

# Business Administration

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|-------------------------|---|
| Course Number:          | <b>BUAD 230</b>   |
| Course Title:           | <b>WINE AND CULINARY TOURISM</b>  |
| Credits:                | 3   |
| Calendar Description:   | This course provides learners with an understanding of wine and culinary tourism and its relationship to the tourism sector overall. Through experiential learning opportunities such as field trips, visits from local providers, and assignments linked to real situations, students engage with wine, food, and culture, both regionally and globally. Students gain awareness of how wine and culinary tourism impacts tourism destinations, from supply chain management to product development. |
| Semester and Year:      | <b>WINTER 2021</b>  |
| Prerequisite(s):        | No  |
| Corequisite(s):         | No  |
| Prerequisite to:        | No  |
| Final Exam:             | Yes   |
| Hours per week:         | 3   |
| Graduation Requirement: |   |
| Substitutable Courses:  |   |
| Transfer Credit:        | Yes   |
| Special Notes:          |   |



|            |      |
|------------|------|
| Final Exam | 20%  |
| Total      | 100% |

**Notes**

This course is being delivered in an on-line format

**Course Schedule**

| Date             | Topics & Activities   | Readings                 |
|------------------|---|--------------------------|
| 2021<br>Week of: | Monday, January 11 First Day of Classes<br>Monday, February 15 Holiday<br>Tuesday, February 16 Friday, February 19 Reading Break<br>Friday, April 2 Monday, April 5 - Holiday<br>Friday, April 16 Last Day of Regular Classes |                          |
| W01              | Topics: Introduction to Course; Introduction of Students;<br>Team Discussions; Course Expectations;<br>Introduction to Wine Tourism<br><i>Wine Tourism Breakouts; Student Pitches</i>   | PPT #1; Ch 01;<br>Moodle |

