

Teaching guide

IDENTIFICATION DETAILS

Degree:	Gastronomy		
Field of Knowledge:	Science		
Faculty/School:	Legal and Business Science		
Course:	PRODUCTION AND COMMERCIALIZATION OF WINE AND SPIRITS		
Type:	Compulsory	ECTS credits:	6
Year:	3	Code:	1462
Teaching period:	Sixth semester		
Area:	Hotel and restaurant administration		
Module:	Discipline		
Teaching type:	Classroom-based		
Language:	English		
Total number of student study hours:	150		

Teaching staff	E-mail
David Ballesteros Vicente	David.Ballesteros@iese.net

SUBJECT DESCRIPTION

“Production and sales of Wine and Spirits” is a mandatory subject for in the Curriculum of the Gastronomy Degree. It is focused on three key areas: Firstly, the production methods of wines and spirits and the reasons behind quality, styles and prices. Secondly, the global situation and challenges faced by the industry and finally, the different selling strategies of these products in domestic and export markets.

GOAL

The main aim of this subject is to understand the different processes and costings implied in the production of wines and spirits and to apply that knowledge in their sales and distribution, specially in the HORECA/ON-TRADE channels. Besides, the students are expected to understand the social responsibility and ethical issues involved in the production and sales of wines and spirits and apply the principles of this responsibility throughout their professional career.

PRIOR KNOWLEDGE

-Students are expected to have a basic knowledge of wine production and wine tasting as seen in the second year subject "Basics and Culture of Wine".
-No previous knowledge of spirits production is expected.
-Students are also expected to have a basic knowledge of the fundamentals of sales and marketing. (As seen in semesters 1-5)

COURSE SYLLABUS

- 1.THE WINE AND SPIRITS MARKET. PRESENT, FUTURE AND CHALLENGES
- 2.INTERNATIONAL PRODUCTION OF WINES. KEY STYLES. FACTORS THAT AFFECT THEIR PRICE, CHARACTERISTICS AND QUALITY. TASTING AND QUALITY ASSESSMENT
- 3.INTERNATIONAL PRODUCTION OF SPIRITS. KEY STYLES. FACTORS THAT AFFECT THEIR PRICE, CHARACTERISTICS AND QUALITY. TASTING AND QUALITY ASSESSMENT
- 4.WINE MARKETING AND SALES.
- 5.SPIRITS MARKETING AND SALES.
- 6.SOCIAL RESPONSIBILITY IN THE WINE AND SPIRITS TRADE

EDUCATION ACTIVITIES

Lectures. While the fundamentals of the subject will be lectured by the teacher, students will be expected to participate in order to demonstrate their understanding and critical reasoning.

Case Studies. Real company cases are essential to understand strategies and procedures in the wine and spirit trade. Students will read and analyse the cases individually and will discuss the results during the class.

Team Work. Through the assignment of roles, students will be presented with unresolved case studies and will propose different strategies for the different company profiles and situations.

Individual Study. Reading and analysing information from a critical perspective are a key part of the subject and one of the objective skills of this subject and degree.

Subject Research. Students will be assigned a research project and will then be expected to answer questions about the subject to show their understanding and personal approach based on real research and industry data.

Master classes. Experts may be invited to share their expertise and opinion with our students, so that they can have a first-hand view from actual industry professionals.

Outings Visits to wine/spirits producers may be scheduled to gain understanding of procedures and operations.

Tutorials: Tutorials with the professor who will guide students on the best method to approach the different contents and sources of information. They will usually be held individually and will be attended either online or personally.

DISTRIBUTION OF WORK TIME

CLASSROOM-BASED ACTIVITY	INDEPENDENT STUDY/OUT-OF-CLASSROOM ACTIVITY
60 hours	90 hours
Tuition and theory 40h Wine and Spirits tasting and assessment 10h Case studies presentation and discussion 6h Exams and assessment 4h	Individual reading and study 40h Case study reading and pre-assessment 20h Individual and team assignments 30h

SKILLS

Basic Skills

Students must have demonstrated knowledge and understanding in an area of study that is founded on general secondary education. Moreover, the area of study is typically at a level that includes certain aspects implying knowledge at the forefront of its field of study, albeit supported by advanced textbooks

Students must be able to apply their knowledge to their work or vocation in a professional manner and possess skills that can typically be demonstrated by coming up with and sustaining arguments and solving problems within their field of study

Students must have the ability to gather and interpret relevant data (usually within their field of study) in order to make judgments that include reflections on pertinent social, scientific or ethical issues

Students must be able to convey information, ideas, problems and solutions to both an expert and non-expert audience

Students must have developed the learning skills needed to undertake further study with a high degree of independence

General Skills

To adopt a personal and institutional ethical commitment in the workplace.

