



Department of Economics Course Outline

		Term:	Summer 2014
Course:	ECON 399.20 Economics of the Wine Industry	Section:	L01
Time:	TR 12:00-14:45	Place:	SS012
Instructor:	Mike Lloyd		
Office:	SS405	Telephone:	403-220-5866
Office Hours:	TR15:00-16:00 (or by appointment)	E-mail:	mllloyd@ucalgary.ca

Textbook(s): **NONE Required or Recommended**

Book(s) on Reserve: **Wine - Domine, Andres, H.F. Ullman 2004/08**
TP548 W5513 2011 (on reserve at UoC Taylor Library).
The Business of Wine: An Encyclopedia, HD9370.5.B868 2009
(reference book at Business Library, 3rd floor Scurfield Hall)
Other references TBA and posted on course D2L site.
Glossary of Wine Industry Terms will be posted on course D2L site.
A more detailed reference list will be posted on course D2L site.

Desire2Learn(D2L): Students registered in this course can log on at (<http://d2l.ucalgary.ca>).
D2L features a class email list that will be used to disseminate course material. Please insure that D2L uses the email of your choice that you will monitor frequently. The default is your UoC email address.

Course Outline: (Some topics may be added or deleted depending on time constraints.)
The objective of the course is to introduce the concepts, terminology and technology of the Wine Industry from geography, soils, climates, botany, vineyard techniques, wine processing through to physiology and psychology of the consumption of the product. Once that has been covered, we will discuss economic aspects of the individual components and phases and the industry as a whole. Successful completion of the course with a B or better grade would allow the student to work and function in various careers in the Wine Industry from vineyard to retailing.

The specific course topics are as follows: (a more detailed schedule will published later)

1. Introduction and Safety Issues regarding Alcohol Consumption,
2. Marketing Approaches, Wine Styles, Introduction to Grape Varietals, Price Ranges,
3. History of Wine,
3. Botanical Topics, Detailed Discussion of Major Grape Varietals,
4. Taste and Aroma Physiology, Colour Effects, Glass Wear Topics,
4. Terroir, Soil and Climate Topics,

5. Viticulture (Vineyard Techniques) Topics,
6. Processing Topics, Pressing, Must, Yeast, Oaking, Bottling, Corking, Labeling, Aging,
7. Major European Wine Producing Countries, France, Germany, Italy,
8. Minor European Wine Producing Countries, Spain, Portugal, Austria (if time allows),
9. Retail Business Models,
10. Consumer Psychology, Consumption Trends, Purchasing Patterns,
11. Micro and Macro Economic Topics in the Wine Industry,

There will be an optional field trip(s) component to visit various retail and wholesale operations in Calgary. NOTE: They will be selected so that they are near the C-Train to avoid the problem of driving after having consumed alcohol. Students are reminded about the legal and ethical implications regarding responsible consumption of alcoholic beverages. We will meet at the location(s) usually before noon on some Saturdays. Duration will be about 3-4 hours.

Grade Determination and Final Examination Details:

Midterm Exam (1) - 75mins.	30%	Thursday, July 31, 2014 (tentative)
Quizzes (5) - 15mins. ea	30%	Thursdays, (Jul 10, Jul 17, Jul 24, Aug 07, Aug 14)
Final Exam – 2 hours	40%	Scheduled by the Registrar's Office

Quizzes will be used to evaluate understanding of basic terminology and concepts and will require reading of some of the reference material (glossary, parts of the reference texts). No deferred Midterm will be given. If appropriate, timely and sufficient documentation is provided, the extra weight of a missed midterm exam will be shifted to the final exam. A passing grade on any particular component of the course is NOT required for a student to pass the course as a whole. No computers, laptops, tablets or cell phones are allowed during exams (i.e., no external communications). The classroom is a no cell phone zone. Exams will not be given prior to the scheduled date. Exams and quizzes will be closed book and closed notes.

Tests and final exams are marked on a numerical (percentage) basis, and then converted to letter grades. The course grade is then calculated using the weights indicated above. As a guide to determining standing, these letter grade equivalences will apply:

A+	95 - 100	B	76 - 79	C-	63 - 65
A	90 - 94	B-	73 - 75	D+	59 - 62
A-	85 - 89	C+	70 - 72	D	55 - 58
B+	80 - 84	C	66 - 69	F	0 - 54

Non-programmable calculators WILL be allowed during the writing of tests or final examinations. All students must comply with the regulations published in the University Calendar concerning "Intellectual Honesty," "Examinations," etc.

There will be a Registrar scheduled final examination, lasting 2 hours.

Students' Union Vice-President Academic:

Hana Kadri

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Students' Union Faculty Representative (Arts)

Phone: 403-220-3913 Office: MSC 251

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Society of Undergraduates in Economics (S.U.E.):

www.ucalgary.ca/sue

Society of Undergraduates in Economics is a student run organization whose main purpose is to assist undergraduate economics students succeed both academically and socially at the University of Calgary. Services include access to the exam bank, career partnerships with the Career Centre through hosting industry nights and information sessions, recognizing achievements in teaching, and organizing social events for members. They invite you to join by contacting sue@ucalgary.ca.

Faculty of Arts Program Advising and Student Information Resources

- Have a question, but not sure where to start? The Faculty of Arts Program Information Centre (PIC) is your information resource for everything in Arts! Drop in at SS102, call them at 403-220-3580 or email them at artsads@ucalgary.ca. You can also visit the Faculty of Arts website at <http://arts.ucalgary.ca/undergraduate> which has detailed information on common academic concerns.
- For program planning and advice, contact the Student Success Centre (formerly the Undergraduate programs Office) at 403-220-5881 or visit them on the 3rd Floor of the Taylor Family Digital Library.
- For registration (add/drop/swap), paying fees and assistance with your Student Centre, contact Enrolment Services at 403-210-ROCK [7625] or visit them in the MacKimmie Library Block.
- Online writing resources are available at <http://ucalgary.ca/ssc/writing-support/online-writing-resources>

Notes:

- It is the student's responsibility to request academic accommodations. If you are a student with a documented disability who may require academic accommodation and have not registered with the Disability Resource Centre, please contact their office at 403-220-8237. Students who have not registered with the Disability Resource Centre are not eligible for formal academic accommodation. You are also required to discuss your needs with your instructor no later than seven (7) days after the start of this course.
- Students seeking reappraisal of a piece of graded term work should discuss their work with the instructor *within seven days* of work being returned to class.

Safewalk / Campus Security: 403-220-5333

Emergency Assembly Point: Professional Faculties Food Court

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2014-02-25