

VWT-271: WINERY MANAGEMENT

Effective Term

Fall 2021

CC Approval

03/05/2021

AS Approval

03/09/2021

BOT Approval

03/11/2021

COCI Approval

05/10/2021

SECTION A - Course Data Elements

CB04 Credit Status

Credit - Degree Applicable

Discipline

| Minimum Qualifications | And/Or |
|---|--------|
| Agricultural Business and Related Services (Any Degree and Professional Experience) | |

Subject Code

VWT - Viticulture and Winery Technology

Course Number

271

Department

Viticulture and Winery Technology (VWT)

Division

Career Education and Workforce Development (CEWD)

Full Course Title

Winery Management

Short Title

Winery Management

CB03 TOP Code

0104.00 - *Viticulture, Enology, and Wine Business

CB08 Basic Skills Status

NBS - Not Basic Skills

CB09 SAM Code

C - Clearly Occupational

Rationale

Updating to make variable unit.

SECTION B - Course Description

Catalog Course Description

Fundamentals of winery management including the preparation of annual plans and budgets; labor management; legal compliance, and record-keeping.

SECTION C - Conditions on Enrollment

Open Entry/Open Exit

No

Repeatability

Not Repeatable

Grading Options

Letter Grade or Pass/No Pass

Allow Audit

Yes

Requisites

SECTION D - Course Standards

Is this course variable unit?

Yes

Units

0.50000

Units Maximum

3.00

Lecture Hours

9.00

Lecture Hours Maximum

54

Outside of Class Hours

18

Outside of Class Hours Maximum

108

Total Contact Hours

9

Total Contact Hours Maximum

54

Total Student Hours

27

Total Student Hours Maximum

162

Distance Education Approval

Is this course offered through Distance Education?

Yes

SECTION E - Course Content

Student Learning Outcomes

Upon satisfactory completion of the course, students will be able to:

1. Develop annual winery production plans.
2. Demonstrate skills required in the workplace.

Course Objectives

| Upon satisfactory completion of the course, students will be able to: | |
|---|---|
| 1. | Use proper vocabulary when discussing winery management. |
| 2. | Plan equipment needs and cellar design. |
| 3. | Plan and implement a winery annual plan. |
| 4. | Develop winery staffing plans. |
| 5. | Demonstrate knowledge of winery financial management. |
| 6. | Evaluate records of winemaking operations. |
| 7. | Review wine labeling laws. |
| 8. | Demonstrate knowledge of wine distribution and pricing. |
| 9. | Evaluate the role and need of professional consulting services. |

Course Content

1. Winery management terms and scope
2. Current direction of the wine industry
3. Winery design and equipment
4. Winery annual plans
5. Labor Management
6. Financial management
7. Recordkeeping
8. Labeling laws
9. Wine distribution and pricing
10. Professional consulting services
11. Winery management terms and scope

Methods of Instruction**Methods of Instruction**

| Types | Examples of learning activities |
|----------------------------|---------------------------------|
| Activity | |
| Discussion | |
| Individualized Instruction | |
| Lecture | |

Instructor-Initiated Online Contact Types

Announcements/Bulletin Boards
 Chat Rooms
 Discussion Boards
 E-mail Communication
 Telephone Conversations
 Video or Teleconferencing

Student-Initiated Online Contact Types

Chat Rooms
 Discussions
 Group Work

Course design is accessible

Yes

Methods of Evaluation**Methods of Evaluation**

| Types | Examples of classroom assessments |
|-------------|-----------------------------------|
| Exams/Tests | |
| Quizzes | |

Oral Presentations

Projects

Class Participation

Homework

Assignments

Reading Assignments

-Assigned readings from class handouts (example: "Barrel Manufacturers, Brokers and Suppliers") -Assigned readings from online sources.

Writing Assignments

Writing: Essay or short paper (example: a term paper in which the student creates a plan for a specific part of an overall winery management program.) Problem Solving: Essay or short paper (example: an essay question on the final examination in which the student selects from alternative winery management options and justifies the choices for a real or a hypothetical winery).

SECTION F - Textbooks and Instructional Materials

Material Type

Textbook

Author

Khan, M.

Title

Strategic Winery Tourism and Management

Edition/Version

1st

Publisher

Apple Academic Press

Year

2015

Proposed General Education/Transfer Agreement

Do you wish to propose this course for a Local General Education Area?

No

Do you wish to propose this course for a CSU General Education Area?

No

Do you wish to propose this course for a UC Transferable Course Agreement (UC-TCA)?

No

Course Codes (Admin Only)

ASSIST Update

No

CB00 State ID

CCC000303739

CB10 Cooperative Work Experience Status

N - Is Not Part of a Cooperative Work Experience Education Program

CB11 Course Classification Status

Y - Credit Course

CB13 Special Class Status

N - The Course is Not an Approved Special Class

CB23 Funding Agency Category

Y - Not Applicable (Funding Not Used)

CB24 Program Course Status

Not Program Applicable

Allow Pass/No Pass

Yes

Only Pass/No Pass

No