

## Tamkang University Academic Year 109, 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>
Relevance to SDGs	SDG4 Quality education		
<b>Departmental Aim of Education</b>			
To develop talented managers with international competitive advantage in the tourism industry.			
<b>Subject Departmental core competences</b>			
<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>			
<b>Subject Schoolwide essential virtues</b>			
<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	14	Lecture, Discussion	Testing, Discussion(including classroom and online)
2	BD	14	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	110/02/22 ~ 110/02/28	Course Orientation	
2	110/03/01 ~ 110/03/07	Types of wine and Wine making	
3	110/03/08 ~ 110/03/14	Systematic Approach to Tasting Wine and Tasting and evaluating wine	

4	110/03/15 ~ 110/03/21	Training on 'Nose'	
5	110/03/22 ~ 110/03/28	Grape Varieties - black grapes (1)	
6	110/03/29 ~ 110/04/04	Grape varieties – black grapes (2) and wines made from black grapes (assignment-wine tasting note)	assignment 1
7	110/04/05 ~ 110/04/11	Grape varieties - white grapes (1)	
8	110/04/12 ~ 110/04/18	Grape varieties – white grapes (2)	
9	110/04/19 ~ 110/04/25	Wines made from white grapes - assignment/wine tasting note	assignment 2
10	110/04/26 ~ 110/05/02	Midterm Exam Week	
11	110/05/03 ~ 110/05/09	Understanding the label	
12	110/05/10 ~ 110/05/16	Factors affecting wine style (Field trip on May 19; no class on May 20 and May 25)	Field Trip on 5/19 )
13	110/05/17 ~ 110/05/23	Sparkling wine and wine tasting (Field trip on May 19; no class on May 20 and May 25)	assignment 3 (due)
14	110/05/24 ~ 110/05/30	Major wine areas – old world 1	
15	110/05/31 ~ 110/06/06	Major wine areas – old world 2	
16	110/06/07 ~ 110/06/13	Wine tasting – factors affecting wine style (assignment – wine tasting note)	assignment 4
17	110/06/14 ~ 110/06/20	Wine tourism	
18	110/06/21 ~ 110/06/27	Final Exam Week	
Requirement	<p>A research on teaching method will be conducted in this course; students who take this course will be considered to be potential participants. Students are expected to fill in survey twice and written exam twice to fulfill the research procedure.</p> <p>Mark of usual refers to class participation and feedback.</p> <p>Midterm and final exam are all in the form of written exams.</p> <p>Assignments refer to 4 wine tasting notes and 1 food and reflection on the 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.</p> <p>For the food and wine pairing event, it may cost up to 1000 NTD (it depends on how many dishes of food and how many kinds of wines are served). However, we'll try to lower the price down for not bring too much financial pressure for students.</p> <p>When there is wine tasting event, teams (students) take turns bringing bottles of wine and split the bill within team members.</p> <p>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	<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>