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Course Outline for VWT 48

WINERY MANAGEMENT

Effective: Fall 2013

I. CATALOG DESCRIPTION:

VWT 48 — WINERY MANAGEMENT — 3.00 units

An introductory level course on winery management, including annual plans and budgets; labor management and supervision, legal compliance, record keeping. 3 hours.

3.00 Units Lecture

Grading Methods:

Letter Grade

Discipline:

	<u>MIN</u>
Lecture Hours:	54.00
Total Hours:	54.00

II. NUMBER OF TIMES COURSE MAY BE TAKEN FOR CREDIT: 1

III. PREREQUISITE AND/OR ADVISORY SKILLS:

IV. MEASURABLE OBJECTIVES:

Upon completion of this course, the student should be able to:

1. analyze winery management practices
2. compare alternative winery management practices
3. solve winery management problems
4. create an annual plan of winery operations
5. create a harvest plan
6. develop a budget for winery operations
7. develop a winery marketing plan
8. compare the legal structures of businesses
9. explain the process to evaluate employees
10. explain a winery financial statement
11. critique an employee handbook
12. plan the layout and design of a winery

V. CONTENT:

- A. The annual cycle of winemaking
- B. Basic tasks required for winemaking
- C. Winery equipment and supplies
- D. Annual plan for winery management
- E. Budgets and planning
- F. Budget development
- G. Marketing plan
- H. Labor management
 - I. Health and safety issues
- J. Employee handbooks
- K. Immigration Law
- L. Record keeping
- M. The legal structure of businesses
- N. Legal compliance
- O. Design and layout of winery areas
- P. Current issues in winery management

VI. METHODS OF INSTRUCTION:

- A. **Lecture** -
- B. **Discussion** -
- C. **Classroom Activity** - Hands-on activities
- D. **Field Trips** -
- E. **Audio-visual Activity** - Media presentations
- F. **Demonstration** -

VII. TYPICAL ASSIGNMENTS:

A. Assigned Readings 1. Read the chapter in Storm on Regulatory Agencies. 2. Read the chapter in Vine on Sources of Equipment and Materials. B. Research Activity 1. Arrange an interview with the owner of a small local winery to ascertain their approach to developing and implementing an operating budget. Summarize this in a 2-3 page report and present your findings to the class.

VIII. EVALUATION:

A. **Methods**

1. Exams/Tests
2. Quizzes
3. Projects
4. Home Work
5. Other:
 - a. Methods
 1. Written examination
 2. Quizzes
 3. Reading and homework assignments
 4. Winery design project
 - b. Typical Questions
 1. You own a small 3,000 case winery and have been using a custom crush facility to produce your wine. You are now able to expand your winery to 5,000 cases and are considering building your own winery. List the factors and trade offs you must consider in your decision.
 2. In preparing the harvest plan, which of the following should be considered up front
 - a. Barrels
 - b. Sanitation
 - c. Processing machines
 - d. Chemicals
 - e. All of above
 3. Cellar records would normally not include:
 - a. Must data
 - b. Fermentation
 - c. Bottling data
 - d. Barrel records
 - e. Grape yields and grapevine quality

B. **Frequency**

1. Two or more mid-term examinations
2. Quizzes at the instructor's discretion
3. One semester project
4. Final exam

IX. TYPICAL TEXTS:

1. David R. Storm *Winery Utilities*. 1st ed., Kluwer Academic Publishers, 2001.
2. Richard P. Vine, Ellen M. Harkness, and Sally J. Linton *Winemaking: From Grape Growing to Marketplace*. 2nd ed., Plenum Publishing, 2002.
3. Bruce W. Zoecklein, et. al. *Wine Analysis and Production*. 2nd ed., Kluwer Academic Publishers, 1995.

X. OTHER MATERIALS REQUIRED OF STUDENTS: