

# Teaching guide

## IDENTIFICATION DETAILS

Degree:	Gastronomy		
Field of Knowledge:	Social and Legal Science		
Faculty/School:	Law, Business and Governance		
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:	Spanish		
Total number of student study hours:	150		

## SUBJECT DESCRIPTION

"Production and Marketing of Wines and Spirits" is a compulsory subject in the Degree in Gastronomy. It is focused on 3 key areas. Firstly, the methods of production of wines and spirits and the reasons behind the different qualities, styles and prices. Secondly, the global market situation and the challenges that the industry must face. And finally, the different sales strategies of these products, in local and export markets.

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

## DISTRIBUTION OF WORK TIME

CLASSROOM-BASED ACTIVITY	INDEPENDENT STUDY/OUT-OF-CLASSROOM ACTIVITY
60 hours	90 hours