



The Business of Wine and Gastronomy in Northern Spain

DESCRIPTION

The course is divided into four sections. In Section 1 we discuss why the food and wine business is so popular and deeply entrenched in Spanish culture as well as the challenges of opening and maintaining financial and personal success. In this section, we talk about how to perform market surveys to evaluate market needs, which is a crucial ingredient to any successful business venture. In Section 2 we use a case study method in order to address economic principles and financial benchmarks that are unique to food and wine businesses. In Section 3 we discuss the day to day managing of product/resources, revenue/sales, and people. Finally, Section 4 is the development of a business plan, which will serve as the final project of the course.

CREDITS

6 ECTS

CONTACT HOURS

60 hours

PREREQUISITES

None

GOALS

The three primary goals of the program are:

- (1) Learn the cultural sensibilities related to food and wine which are unique to Northern Spain.
- (2) Think critically about the food and wine industry and demonstrate that capacity in the development of a business plan.
- (3) Understand basic principles of business.
- (4) Reflect on the cultural underpinnings of the food and wine industry in Northern Spain and be able to compare and contrast that with the cultural attitudes toward food and wine in your own culture.
- (5) Gain an appreciation for the food and wine industry in Northern Spain and understand its cultural roots.

GLOBAL RESPONSIBLE LITERACY AND STUDENTS' LEARNING OUTCOMES

Upon successful completion of the Spanish Language Program at ILCE (complete courses until Spanish B2 at least), you will:

- a. Actively participate in all activities inside and outside of the classroom.
- b. Learn the cultural sensibilities related to food and wine which are unique to Northern Spain.
- c. Think critically about the food and wine industry and demonstrate that capacity in the development of a business plan.
- d. Understand basic principles of business.
- e. Reflect on the cultural underpinnings of the food and wine industry in Northern Spain and be able to compare and contrast that with the cultural attitudes toward food and wine in your own culture.
- f. Gain an appreciation for the food and wine industry in Northern Spain and understand its cultural roots.



ASSESSMENT

Assessment and testing procedures will be representative of the type of language instruction offered through classroom activities. You will be evaluated based on your achievement of the program and course objectives and the following components:

Components	Percentage
Participation in class	10%
Homework and in-class work to turn in	20%
Business plan	45%
Final presentation	25%
TOTAL	100%

ATTENDANCE POLICY

Because of the communicative nature of this course, you need to attend class every day. Absences with no official documentation will result in the deduction of one percentage point from your final grade (of 100 total points). Any student with more than 8 unexcused absences will automatically fail the course. Absences need to be excused either before the student is absent or one classroom day after being absent. Late arrivals or early departures from class will also be counted as absences (3 occurrences = 1 absence). It is the student’s responsibility to notify their instructor ahead of time of any absences and to contact their classmates to know what they missed in class and the homework that was assigned.

To receive credit for missed assignments (achievements, homework, compositions, etc.) students need to bring official documentation and submit them as well as letting their instructor know.

ADDITIONAL GENERAL ADMINISTRATIVE POLICIES

Cell Phone, Laptop Tablets, or any electronic device in the Classroom: Please be courteous and **turn off your cell phone before the start of each class.** We also request that you *do not use* a laptop computer during class without expressly being invited to do so by your Instructor (e.g., during a Writing Workshop). Your full attention needs to be committed to communicating in Spanish with your teacher and classmates during each class.

Academic Integrity: Plagiarism, cheating, submitting work of another person or work previously used without informing the instructor, tampering with the academic work of others and other forms of academic dishonesty may lead to lowered course grades, failure of the course or more severe measures, depending on judgments of the gravity of the individual case.

Code of Student Conduct: Student behavior or speech that disrupts the instructional setting or is clearly disrespectful of the instructor or fellow students will not be tolerated. Disruptive conduct may include but is not limited to: 1. Rude or disrespectful behavior; 2. Unwarranted interruptions; 3. Failure to adhere to instructor’s directions; 4. Vulgar or obscene language, slurs, or other forms of intimidation; 5. Physically or verbally abusive behavior. Student behavior that is inappropriate will result in disenrollment from the course.

Extra Credit: No additional extra credit will be given under any circumstances.



COURSE CALENDAR

This schedule is subject to change. Any necessary change will be announced ahead of time.

Sessions	In-class Activities	Important dates
# 1	Intro Spanish Food	Intro Spanish Food
# 2	Intro Spanish Food	
# 3	Intro Spanish Food- Surveys	
# 4	The wines of Spain	
# 5	Social Attitudes toward wine and food in Spain	
# 6	The culture of food and wine	
# 7	Identifying a market	
# 8	Identifying a market	
# 9	Cost control	
# 10	Cost control and analysis	
# 11	Other financial considerations	
# 12	Launching your first food/wine company	
# 13	Launching your first food/wine company	
# 14	Launching your first food/wine company	
# 15	Launching your first food/wine company	
# 16	Conceptualizing your business and filling in the specifics	
# 17	Conceptualizing your business and filling in the specifics	
# 18	Workshop: The basics of creating a business plan: setting goals, doing the thinking and putting it to paper.	
# 19	Workshop: The basics of creating a business plan: setting goals, doing the thinking and putting it to paper.	
# 20	Final presentation of business plans	Final presentation of business plans
# 21	Final presentation of business plans	Final presentation of business plans
# 22	Pincho contest	
# 23	Business Plans due	

COURSE MATERIALS

Web resources

[Aula Virtual ADI \(Blackboard\).](#)