

## Tamkang University Academic Year 108, 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>◆ General Course</li> <li>◆ Selective</li> <li>◆ One Semester</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.			
S u b j e c t   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			
<p>B. Ability to communicate in English.(ratio:50.00)</p> <p>D. Tourism management knowledge.(ratio:30.00)</p> <p>E. Tourism management skills.(ratio:20.00)</p>			
S u b j e c t   S c h o o l w i d e   e s s e n t i a l   v i r t u e s			
<p>1. A global perspective. (ratio:60.00)</p> <p>4. Moral integrity. (ratio:10.00)</p> <p>8. A sense of aesthetic appreciation. (ratio:30.00)</p>			
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.</p> <p>Wine tasting introduces the ‘systematic approach to tasting wine,’ the ‘language’ used to describe their appearance, nose and palate, and wine and food pairing.</p> <p>Wine tourism will be discussed by using case studies</p>		

**The correspondences between the course's instructional objectives and the cognitive, affective, and psychomotor objectives.**

Differentiate the various objective methods among the cognitive, affective and psychomotor domains of the course's instructional objectives.

I. Cognitive : Emphasis upon the study of various kinds of knowledge in the cognition of the course's veracity, conception, procedures, outcomes, etc.

II. Affective : Emphasis upon the study of various kinds of knowledge in the course's appeal, morals, attitude, conviction, values, etc.

III. Psychomotor: Emphasis upon the study of the course's physical activity and technical manipulation.

No.	Teaching Objectives	objective methods
1	to be familiar with major varieties of wine grapes and their characteristics	Cognitive
2	to know the wine-making processes	Cognitive
3	to understand the factors that may impact the styles of wines	Cognitive
4	to get familiar with 'systematic approach to tasting wine' and keeping wine tasting notes	Cognitive

The correspondences of teaching objectives : core competences, essential virtues, teaching methods, and assessment

No.	Core Competences	Essential Virtues	Teaching Methods	Assessment
1	BD	148	Lecture, Discussion	Testing, Discussion(including classroom and online)
2	BD	148	Lecture	Testing
3	BDE	148	Lecture, Discussion	Testing, Discussion(including classroom and online), Report(including oral and written)
4	BDE	148	Lecture, Discussion	Testing, Discussion(including classroom and online), Report(including oral and written)

**Course Schedule**

Week	Date	Course Contents	Note
1	109/03/02 ~ 109/03/08	Course Orientation	
2	109/03/09 ~ 109/03/15	Types of wine and Wine making	
3	109/03/16 ~ 109/03/22	Systematic Approach to Tasting Wine and Tasting and evaluating wine	

4	109/03/23 ~ 109/03/29	Training on 'Nose'	
5	109/03/30 ~ 109/04/05	Spring Break on 4/2	
6	109/04/06 ~ 109/04/12	Grape varieties – black grapes	
7	109/04/13 ~ 109/04/19	Wine tasting and food paring – wines made from black grapes (assignment – wine tasting note)	assignment 1
8	109/04/20 ~ 109/04/26	Grape varieties – white grapes	
9	109/04/27 ~ 109/05/03	Midterm Exam Week	
10	109/05/04 ~ 109/05/10	Wine tasting and food paring – wines made from white grapes (assignment – wine tasting note)	assignment 2
11	109/05/11 ~ 109/05/17	Understanding the label	
12	109/05/18 ~ 109/05/24	Sparkling wine and wine tasting (assignment – wine tasting note)	Field Trip on 5/20 (thus 3/31, 5/5, and 5/12 no class)
13	109/05/25 ~ 109/05/31	Factors affecting wine style/Field trip plus guest speech on food and wine pairing*	assignment 3
14	109/06/01 ~ 109/06/07	Major wine areas – old world 1	
15	109/06/08 ~ 109/06/14	Major wine areas – old world 2	
16	109/06/15 ~ 109/06/21	Supplementary teaching: Wine tasting – factors affecting wine style (assignment – wine tasting note)	assignment 4
17	109/06/22 ~ 109/06/28	Final Exam Week (Date:109/6/18-109/6/24)	
18	109/06/29 ~ 109/07/05	Course Review	
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 reflection on the field trip.  *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.</p> <p>When there is wine tasting event, teams (students) take turns bringing bottles of wine and split the bill within team members.  Glass are available for you; however, teams also take turns preparing for the wine glasses for the whole class.</p>		
Teaching Facility	Projector, Other (wine tasting)		
Textbooks and Teaching Materials	Handouts will be on iClass.		

References	
Number of Assignment(s)	5 (Filled in by assignment instructor only)
Grading Policy	<ul style="list-style-type: none"> <li>◆ Attendance :            %    ◆ Mark of Usual : 10.0 %    ◆ Midterm Exam : 20.0 %</li> <li>◆ Final Exam :    20.0 %</li> <li>◆ Other &lt; assignments &gt; : 50.0 %</li> </ul>
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>