally, students are required to bring their own wine glasses to class for wine tasting. Alternatively, class rep. may help to buy wine glasses. Everyone may need to have at least 2 wine glasses for wine tasting; it's better to have different glasses when tasting different bottles of wine.</p>		
Teaching Facility	Computer, Projector, Other (tasting)		
Textbook(s)	Handouts will be given to students.		
Reference(s)	Reference list will be shown to students in class.		
Number of Assignment(s)	5 (Filled in by assignment instructor only)		
Grading Policy	<p>◆ Attendance :            %    ◆ Mark of Usual : 10.0 %    ◆ Midterm Exam : 20.0 %</p> <p>◆ Final Exam :    20.0 %</p> <p>◆ Other &lt; assignments &gt; : 50.0 %</p>		
Note	<p>This syllabus may be uploaded at the website of Course Syllabus Management System at <a href="http://info.ais.tku.edu.tw/csp">http://info.ais.tku.edu.tw/csp</a> or through the link of Course Syllabus Upload posted on the home page of TKU Office of Academic Affairs at <a href="http://www.acad.tku.edu.tw/CS/main.php">http://www.acad.tku.edu.tw/CS/main.php</a> .</p> <p><b>※ Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.</b></p>		