Curriculum Committee
Meeting Agenda
3:30PM-5:00PM
October 1, 2013
S NY 15

Mary Stinnett  David Farrington  Gregg Smith  Bettie Wright
Martha Joyce  Steve Mackey  Joan Campbell  Deborah Gresham

Business to be reviewed by Curriculum Committee:
Approval of Curriculum Committee Minutes- None

New Courses:
Following to be presented by Chris VanDyke- Pages 2-16:
- HRM-176 Responsible Alcohol Service & Bar/Beverage Managements
- HRM-177 Program Hospitality/Restaurant Management
- HRM-178 Hospitality/Restaurant Management
- HRM-230 Principles of Hospitality/Restaurant Industry Cost Controls

New Programs:
Following to be presented by RuthAnn Seim & Jesse Morrow:
- Saw Filer Certificate Pages 18-20
- Saw Filer AAS Pages 21-23
  - Pages 24-39 Supporting Courses
Following to be presented by Chris VanDyke Pages 41-46:
- Hospitality & Restaurant Program
Following to be presented by Chris Lake Pages 47-117:
- Viticulture & Enology- Wine Business & Entrepreneurship Degree

Program Revisions
Following to be presented by RuthAnn Seim & Jesse Morrow Pages 118-123:
- Electrician Apprenticeship Cert
- Industrial Mechanic & Maintenance Technology Cert
- Industrial Mechanic & Maintenance Technology AAS
Following to be presented by Martha Joyce Pages 124-125:
- Retail Managements Certificate

Course Revisions:
Following to be presented by Martha Joyce Pages 126-133:
- BA 160- Accounting for Managers
- BA 214- Business Communications

Informational Items:
- CCWD Approvals & Denials- Joan Campbell
- Welding Catalogue Course Descriptions- Ian Fisher Page
Document brought forward by: Steven Fair-Harrison
Supervisor’s name  Chris VanDyke  Date  5/10/13

Course title: Responsible Alcohol Service & Bar/Beverage Management
Division CTE Department Hospitality  Program Hospitality/Restaurant Management
Course No HRM-176  Title Responsible Alcohol Service & Bar/Beverage Management
  Offered Winter term
Credits 2  Lec hrs/wk 2  Lec/Lab hrs/wk  Lab hrs/wk  Prac hrs/wk
Banner Pre-req.  Instructor Pre-req.  Co-requisites  Length (wks) 11

Proposed implementation date Term Fall  Year 2013  Grading Option Load Factor

Catalog Course Description: The course is designed to prepare the student for a management position in an establishment that serves alcoholic beverages. Topics include, a basic overview of wine, beer and spirits and their effects on the human body, the legal aspects of alcohol service, professional/responsible bar service, staffing, purchasing, receiving, storage and cost control, checking identification, handling difficult situations and mixology.

VOCATIONAL TECHNICAL PROPOSALS ONLY  LOWER DIVISION COLLEGIATE PROPOSALS ONLY
☐ Approved by Advisory Committee (Minutes Attached):
☐ To be ☐ Yes ☐ No
If no, this course has been approved for transfer to: (college or university) (attached syllabus, course description, and outcomes)
☐ Occupational Preparatory (organized degree/cert program)  ☐ Occupational Supplementary

Support Course: Indicate all programs for which this course will be required.

<table>
<thead>
<tr>
<th>PROGRAM</th>
<th>DEPARTMENT</th>
<th>DATE</th>
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<tbody>
<tr>
<td>Hospitality/Restaurant Mgmt.</td>
<td>HRM</td>
<td>5/10/13</td>
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Overlap

COURSE DEVELOPED BY Steven Fair-Harrison/Chris Van Dyke  DATE: 5/10/13

ATTACH the documents 1. COURSE OUTLINE  2. COURSE JUSTIFICATION FORM
Course Title: **Responsible Alcohol Service & Bar/Beverage Management**
Developed By: **Steven Fair-Harrison**
Development Date: **5/10/13**
Revision Date:

**COURSE DESCRIPTION:** The course is designed to prepare the student for a management position in an establishment that serves alcoholic beverages. Topics include, a basic overview of wine, beer and spirits and their effects on the human body, the legal aspects of alcohol service, professional/responsible bar service, staffing, purchasing, receiving, storage and cost control, checking identification, handling difficult situations and mixology.

