



**CU/IB 210 THE BUSINESS OF WINE:
FROM VINE TO GLASS**
IES Abroad Barcelona

DESCRIPTION:

Barcelona is singularly situated in one of the most compact, yet diverse, wine regions in the world and it is the ideal place to discover the unique path that takes wine from the vine to the glass to become a cultural icon and an important economic asset. This course takes a comprehensive and practical look at this process and the important factors that bring wine from field to table. Along the way, we will encounter environmental, scientific, sociological, historical, legal, economic, and practical issues that will explain, in part, the complex nature of the many steps needed to assure that the various relevant enterprises have a reasonable chance of success.

The course is not meant to prepare students for any particular profession, certainly not winemaking itself, but it will provide the background and the vocabulary needed to begin navigating the fascinating opportunities in the relevant fields of viticulture, oenology, and logistics that comprise the business landscape.

CREDITS: 3 credits

CONTACT HOURS: 45 hours

LANGUAGE OF INSTRUCTION: English

INSTRUCTOR:

PREREQUISITES: None

ADDITIONAL COST: Course materials (textbook) and a course-related field trip (priced at €50)

METHOD OF PRESENTATION:

The course will incorporate a variety of instructional methods. Primary among these is class discussion, which requires students to complete assigned readings beforehand and actively participate in discussions. The instructor will provide theoretical background to complement the reading materials. Additionally, students will be responsible for presenting specific course topics in group after conducting extensive research on their assigned subjects. Experiential activities like winery visits and wine tastings will enhance learning.

REQUIRED WORK AND FORM OF ASSESSMENT:

- Participation **10%**
- Midterm Exam **20%**
- Final Exam **20%**
- Group Research Project #1 **15%**
- Group Research Project #2 **15%**
- Mandatory Course-related Trip and Visit-related Quiz **10%**
- Wine Journal **10%**

The evaluation criteria will be explained to students at the beginning of the course. Feedback will be provided by the instructor (rubrics, check-lists, oral and written feedback) and fellow students (peer evaluation) to help them achieve the learning outcomes.

**Class participation:**

Class attendance is expected, as is participation in the exploration of the subject matter (please see the *IES Abroad Barcelona Attendance Policy*). This, of course, assumes a thorough study of materials and completion of all assignments. Class discussions will take place in an informal setting with emphasis on a free exchange of ideas and the flexibility to explore matters of mutual interest as they arise. An adequate use of electronic devices will be expected for learning purposes only.

Midterm Examination:

The midterm comprises multiple-choice questions drawn from the designated course readings, covering viticulture, winemaking, and principal wine styles.

Final Exam

The final Exam is a group assignment culminating in a video presentation. Building on the course visit, it integrates key themes from across the module, including legal and marketing frameworks, the low/no-alcohol category, wine tourism and promotion, and food and wine pairing, all related to the course winery visit. Submissions are made online.

Group Research Projects:

Students work collaboratively in groups to develop and present two research projects. Detailed guidelines and assessment rubrics will be provided, and instructor support is available throughout. Both projects are presented in class.

- *Project 1 | Wine Regions Branding* Research and present a selection of leading wine regions from both the Old and New Worlds, integrating the specified content pillars.
- *Project 2 | Celebrity-Endorsed Wine Brand* Research and develop a celebrity-endorsed wine brand concept, covering your chosen wine style, grape varieties, flavour profile, and relevant marketing and commercial

Mandatory course-related trip and visit-related quiz

Students will complete a course-related trip to a winery in a leading Catalan wine region, completing a quiz afterwards. The trip content and the winery case study will also be used as a foundation for the Final project.

Wine journal:

Sensorial analysis plays a crucial role in the wine trade for an objective assessment of wine quality. During class activities, students will be required to practice the systematic approach to wine tasting. They will need to write a minimum of 2 tasting notes for wines sampled outside the classroom.

