



**SUBJECT SYLLABUS**

**ACADEMIC OVERVIEW**

**INTERNATIONAL SCHOOL OF ECONOMIC & ADMINISTRATIVE SCIENCES**

**SUBJECT NAME AND CODE:** Wine, Service & Culture

**LEVEL OF STUDY:** Undergraduate Program

| <b>GENERAL ACADEMIC INFORMATION</b> |  |                 |   |
|-------------------------------------|--|-----------------|---|
| <b>LATEST UPDATE</b>                | 2016-2   |                 |   |
| <b>ACADEMIC AREA</b>                | Service, Hospitality and Quality   |                 |   |
| <b>SEMESTER</b>                     | NA   |                 |   |
| <b>SUBJECT TYPE</b>                 | Elective   |                 |   |
| <b>CREDIT POINTS</b>                | 3  |                 |   |
| <b>CLASSROOM HOURS PER WEEK</b>     | 4  |                 |   |
| <b>PRE-REQUISITES</b>               | NA   |                 |   |
| <b>LANGUAGE</b>                     | Spanish  |                 |   |
| <b>INTERNATIONAL CONTENT</b>        | <ul style="list-style-type: none"> <li>• Reading materials include international journal articles</li> <li>• Reading materials in English</li> <li>• Development of projects with international or intercultural focus</li> <li>• International cases are used and compared against national reality</li> <li>• International bibliography is used</li> </ul>  |                 |   |
| <b>COURSE DETAILS</b>               |  |                 |   |
| <b>COURSE DESCRIPTION</b>           | Disseminate and make known to students of economic and administrative sciences the importance of culture, service and impact of alcoholic beverages around the world. As wine is one of the most consumed drinks worldwide, it is essential that future professionals who will lead service institutions, know and be able to recognize its types, culture and correct service. The origin, marriage and service of other beverages consumed not only in the country, but in the world, will be studied, highlighting the distilled and fermented ones plus beers. |                 |   |
| <b>COMPETENCES DEVELOPED</b>        | <b>Competence</b>  | <b>Emphasis</b> | <b>Intended Learning Outcome (ILO)*</b> |
|                                     | Learning the required principles and conditions for cultivating the grapevine, and other raw materials for producing alcoholic beverages, and also learning the types of wine according to their origin.   | Knowledge       | ILO 001<br>A&S ILO 008                  |

|                        |  |  |   |
|------------------------|--|--|---|
|                        | <p>Recognizing the service fundamentals of the beverages subject of the course.</p> <p>Acquiring the basic structure to taste and appreciate the quality of different drinks and their raw materials.</p> <p>Recognizing the basic principles for the marriage between drinks and different dishes.</p> <p><b>* Intended Learning Outcome</b></p> <p>ILO01: Global Vision: Demonstrate an understanding of multicultural environments both in local and global contexts.</p> <p>BA&amp;S ILO08: Communication: Communicate effectively in written and spoken manner in Spanish and English and three levels of third language</p>  | <p>Knowledge</p> <p>Skill</p> <p>Knowledge</p> | <p>ILO 001<br/>BA&amp;S ILO 008</p> <p>ILO 001<br/>BA&amp;S ILO 008</p> <p>ILO 001<br/>BA&amp;S ILO 008</p> |
| <b>COURSE CONTENTS</b> | <p>History and culture of the vine</p> <p>Tasting principles</p> <p>Wines of the world (service, marriage and tradition)</p> <p>Culture and service of fermented beverages</p> <p>Culture and service of distilled drinks of the world</p>   |  |   |
| <b>METHODOLOGY</b>     | <p>Problem Based Learning (PBL)</p> <p>Lecture</p> <p>Conferences</p> <p>Theoretical classes</p> <p>Participative classes :Small Groups Discussion and Course Discussions</p>  |  |   |
| <b>ASSESSMENT</b>      | <p>There will be a permanent evaluation of the competences to be developed, since it will be required the constant direct participation of students in the day-to-day activities of the course. It will be used an online blog-page so that week after week the students record their experiences of marriage and practical exercises carried out in the class, with the aim of disseminating the experiences lived around the wine.</p> <p>By the end of the course students will know and apply the learned theory in practical activities to obtain the desired result.</p> <p>First term: 30%.: 80% presentations; 20% workshops and practical in class activities.</p> <p>Second term: 30%.: 70% midterm exam; 30% workshops &amp; quizzes.</p> <p>Third term: 40%: 100% Final exam, 50% of theory &amp; 50% of tasting.</p> <p>Competence 1, 2, and 4 will be evaluated through workshops, quizzes, class participation and written test. Competence 3 will be assessed by a written test and workshops.</p> |  |   |