**COURSE OUTCOMES:** Upon successful completion of this course, each student will:

1. Be certified through ServSafe to legally serve alcohol within the hospitality/restaurant industry.
2. Demonstrate knowledge of the different types of alcoholic beverages and their appropriate service.
3. Identify the fundamentals of legal and responsible bar/beverage service.
4. Illustrate the effects of alcoholic beverages on the human body and explore how these factors influence responsible bar/beverage service.
5. Examine various methods for handling difficult situations including intoxicated guests, potentially violent situations, illegal activities and following up with the necessary documentation.
6. Create a basic operating plan for a bar and beverage service taking into consideration the following factors: safe alcohol service protocols, purchasing/receiving/storage, staffing (hiring and training), marketing and cost control.
REQUIRED TEXT/MATERIALS: ServSafe Alcohol 2nd Edition, National Restaurant Association
ISBN: 978-1-58280-259-6

Bar & Beverage Management, Pearson

OUTLINE: [Topics taught by week 1-10.]
Week 1  Alcoholic Beverages
Week 2  Alcohol Law and Responsibility
Week 3  Recognizing and Preventing Intoxication/Professional Service
Week 4  Checking Identification and Handling Difficult Situations
Week 5  Beer, Wine & Spirits
Week 6  Bar Management
Week 7  Purchasing, Receiving, and Storage
Week 8  Controlling Costs
Week 9  Marketing
Week 10 Final Exam
Document brought forward by: **Steven Fair-Harrison**

X Date
Supervisor Signature: X

**Student need for course:**

**Course Information:**

- AA
- AS
- AAS
- Below 100 level
- Elective
- Certificate

- AAOT (Area of distribution):
- Approved Disciplines Studies Listings
  - Arts & Letters
  - Science/Math/Computer Science
  - Social Sciences
  - Human Relations

**Cost of this course:**

- No additional instructional costs (staff, material, equipment, or facilities) are required. The cost of this course will be covered by (i.e. fewer sections of ________ course):

- Additional instructional costs (staff, materials, equipment or facilities) are needed to offer this course. Itemize and estimate:

**Course impact on:**

a. Student enrollment in other courses:

b. Current program:

Replacement course for: Course Number: Title:

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**Disposition:** Signature Date Recommendation

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Director of Curriculum Support Vice President of Instruction
Document brought forward by: **Steven Fair-Harrison**

Supervisor's name    Chris VanDyke    Date    5/13/13

**Course title:** Hospitality/Restaurant Marketing & Customer Service

**Division CTE Department** Hospitality    Program Hospitality/Restaurant Management

**Course No** HRM-178    **Title** Hospitality/Restaurant Marketing & Customer Service    **Offered** Winter term

Credits 2    Lec hrs/wk 2    Lec/Lab hrs/wk    Lab hrs/wk    Prac hrs/wk

Banner Pre-req.    Instructor Pre-req.    Co-requisites    Length (wks) 11

Proposed implementation date Term **Fall** Year **2013** Grading Option Load Factor

**Catalog Course Description:** The course is designed to provide the student with an understanding of the basic principles of industry specific customer service and marketing techniques. Topics include: customer-centric service, professionalism, service standards, operation work-flow, the marketing process, market environments, customer behavior, advertising and public relations.