LEARNING OUTCOMES:

By the end of the course, students will be able to:

- Appreciate the differences between wine and other “manufactured” products (sense of place, complexity of evaluation, seasonal variation, connection to culture, etc.)
- Specify the societal, political, economic forces that shape supply and demand.
- Display a sense of the cultural importance of wine, food and their confluences to a particular place (Spain), in comparison to other leading wine regions
- Demonstrate a working hypothesis of the complexity of market forces and supply chains that determine the success or failure of entrepreneurial efforts in the field.
- Establish a connection to individuals, companies and institutions who labor at each level of the industry and an understanding of their roles within it.
- Understand the importance of the winegrowing environment and some of the key winemaking techniques that shape different styles of wines and similarities and differences in the wine making process.
- Demonstrate adequate knowledge of wine service, wine and food pairing and wine analysis.

ATTENDANCE POLICY:

Global brilliance begins here.®

Institute for the International Education of Students

Africa | Asia Pacific | Europe | Latin America

As a member of our class community, you are expected to be present and on time every day. Attending class has an impact on your learning and academic success. For this reason, attendance is required for all IES Barcelona classes, including course-related excursions. If a student misses more than three classes in any course without justification, 3 percentage points will be deducted from the final grade for every additional absence. Seven unjustified absences in any course will result in a failing grade. Absences will only be justified, and assessed work, including exams, tests and presentations rescheduled, in cases of documented medical or family emergencies.

CONTENT:

Session	Content	Readings and assignments
Session 1	Introduction to the course Introductory session	Complete select readings (Moodle + textbook)
Session 2	Introduction to Wine - History - Culture - Key Statistics - Main Trends	Complete select readings (Moodle + textbook), related to the Midterm assignment
Session 3	Wine Tasting Fundamentals - WSET Systematic Approach to Tasting Wine - Tasting of two wine samples - Preparation workshop for the Wine Journal activity	- Complete select readings (Moodle + textbook) - Start working on the Wine Journal assignment
Session 4	The Vine: Where it all begins - The Vine - Environmental Influences - Growing Grapes	Complete select readings (Moodle + textbook), related to the Midterm assignment
Session 5	The winery: How wine is made - Common Elements in Winemaking - White and Sweet Winemaking - Red and Rosé Winemaking	Complete select readings (Moodle + textbook), related to the Midterm assignment
Session 6	Whine + health Current global and regional outlook on wine's effects on human health	Complete select readings (Moodle + textbook), related to the Final Exam assignment

Session 7	Routes to market: key channels to get the wine from the vineyard to consumer - Brief Overview of the World Wine Regions in the New World - Preparation Workshop for Research Project #1	Non graded assignment: self-guided visit
Session 8	Wine regions branding: overview Overview session + independent work on group projects	- Complete select readings (Moodle + textbook), - Start working on the Group Project #1 assignment
Session 9	Sparkling wines Sparkling wines	Complete select readings (Moodle + textbook), related to the Midterm assignment
Session 10	Fortified wines - Fortified wines of the world - History market overview and trends	Complete select readings (Moodle + textbook), related to the Midterm assignment
Session 11	Wine + sustainability. Guest Lecture - Environmental sustainability - Social sustainability - A guest lecture by a leading practitioner in the field	Complete select readings (Moodle + textbook), related to the Final Exam assignment
Session 12	Wine regions branding: presentations Group class presentations	Group Project -1 assignment
Session 13	Wine regions branding: presentations Group class presentations	Group Project -1 assignment
Session 14	Fundamentals of food and wine pairing - Key principles of Food and Wine Tasting - Practical Food and Wine Pairing Workshop at an external location	Complete select readings (Moodle + textbook), related to the Midterm assignment
Session 15	MIDTERM EXAM	Review exercises (Moodle)

