

## ROYAL AGRICULTURAL COLLEGE MODULAR SCHEME

*Sheet updated: February 2011*

<b>Module Code</b> 4051	<b>Module Title</b> Viticulture and Vinification	<b>Module Leader</b> Steve Finch
<b>School which owns module</b>	School of Business	
<b>Programme(s) to which module belongs</b>	MBA Wine Business Management (focus) MA Business Management (elective)	
<b>Module Level</b> 7	<b>Module Credits</b> 7.5	<b>Pre-Requisites</b> None
<b>Minimum Study Time</b> 75 hours	<b>Contact Hours within Study Time</b> 20	<b>Teaching Period</b> January to March Friday am
<p><b>Module Content</b></p> <p>Location, climate, soil type and management. Vineyard location. Selection of grape varieties. Disease, pest and weed control. Regulation of water supply to vines. Canopy management. Harvesting decisions. The control of quality through viticulture. The basic constituents of ripe grapes. The fermentation process and the production sequence. Maturation, stabilisation and bottling. Common faults in bottled wine.</p> <p>Successful management of a commercial vineyard and winery. A visit to a local producer will be undertaken during the teaching period. This visit will be the basis of the coursework.</p>		
<p><b>Module Outcomes</b></p> <p>To achieve credit for this module, students must be able to:</p> <ol style="list-style-type: none"> <li>1. Critically analyse the factors which lead to successful wine production.</li> <li>2. Assess the significance of current developments in the wine making industry.</li> <li>3. Through the preparation of the technical analysis, evaluate vineyard and winery performance, identify problems and construct solutions, demonstrate independence of thought and manage project work effectively.</li> <li>4. Through the production of the analysis, work effectively independently, produce a written presentation and demonstrate effective use of IT.</li> </ol>		
<b>Assessment</b>	<b>Description</b>	<b>Weighting</b>
<b>Coursework</b>	A technical analysis of a local vineyard and winery.	100%
<p><b>Key Texts:</b></p> <p>Wine and Spirit Education Trust (WSET). <i>Exploring the World of Wines and Spirits</i>. WSET Publications.</p> <p>Jackson, D. and Schuster, D. (2001). <i>The Production of Grapes and Wines in Cool Climates</i>. Gypsum Press.</p>		