VOCAATIONAL TECHNICAL PROPOSALS ONLY    LOWER DIVISION COLLEGIATE PROPOSALS ONLY

☑ Approved by Advisory Committee (Minutes Attached):

☐ Is this course on the "LDC Course List" of the State Department ☐ To be ☐ Yes ☐ No

If no, this course has been approved for transfer to: (college or university) (attached syllabus, course description, and outcomes)

☑ Occupational Preparatory (organized degree/cert program) ☐ Occupational Supplementary

**Support Course:** Indicate all programs for which this course will be required.

<table>
<thead>
<tr>
<th>PROGRAM</th>
<th>DEPARTMENT</th>
<th>DATE</th>
</tr>
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<tbody>
<tr>
<td>Hospitality/Restaurant Mgmt.</td>
<td>Hospitality</td>
<td>5/13/13</td>
</tr>
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</table>

Overlap

COURSE DEVELOPED BY **Steven Fair-Harrison**    DATE: **5/13/13**

**ATTACH the documents** 1. COURSE OUTLINE 2. COURSE JUSTIFICATION FORM
Course Title: **Hospitality/Restaurant Marketing & Customer Service**

Developed By: **Steven Fair-Harrison**

Development Date: **5/13/13**

Revision Date:

**COURSE DESCRIPTION:** The course is designed to provide the student with an understanding of the basic principles of industry specific customer service and marketing. Topics include: customer-centric service, professionalism, service standards, operation work-flow, the marketing process, market environments, customer behavior, advertising and public relations.

**COURSE OUTCOMES:** Upon successful completion of this course, each student will:

1. Identify professional customer service standards as it applies to the hospitality and restaurant industry.
2. Design a customer service plan and explore the relationship between the customer and employee service standards and expectations.
3. Implement a customer service program utilizing a developed customer service plan and considers the multiple points of contact a customer has with a hospitality operation.
4. Explore menu pricing strategies.
5. Identify marketing strategies associated with the hospitality industry.
6. Prepare a marketing plan appropriate to a ‘real life’ market environment.
7. Evaluate marketing strategies including advertising, promotions, and public relations.
REQUIRED TEXT/MATERIALS: Customer Service, Pearson
ISBN: 978-0-13-217932-4
Hospitality and Restaurant Marketing, Pearson

OUTLINE: [Topics taught by week 1-10.]
Week 1  The importance of customer service/customer-centric service
Week 2  Designing and implementing an effective customer service program
Week 3  The professional server, operations and service recovery
Week 4  Introduction to hospitality/restaurant marketing
Week 5  The marketing process and understanding the market environment
Week 6  Preparing a marketing plan
Week 7  Menu pricing strategies
Week 8  Advertising and sales
Week 9  Promotions, publicity, and public relations
Week 10 Menu marketing and evaluating the marketing effort
Student need for course:

Course Information:

☐ AA  ☐ AS  ☐ AAS  ☐ Below 100 level  ☐ Elective  ☐ Certificate

☐ AAOT (Area of distribution):

☐ Arts & Letters  ☐ Science/Math/Computer Science  ☐ Social Sciences  ☐ Electives

☐ Approved Disciplines Studies Listings

☐ Arts & Letters  ☐ Science/Math/Computer Science  ☐ Social Sciences  ☐ Human Relations

Cost of this course:

☐ No additional instructional costs (staff, material, equipment, or facilities) are required. The cost of this course will be covered by (i.e. fewer sections of _________ course):

☐ Additional instructional costs (staff, materials, equipment or facilities) are needed to offer this course. Itemize and estimate:

Course impact on:

a. Student enrollment in other courses:
b. Current program:

Replacement course for: Course Number: Title:

Disposition: Signature Date Recommendation

Director of Curriculum Support  Vice President of Instruction
Document brought forward by: Steven Fair-Harrison
Supervisor’s name Chris VanDyke Date 5/10/13

Course title: Hospitality/Restaurant Management & Human Relations
Division CTE Department Hospitality Program Hospitality/Restaurant Management
Course No HRM-177 Title Hospitality/Restaurant Management & Human Relations Offered Winter

Credits 2 Lec hrs/wk 2 Lec/Lab hrs/wk Lab hrs/wk Prac hrs/wk
Banner Pre-req. Instructor Pre-req. Co-requisites Length (wks)

Proposed implementation date Term Fall Year 2013 Grading Option Load Factor

Catalog Course Description: This course is designed to prepare the student for a management position in the Hospitality/Restaurant Industry. Topics include: leadership roles within the industry, facilitating an effective work force, hiring, training, scheduling, performance evaluation, operation standards, employee compensation and benefits, professional development, and maintaining a safe and healthy work environment.

