

ADVANCED WINE STUDIES

INFORMATION	
Campus Site	Stenden South Africa
Department	International Hotel Management
Target Groups	IHM/ LM/ TM
Minor coordinator South Africa	Karen Hecht; karen.hecht@stenden.com
Entry level and Conditions	(Conditional) Positive Study Advice
Availability	Double minor in Semester 1 / min. 12 - max. 36 students
Extra	3 Qualifications from the Cape Wine Academy: - Preliminary Wine Course - Certificate Course in South African Wines - Diploma in Wines of the world

INTRODUCTION NICHE MARKET

The current hospitality industry requires a wide array of competencies and an interdisciplinary approach where each subject's contribution is carefully considered. Exposure to specialized Food & Beverage areas such as wine is limited in the curriculum, allowing opportunity for specific subject elaboration. It is our contention that in depth knowledge of the wine industry and a comprehensive knowledge of viticultural and vinicultural practices around the world will provide a solid foundation. For too long, training for the industry has focused extensively on broad based beverage training. Increasingly, top-end establishments are seeking staff with specialized knowledge in wine.

INTRODUCTION SEMESTER

This semester is only for the true enthusiasts of wine. Explore the past, present and tomorrow of an industry as old as humankind. The minor is offered in partnership with the prestigious Cape Wine Academy and opens up formal studies in wine and leads to the threshold of a Wine Masters qualification. At the end of this minor you will be a wine expert and a force to be reckoned with in the wine industry. The challenging area of this semester is whether one can actually develop a palate from a basic lay knowledge of wine to a more sophisticated analytical level in a relatively short period of time.

Please be aware that the 'Advanced Wine Studies' minor includes a lot of self study.

The final qualification is equivalent to between WSET level 2 & 3.

EDUCATIONAL METHOD

- Tastings
- Lectures (Guest lectures by Cape Wine Master, David March).
- PBL

OBJECTIVES

- History of wine + storage and maturation, analyzing wine according to international wine standards.
- Blind tasting for variety, country and vintage + Viticulture and grape varieties.
- Different techniques involved in wine and brandy making, sparkling wine production processes, styles.
- World trends, influences and developments in the industry, finance, distribution, sales and marketing.



ADVANCED WINE STUDIES

ASSESSMENT ACTIVITIES

You can earn 30 EC's for this module. You will be assessed by means of:

CWA Specific Assignments and Testing

PBL

Tutored tasting

Preliminary Wine Course: 6 Written Assignments, and one exam
 Certificate Course: 1 Written exam and a blind tasting exam
 Diploma Course: 12 Written assignments, 4 exams and a blind tasting exam.

POINTS DISTRIBUTION

Advanced Wine Studies 1

Activity	Points	Total Points	Norm(55%)
Participation			
PBL Participation	100	130	-
Tutored Tasting	30		
Module Assignment A			
Preliminary Exam	20	140	77
Certificate Exam Theory	60		
Certificate Exam Tasting	60		
Module Assignment B			
Diploma Theory Exam 1	100	150	82
Diploma Assignment 1	50		
	Total	420	231

Advanced Wine Studies 2

Activity	Points	Total Points	Norm(55%)
Participation			
Tutored Tasting	100	130	-
Module Assignment A			
Diploma Assignment 2	40	120	66
Diploma Assignment 3	40		
Diploma Assignment 4	40		
Module Assignment B			
Diploma Theory Exam 2	50	200	110
Diploma Theory Exam 3	50		
Diploma Theory Exam 4	50		
Diploma Tasting Exam 2	50		
	Total	420	231

CAPE TOWN TOUR

At the end of module 2 there is a tour of the winelands around Cape Town. Please check with Grand Tour about the dates of the tour and when you will be able to book your ticket home.