Session 16	Key grape varieties + celebrity endorsement overview - Brief Overview of Some of the Key Grape Varieties - Celebrity and Influencer Marketing in Wine - Preparation Workshop for the Research Project #2	- Complete select readings (Moodle + textbook) - Start working on the Group Project # 2 assignment
Session 17	Wine Law - Wine and the Law: the Impact of Legislation - Different Aspects	
Session 18	Research project #2 CELEBRITY-ENDORSED WINE BRAND Group class presentations	Group Project # 1 assignment
Session 19	Research project #2 CELEBRITY-ENDORSED WINE BRAND Group class presentations	Group Project # 1 assignment
Session 20	Wine Service and Wine Storage - Wine Storage: Key Rules - Wine Service: Key Rules - Practical Workshop on Wine Service	Complete select readings (Moodle + textbook), related to the Final Exam assignment
Session 21	Wine marketing and communication - Fundamentals of Wine Communication - Current Trends	Complete select readings (Moodle + textbook), related to the Final Exam assignment
Session 22	THE WORLD OF NO/LOW: GUEST SPEAKER SESSION Specialist Knowledge Session by a Leading Practitioner in the Field	Select articles and other multimedia materials (Moodle)
Session 23	Review sesión + Final exam Preparation	Preparation for the Final Exam assignment

Session 24	Final sesión: farewell	
Final Exam	FINAL EXAM	Review exercises (Moodle)

COURSE-RELATED TRIPS:

- The course will include course related excursions to several wine spaces in Barcelona as well as a mandatory Friday course-related trip to a nearby wine region close to Barcelona, where students will visit a leading winery
- Participation and post-trip activities make up for 10% of the total grade

REQUIRED READINGS:

- Wine & Spirit Education Trust and Wine & Spirit Education Trust (2019). *Wines: Looking behind the label*.

This will be the textbook and the main reference resource for the duration of the course.

RECOMMENDED READINGS:

- Bosker, B. (2017). *Cork Dork: A Wine-Fueled Adventure Among the Obsessive Sommeliers, Big Bottle Hunters, and Rogue Scientists Who Taught Me to Live for Taste*. National Geographic Books.
- Colman, T. (2010). *Wine Politics: How Governments, Environmentalists, Mobsters, and Critics Influence the Wines We Drink*. Univ of California Press.
- Johnson, H. (2013). *Hugh Johnson's Pocket Wine Book 2014*. Hachette UK.
- Johnson, H., & Robinson, J. (2019). *The World Atlas of Wine 8th Edition*. Mitchell Beazley.
- Johnson, H. (2004). *Story of Wine*. Mitchell Beazley.
- Harrington, R. J. (2007). *Food and Wine Pairing: A Sensory Experience*. John Wiley & Sons.
- Hills, P. (2004b). *Appreciating Wine*. HarperCollins Publishers
- MacNeil, K. (2022). *The Wine Bible*, 3rd Edition. Hachette UK.
- Puckette, M., & Hammack, J. (2018). *Wine Folly: Magnum Edition: The Master Guide*. Penguin.
- Schuster, Michael. 2017. *Essential Wine Tasting*. Octopus Publishing Group. London.
- Varriano, John L. 2010. *Wine: a cultural history*. Reaktion Books Ltd. London.

OTHER RECOMMENDED RESOURCES

Besides mandatory readings, the following apps, books, movies, and podcasts are recommended:

Apps:



- Vivino Wine Scanner

Filmography (movies and TV shows):

- A Year in Burgundy (2013)
- A Year in Champagne (2014)
- Bottle Shock (2008)
- Drops of God (2023)
- Uncorked (2020)
- Sideways (2004)
- Somm (2013)
- Sour Grapes (2016)

Podcasts:

- Wine for Normal People.
- Business of Drinks
- The Somm TV Podcast.
- Wine Blast.

INSTRUCTOR BIOGRAPHY:

Nika Shevela DipWSET | Lecturer The Business of Wine: From Vine to Glass

Hello, I'm Nika, your instructor for this course. Although I call Barcelona home, my roots go back to Ukraine and southern Russia, as well as to the true cradle of wine that is the Caucasus region.

I bring a diverse set of skills, including wine education, writing, and consulting, with a particular focus on the world of Spanish wines. My academic background in translation and communication, completed with wine studies, carried out between Barcelona, France and London, has allowed me to bridge the gap between wine and words, aiming at the constant reshaping of the wine conversation. Currently, I spend most of my time teaching wine-related courses in a number of academic institutions and hospitality schools, and work closely with several regional bodies and major wine producers on the wine marketing and communication side.