VOCATIONAL TECHNICAL PROPOSALS ONLY LOWER DIVISION COLLEGIATE PROPOSALS ONLY
☐ Approved by Advisory Committee (Minutes Attached):
☐ Is this course on the "LDC Course List" of the State Department ☐ To be ☐ Yes ☐ No
If no, this course has been approved for transfer to: (college or university) (attached syllabus, course description, and outcomes)
☐ Occupational Preparatory (organized degree/cert program) ☐ Occupational Supplementary

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COURSE DEVELOPED BY Steven Fair-Harrison DATE: 5/10/13

ATTACH the documents 1. COURSE OUTLINE 2. COURSE JUSTIFICATION FORM
COURSE DESCRIPTION: This course is designed to prepare the student for a management position in the Hospitality/Restaurant Industry. Topics include: leadership roles within the industry, facilitating an effective work force, hiring, training, scheduling, performance evaluation, operation standards, employee compensation and benefits, professional development, and maintaining a safe and healthy work environment.

COURSE OUTCOMES: Upon successful completion of this course, each student will:

1. Discuss the dynamics of leadership and explore how it applies to the hospitality and restaurant industry.
2. Illustrate the fundamentals of a safe work environment as it applies to the hospitality industry and complies with local, state, and federal governmental regulations.
3. Examine the employee and employer relationship including but not limited to recruiting, hiring, training, compensation and benefits.
5. Demonstrate consistent and effective communication skills as it applies to employee meetings, staff meeting, and problem solving techniques.
REQUIRED TEXT/MATERIALS: Hospitality and Restaurant Management, Pearson


Hospitality Human Resources Management and Supervision, Pearson

ISBN: 978-0-13-217525-8

OUTLINE: [Topics taught by week 1-10.]
Week 1   Exploring the dynamics of leadership in the hospitality and restaurant industry.
Week 2   Recruiting, Hiring and Training
Week 3   Leadership and management: communication, goal setting, motivation and employee development.
Week 4   Effective scheduling to maximize work shift productivity and standards
Week 5   Facilitating Employee work Performance evaluations and managing terminations.
Week 6   Food service operations: team work a labor-intensive industry
Week 7   Ensuring a Lawful Workplace
Week 8   Employee Compensation & Benefits
Week 9   Managing a Safe & Healthy Workplace
Week 10 Dimensions of problem solving and effective meeting planning
Document brought forward by: Steven Fair-Harrison

X Date
Supervisor Signature:

X

Student need for course:

Course Information:

☐ AA ☐ AS ☐ AAS ☐ Below 100 level ☐ Elective ☐ Certificate

☐ AAOT (Area of distribution):
   ☐ Arts & Letters
   ☐ Science/Math/Computer Science
   ☐ Social Sciences
   ☐ Electives

☐ Approved Disciplines Studies Listings
   ☐ Arts & Letters
   ☐ Science/Math/Computer Science
   ☐ Social Sciences
   ☐ Human Relations

Cost of this course:

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Course impact on:
   a. Student enrollment in other courses:
   b. Current program:

Replacement course for: Course Number: Title:

Disposition: Signature Date Recommendation

Director of Curriculum Support Vice President of Instruction
Document brought forward by: Steven Fair-Harrison

Supervisor’s name Chris VanDyke Date 5/13/13

Course title: Principles of Hospitality/Restaurant Industry Cost Controls

Division CTE Department Hospitality Program Hospitality/Restaurant Management

Course No HRM 230 Title Principles of Hospitality/Restaurant Industry Cost Controls

Offered Spring term

Credits 3 Lec hrs/wk 3 Lec/Lab hrs/wk Lab hrs/wk Prac hrs/wk

Banner Pre-req. BA 231 or equivalent Instructor Pre-req. Co-requisites Length (wks) 11

Proposed implementation date Term Fall Year 2014 Grading Option Load Factor

Catalog Course Description: The course is designed to prepare the student for a management position in the Hospitality/Restaurant Industry. Topics include: cost and sales concepts, the control process and cost-volume-profit relationships. In depth instruction will be given on the topics of food, beverage and labor control. The use of spreadsheet software (MS Excel) will be implemented in exercises designed to simulate real occupational situations.

