

CATALOG INFORMATION

Dept and Nbr: WINE 132.2      Title: TASTING ROOM MANAGEMENT  
Full Title: Tasting Room Management  
Last Reviewed: 4/27/2020

Units		Course Hours per Week		Nbr of Weeks	Course Hours Total	
Maximum	2.00	Lecture Scheduled	1.25	17.5	Lecture Scheduled	21.88
Minimum	2.00	Lab Scheduled	2.50	4	Lab Scheduled	43.75
		Contact DHR	0		Contact DHR	0
		Contact Total	3.75		Contact Total	65.63
		Non-contact DHR	0		Non-contact DHR	0

Total Out of Class Hours: 43.75

Total Student Learning Hours: 109.38

Title 5 Category: AA Degree Applicable  
Grading: Grade or P/NP  
Repeatability: 00 - Two Repeats if Grade was D, F, NC, or NP  
Also Listed As:  
Formerly:

**Catalog Description:**  
Development of skills to manage a wine tasting room including hiring, training and firing, personnel management, budgeting and monitoring fiscal performance.

**Prerequisites/Corequisites:**  
Course completion of WINE 132.1 or one year experience working in a commercial wine tasting room; AND minimum age 21 or older

**Recommended Preparation:**  
Eligibility for ENGL 100 OR EMLS 100 (formerly ESL 100) or equivalent AND Course Completion of WINE 1 (or VIT 1), WINE 3 (or WINE 42.1), AND WINE 111.1 (or WINE 111.2)

**Limits on Enrollment:**  
Age 21 or older

**Schedule of Classes Information:**  
Description: Development of skills to manage a wine tasting room including hiring, training and firing, personnel management, budgeting and monitoring fiscal performance. (Grade or P/NP)  
Prerequisites/Corequisites: Course completion of WINE 132.1 or one year experience working in a commercial wine tasting room; AND minimum age 21 or older

Recommended: Eligibility for ENGL 100 OR EMLS 100 (formerly ESL 100) or equivalent AND Course Completion of WINE 1 (or VIT 1), WINE 3 (or WINE 42.1), AND WINE 111.1 (or WINE 111.2)

Limits on Enrollment: Age 21 or older

Transfer Credit:

Repeatability: Two Repeats if Grade was D, F, NC, or NP

## **ARTICULATION, MAJOR, and CERTIFICATION INFORMATION:**

<b>AS Degree:</b>	<b>Area</b>	Effective:	Inactive:
<b>CSU GE:</b>	<b>Transfer Area</b>	Effective:	Inactive:
<b>IGETC:</b>	<b>Transfer Area</b>	Effective:	Inactive:
<b>CSU Transfer:</b>		Effective:	Inactive:
<b>UC Transfer:</b>		Effective:	Inactive:

**CID:**

**Certificate/Major Applicable:**

Both Certificate and Major Applicable

## **COURSE CONTENT**

### **Student Learning Outcomes:**

At the conclusion of this course, the student should be able to:

1. Effectively perform unsupervised management of a commercial wine tasting room.
2. Demonstrate professionalism in hiring, training, firing and evaluating performance of tasting room employees.
3. Budget for and monitor profitability of a wine tasting room.

### **Objectives:**

At the conclusion of this course, the student should be able to:

1. Identify skills required in tasting room employees.
2. Hire, train and incent employees to provide excellent customer service and close sales of wine and wine club memberships.
3. Counsel employees when performance improvement is needed.
4. Maintain strong team morale in the tasting room.
5. Create a complete budget for a tasting room and set profitability goals.
6. Monitor performance of the tasting room relative to goals and make changes when needed.

### **Topics and Scope:**

- I. Tasting Room Management
  - A. Good hiring and firing practices
  - B. Effective employee training
  - C. Effective team management
  - D. Leadership and communication skills
- II. Sales and Merchandising

- A. Merchandising best practices
- B. Sales training for employees
- III. Performance and Evaluation
  - A. Development of incentive programs
  - B. Employee performance measurement techniques
  - C. Motivating, measuring, and rewarding behaviors
  - D. Debriefing employee evaluations
- IV. Planning Budgeting and Goal Setting
  - A. Analyzing sales reports
  - B. Managing sales fluctuations
  - C. Preparing a daily income and expense budget

Concepts presented in lecture are applied and practiced in lab.

### Assignment:

#### Lecture-Related Assignments:

1. Periodic written reports (2-3 one-page reports)
2. Reading of instructor provided materials (10-20 pages per week)
3. Written analysis of daily operating income and expense compared to budget
4. Prepare tasting room budget
5. Quiz(zes) (1-5)
6. Final exam

#### Lab-Related Assignments:

1. Work-based Scenario Activities:
  - A. Supervise employees in all roles in an operating tasting room
  - B. Mock employee hiring, firing, training, counseling and evaluation sessions
  - C. Verbal or written analysis of employee morale issues
2. Analyze and prepare strategy to correct sales shortfalls
3. Self-evaluation
4. Customer problem intervention as needed

### Methods of Evaluation/Basis of Grade:

**Writing:** Assessment tools that demonstrate writing skills and/or require students to select, organize and explain ideas in writing.

Periodic reports, tasting room budget, analysis of daily operating income and expense compared to budget

Writing  
5 - 20%

**Problem Solving:** Assessment tools, other than exams, that demonstrate competence in computational or non-computational problem solving skills.

Analyze and prepare strategy to correct sales shortfalls, customer problem intervention as needed

Problem solving  
15 - 55%

**Skill Demonstrations:** All skill-based and physical demonstrations used for assessment purposes including skill performance exams.

Work-based scenario activities, analysis of daily operating income and expense compared to budget

Skill Demonstrations  
15 - 55%

**Exams:** All forms of formal testing, other than skill performance exams.

Quiz(zes) and final exam

Exams  
10 - 30%

**Other:** Includes any assessment tools that do not logically fit into the above categories.

Participation, professionalism, self-evaluation

Other Category  
5 - 20%

**Representative Textbooks and Materials:**

Instructor prepared materials