To develop professional skills such as humility in the workplace, consistency in practice, tidiness and discipline, objective self-criticism and the spirit of achievement.

To recognise the importance of the social and environment elements of one's professional and business activity and of the need for a professional code of ethics.

To be able to apply the theory and knowledge acquired to real situations and practical actions.

To adopt an attitude of intellectual eagerness, scientific interest and the search for knowledge and truth in all professional and personal undertakings.

Specific skills

To understand and know how to keep up to date on the current situation in the field of gastronomy: the needs, the market and the applications of the gastronomy, hotel and culinary arts sector.

To always consider the customer as the *raison d'être* of the company.

An ability to organise the commercial and promotional activities of the company, seeking quality as a customer's right and as a competitive advantage of marketing.

To master the international terminology of gastronomy in all of its areas: culinary techniques, recipes, products, chemical elements, biological and biochemical phenomena and processes, technologies, regulations, designations of origin, processes and dissemination to the media.

To understand the workings of the company as an organisation that creates, makes efforts and creates value for its stakeholders, always being aware of the importance of the social and environmental dimensions of its activity.

To be familiar with and know how to inter-relate all functional areas of the company.

LEARNING RESULTS

The student identifies the key international styles of wines and spirits

They describe the main characteristics of any wine or spirit in a systematic and objective manner.

The student justifies and accounts for the differences in styles and prices of wines and spirits

They can explain and reason the global situation of wines and spirits in the international market

The student understands the different brand strategies of wine and spirits in relation to their situation in the market

The student designs a marketing and sales plan lined up with the company strategy

The student analyses actual company situations through case studies and consequently proposes an action plan

They analyse market data in order to design relevant and responsible action plans

The student understands the ethical implications in the sales of wines and spirits and outlines relevant social responsibility policies.

LEARNING APPRAISAL SYSTEM

The evaluation of this subject is based in the continuous assessment and in the demonstration of their knowledge in relation to the subject. Assessment criteria are directly related to the resources and methodologies applied during the learning process.

Attendance is compulsory and students must be present at least in 80% of activities during class time. Consequently, detailed information about student attendance is requested from lecturers.

EVALUATION SYSTEM FOR STUDENTS WHO REGULARLY ATTEND CLASSES:

Within this system, the students must attend at least a minimum of 80% of the classes.

The evaluation system will be based on the next:

- Individual and team Works 20%
- Daily activities and exercises : 10%
- Attending and active participation in class: 5%
- Final theory exam : 65%

EVALUATION SYSTEM FOR STUDENTS WITH UNIVERSITY ATTENDANCE EXEMPTION CERTIFICATE / EXTRAORDINARY EXAMS OR STUDENTS WHO DO NOT MEET THE MINIMUM 80% ATTENDANCE REQUIREMENT

Individual work specially requested by the lecturer: 30%

Final Theory Exam: 70%

BIBLIOGRAPHY AND OTHER RESOURCES

Basic

Wagner, Paul. Olsen, Janeen. Thach, Liz. Wine Marketing and Sales. Success Strategies for a Saturated Market. Second Edition. November 2010
Ed. The Wine Appreciation Guild. San Francisco. ISBN: 978-1-934259-25-2

Wines & Spirits Looking Behind the Label. 2011. Ed. The Wine & Spirit Education Trust. ISBN:978 0 951793 68 8

Additional

Mora, Pierre. Wine Business Case Studies: Thirteen Cases from the Real World of Wine Business Management. January 1st, 2014 Ed. The Wine Appreciation Guild and Bordeaux College of Business. ISBN 9781935879718