VOCATIONAL TECHNICAL PROPOSALS ONLY LOWER DIVISION COLLEGIATE PROPOSALS ONLY

☐ Approved by Advisory Committee (Minutes Attached):

☐ Is this course on the "LDC Course List" of the State Department  ☐ To be ☐ Yes ☐ No

If no, this course has been approved for transfer to: (college or university) (attached syllabus, course description, and outcomes)

☐ Occupational Preparatory (organized degree/cert program) ☐ Occupational Supplementary

Support Course: Indicate all programs for which this course will be required.

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<td>Hospitality/Restaurant Mgmt.</td>
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Overlap

COURSE DEVELOPED BY Steven Fair-Harrison DATE: 5/13/13

ATTACH the documents 1. COURSE OUTLINE 2. COURSE JUSTIFICATION FORM
Course No: HRM-230
Course Credit: 3
Lecture Hrs/wk: 3
Lab Hrs/Wk: Lecture/Lab Hrs/Wk:
Practicum Hrs/Wk:
Clock Hours: 30
Length of Course: 11 wks
Banner enforced Prerequisite: BA 231 or equiv.
Instructor enforced Prerequisite:
Co-Requisite:
Load Factor: 3
Activity Code: CIPS: 520905

Course Title: Principles of Hospitality and Restaurant Industry Cost Controls
Developed By: Steven Fair-Harrison
Development Date: 5/13/13
Revision Date:

COURSE DESCRIPTION: The course is designed to prepare the student for a management position in the Hospitality/Restaurant Industry. Topics include: cost and sales concepts, the control process and cost-volume-profit relationships. In depth instruction will be given on the topics of food, beverage and labor control. The use of spreadsheet software (MS Excel) will be implemented in exercises designed to simulate real occupational situations.

COURSE OUTCOMES: Upon successful completion of this course, each student will:

1. Identify cost and sales concepts appropriate to the hospitality industry and explore how they apply to food, beverage, and labor controls.
2. Analyze the cost/volume/profit relationship as it applies to a food and beverage menu.
3. Examine food and beverage operations as it applies to purchasing, receiving, storing and inventory controls.
4. Monitor food and beverage sales and explore the relationship between, prices, portions, quantities and loss.
5. Measure food and beverage profits and compare to food costs actual versus standard.
6. Examine labor cost considerations to an operation in the hospitality industry.
7. Evaluate effective training procedures and performance measures based on established performance standards.
REQUIRED TEXT/MATERIALS: Principles of Food, Beverage and Labor Cost Controls,


OUTLINE: [Topics taught by week 1-10.]
Week 1  Cost and Sales Concepts, The Control Process and the Cost/Volume/Profit Relationship
Week 2  Food Control: Purchasing, Receiving, Storage and inventory
Week 3  Food Control: Portions and Quantities, Monitoring Costs
Week 4  Food Control: Sales, Menu Engineering and Analysis
Week 5  Beverage Control: Purchasing, Receiving, Storage and Inventory
Week 6  Beverage Control: Production and operations
Week 7  Beverage Control: Sales, Menu Engineering and Analysis
Week 8  Labor Control: Cost Considerations.
Week 9  Labor Control: Performance
Week 10 Labor Control: Staff training and taking corrective action.
Document brought forward by: **Steven Fair-Harrison**

X Date

Supervisor Signature: X

**Student need for course:**

**Course Information:**

☐ AA  ☐ AS  ☐ AAS  ☐ Below 100 level  ☐ Elective  ☐ Certificate

☐ AAOT (Area of distribution):

