

Tamkang University Academic Year 111, 2nd Semester Course Syllabus

Course Title	INTRODUCTION TO WINE AND WINE TOURISM	Instructor	CHI, SHAN JU
Course Class	TRBXB3P DEPARTMENT OF INTERNATIONAL TOURISM MANAGEMENT (ENGLISH-TAUGHT PROGRAM), 3P	Details	<ul style="list-style-type: none"> ◆ General Course ◆ Selective ◆ One Semester
Relevance to SDGs	SDG4 Quality education		
Departmental Aim of Education			
To develop talented managers with international competitive advantage in the tourism industry.			
Subject Departmental core competences			
<ul style="list-style-type: none"> A. Ability to analyze and solve problems.(ratio:10.00) B. Ability to communicate in English.(ratio:30.00) C. Proper service and work attitude.(ratio:10.00) D. Tourism management knowledge.(ratio:30.00) E. Tourism management skills.(ratio:20.00) 			
Subject Schoolwide essential virtues			
<ul style="list-style-type: none"> 1. A global perspective. (ratio:30.00) 2. Information literacy. (ratio:5.00) 3. A vision for the future. (ratio:5.00) 4. Moral integrity. (ratio:15.00) 5. Independent thinking. (ratio:5.00) 6. A cheerful attitude and healthy lifestyle. (ratio:10.00) 7. A spirit of teamwork and dedication. (ratio:10.00) 8. A sense of aesthetic appreciation. (ratio:20.00) 			

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>
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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	ABDE	12345678	Lecture, Discussion	Testing, Discussion(including classroom and online)
2	ABCDE	12345678	Lecture	Testing
3	ABCDE	12345678	Lecture, Discussion	Testing, Discussion(including classroom and online), Report(including oral and written)

Requirement	<p>There are 5 assignments; each counts for 10%.</p> <p>Both midterm exam and final exam are written close-book exams; each counts for 20%.</p> <p>Mark of usual refers to class participation.</p> <p>NOTE:</p> <p>Students taking this course must be able to taste wine and also pay for wines tasted in class (around 500 per person). There will be a field trip on food and wine pairing and it costs around 1200 per head.</p> <p>Students taking this course must agree with these two extra payment since these wine tasting activities tie with assignment submissions.</p> <p>NQ application (not qualified for final exam) will be submitted if students have a record showing that they had been absent for more than 1/3 of the total class time.</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 < assignments > : 50.0 %</p>
Note	<p>This syllabus may be uploaded at the website of Course Syllabus Management System at http://info.ais.tku.edu.tw/csp or through the link of Course Syllabus Upload posted on the home page of TKU Office of Academic Affairs at http://www.acad.tku.edu.tw/CS/main.php.</p> <p>※ Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.</p>