☐ Arts & Letters  ☐ Science/Math/Computer Science  ☐ Social Sciences  ☐ Electives

☐ Approved Disciplines Studies Listings

☐ Arts & Letters  ☐ Science/Math/Computer Science  ☐ Social Sciences  ☐ Human Relations

**Cost of this course:**

☐ No additional instructional costs (staff, material, equipment, or facilities) are required. The cost of this course will be covered by (i.e. fewer sections of _________ course):

☐ Additional instructional costs (staff, materials, equipment or facilities) are needed to offer this course. Itemize and estimate:

**Course impact on:**

a. Student enrollment in other courses:

b. Current program:

Replacement course for: Course Number: Title:

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**Disposition:**  
**Signature**  
**Date**  
**Recommendation**

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Director of Curriculum Support  
Vice President of Instruction
Document brought forward by: Ruth Ann Seim

Date 6/5/2013

Supervisor Signature (In the box with the X by it, please)

1. Description of Proposed Program

Certificate: Industrial Mechanics and Maintenance Technology Apprenticeship – Saw Filer

☐ Advisory Committee Date: April 18, 2013

Certificate (options are 1 year, 2 year, pathways) 1 year, 2 year, pathways

Division CTE Program Apprenticeship

Effective for Catalog Year and Term 2014-15

2. Courses proposed for new program (attached) with course outline (forms)

3. Program Outcomes (all courses attached)

4. Facility requirements: Same facilities as for other current IMMT programs including Machine Shop, Welding Shop, and classrooms.

5. Classroom availability: Students will be merged into the same classes as the other current IMMT classes.

6. Instructor requirements: Same instructors used for current IMMT courses

Other Program Impact:

☐ Instructional costs (staff, materials, equipment, or facilities) are required.

☐ Additional instructional costs (staff, materials, equipment, or facilities) are needed to offer this course. Itemize and estimate cost(s). Attach one year budget plus startup cost.

There are no additional costs for staff, materials, equipment or facilities as the courses within this program are already offered within other current programs including, apprenticeship, welding, CIS, etc.

☐ Impact to other Divisions in terms of classes and staffing.
This program will be small in number, however, students will be expected to complete: at least 7 credits of math (MTH52 or higher and MTH075), and at least 12 credits of human relations and writing (WR115 and higher);

Disposition: Signature Date Recommendation
AAS Industrial Mechanics & Maintenance Technology Apprenticeship - Saw Filer

PROPOSED COURSES: (Attach course outlines)

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<th>Course #</th>
<th>Course Title</th>
<th>Credit</th>
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<tr>
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Total Credits of Program 45
### Saw Filer Core Courses

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<td>APR120</td>
<td>Industrial Safety OR</td>
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<td>APR228</td>
<td>Rigging Fundamentals</td>
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<td>APR140</td>
<td>Beginning Welding for Apprentices</td>
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<td>MFG111</td>
<td>Machine Shop I</td>
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<td>MFG121</td>
<td>Hydraulics I</td>
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<td>MTH052</td>
<td>Intro to Algebra for the Trades (or higher) OR</td>
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<td>MTH075</td>
<td>Applied Geometry</td>
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<td>WLD131</td>
<td>Basic Metallurgy</td>
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<td>WLD140</td>
<td>Blueprint Reading and Sketching OR</td>
<td>3</td>
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<td>DRF112</td>
<td>Computer Aided Drafting I (CAD)</td>
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<td>WLD111</td>
<td>Human Relations (from approved list)</td>
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**Electives from approved Saw Filer list as needed to complete 45 credits (19-20 Credits) 19 25**

### Saw Filer Electives

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<td>APR130</td>
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<td>Advanced Welding for Apprentices</td>
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<td>Basic Electronics and Electricity</td>
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<td>Electrical Applications and Techniques</td>
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<td>AC Electronics and Electricity</td>
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<td>APR167</td>
<td>Electric Motors and Transformers</td>
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<td>APR228</td>
<td>Rigging Fundamentals</td>
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<td>APR229</td>
<td>Basic Pneumatics</td>
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<td>Pumps and Pumping</td>
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<td>Solid State and Digital Applications</td>
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<td>C1S120</td>
<td>Introduction to Computer Information Systems</td>
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<td>C1S125A</td>
<td>Microcomputer Application for Auto Technicians</td>
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<td>Microcomputer Applications - Database</td>
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<td>44</td>
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<td>Office Applications - Spreadsheets</td>
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<td>44</td>
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<td>C1S125W</td>
<td>Microcomputer applications - Word Processing</td>
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<td>44</td>
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<td>C1S140W</td>
<td>Introduction to Windows</td>
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<td>DRF112</td>
<td>Computer Aided Drafting I (CAD)</td>
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<td>44</td>
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<td>DRF113</td>
<td>Computer Aided Drafting II (CAD)</td>
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<td>MFG121</td>
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<td>MFG123</td>
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### HR - Human Relations Electives

<table>
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<td>Psychology of Human Relations</td>
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<td>SDP109</td>
<td>Elements of Supervision</td>
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<td>Communicating Effectively in the workplace</td>
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<td>Human Relations for Supervisors</td>
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<td>Listening</td>
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<td>SP218</td>
<td>Interpersonal communication</td>
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<tr>
<td>SP219</td>
<td>Small Group Discussion</td>
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</table>

**Elective Clock Hrs = 2289**

6/5/2013
UCC NEW PROGRAM FORM – page 1 of 2

Document brought forward by: Ruth Ann Seim

X Supervisor Signature (In the box with the X by it, please)

Date 6/5/2013

1. Description of Proposed Program

AAS Degree: Industrial Mechanics and Maintenance Technology Apprenticeship – Saw Filer

X Advisory Committee Date: April 18, 2013

Certificate (options are 1 year, 2 year, pathways) 1 year, 2 year, pathways

Division CTE Program Apprenticeship

Effective for Catalog Year and Term 2014-15

2. Courses proposed for new program (attached) with course outline (forms) X

3. Program Outcomes (all courses attached) X

4. Facility requirements: Same facilities as for other current IMMT programs including Machine Shop, Welding Shop, and classrooms.

5. Classroom availability: Students will be merged into the same classes as the other current IMMT classes.

6. Instructor requirements: Same instructors used for current IMMT courses

Other Program Impact:

X Instructional costs (staff, materials, equipment, or facilities) are required.

X Additional instructional costs (staff, materials, equipment, or facilities) are needed to offer this course. Itemize and estimate cost(s). Attach one year budget plus startup cost.

There are no additional costs for staff, materials, equipment or facilities as the courses within this program are already offered within other current programs including, apprenticeship, welding, CIS, etc.

X Impact to other Divisions in terms of classes and staffing.

This program will be small in number, however, students will be expected to complete: at least 7 credits of math (MTH52 or higher and MTH075), and at least 12 credits of human relations and writing (WR115 and higher);

<table>
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<th>Recommendation</th>
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AAS Industrial Mechanics & Maintenance Technology Apprenticeship - Saw Filer

PROPOSED COURSES: (Attach course outlines)

<table>
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<tr>
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<th>Course Title</th>
<th>Credit</th>
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<tbody>
<tr>
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Total Credits of Program 45
## AAS DEGREE:
### Industrial Mechanics Maintenance Technology Apprenticeship - SAW FILES

<table>
<thead>
<tr>
<th>Course#</th>
<th><strong>Saw Filer Core Courses</strong></th>
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<tr>
<td>APR120</td>
<td>Industrial Safety OR</td>
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<tr>
<td>APR228</td>
<td>Rigging Fundamentals</td>
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<td>APR140</td>
<td>Beginning Welding for Apprentices</td>
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<tr>
<td>MFG111</td>
<td>Machine Shop I</td>
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<td>Hydraulics I</td>
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<tr>
<td>MTH052</td>
<td>Intro to Algebra for the Trades (or higher) OR</td>
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<tr>
<td>MTH075</td>
<td>Applied Geometry</td>
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<td>WLD131</td>
<td>Basic Metallurgy</td>
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<td>WLD140</td>
<td>Blueprint Reading and Sketching OR</td>
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<td>WR115</td>
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<td>HR</td>
<td>Human Relations (from approved list)</td>
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6 Credits Related Instruction from the list below:

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<tr>
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<td>APR153</td>
<td>Electrical Applications and Techniques</td>
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<tr>
<td>APR165</td>
<td>AC Electronics and Electricity</td>
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<tr>
<td>APR161</td>
<td>Basic Electronics and Electricity</td>
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<tr>
<td>APR167</td>
<td>Electric Motors and Transformers</td>
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<td>APR228</td>
<td>Rigging Fundamentals</td>
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<td>APR229</td>
<td>Basic Pneumatics</td>
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<td>APR239</td>
<td>Pumps and Pumping</td>
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<tr>
<td>APR259</td>
<td>Solid State and Digital Applications</td>
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<tr>
<td>CIS120</td>
<td>Introduction to Computer Information Systems</td>
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<tr>
<td>CIS125A</td>
<td>Microcomputer Applications for Auto Technicians</td>
<td>3</td>
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<tr>
<td>CIS125D</td>
<td>Microcomputer Applications - Database</td>
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<td>Office Applications - Spreadsheets</td>
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<td>Microcomputer applications - Word Processing</td>
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<tr>
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### HR - Human Relations Electives
See page 76 in the 2013-14 Catalog

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<th><strong>HR - Human Relations Electives</strong></th>
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<td>Psychology of Human Relations</td>
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<td>SPD109</td>
<td>Elements of Supervision</td>
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<td>Communicating Effectively in the workplace</td>
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**Clock Hrs = 209**

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<tr>
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<td>Industrial Safety</td>
<td>3</td>
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<td>APR130</td>
<td>Mechanical Principles and Drive Design</td>
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<td>APR141</td>
<td>Intermediate Welding for Apprentices</td>
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<td>APR142</td>
<td>Advanced Welding for Apprentices</td>
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<td>APR143</td>
<td>Pipe Welding</td>
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**Clock Hrs = 2289**
COURSE DESCRIPTION:

This course will present training in OR-OSHA standards and related general safety and health provisions. Oregon Safety Law and subjects listed in OAR 437, Division 3 and OAR 437, Division 2 training and accident prevention measures are included, as well as safety committee procedures.

LEARNER OUTCOMES:

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

- Identify and interpret OR-OSHA Standards
- Identify general safety and health provisions
- State Safety Committee procedures

REQUIRED TEXT:

COURSE OUTLINE

Week 1  OR-OSHA Standard
         Confined Space Safety
         Electrical Safety

Week 2  Emergency Response
         Ergonomics and Back Safety
         Excavations

Week 3  Fall Protection
         Basic First Aid

Week 4  Hazard Communication
         Wellness and Health

Week 5  Job-site Exposure.
         Lockout / Tag-out

Week 6  Ladders and Stairways
         Materials Handling and Storage

Week 7  Motor Vehicles
         Personal Protective Equipment

Week 8  Scaffolds
         Site Safety and Security

Week 9  Slips, Trips and Falls
         Tool Safety

Week 10 Welding, Cutting and Brazing
        Work Zone Safety

Week 11 Final Exam
Course No.: APR 140  
Credit Hours: 1  
Lecture Hours: 0  
Lecture/Lab Hours: 0  
Lab Hours: 3  
Clock Hours: 33  
Length of Course: 11 weeks  
Prerequisite: None

Course Title: Beginning Welding for Apprentices  
Developed By: Ian Fisher  
Date: January 2009  
Revision Date: June 2012

COURSE DESCRIPTION:

This course covers welding processes, safety, equipment, and essential variables of operation. This is an outcome-based course utilizing a lab in which students demonstrate and build their skill level.

LEARNER OUTCOMES:

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

- Students will demonstrate and be tested on machine, hazardous materials and electrical safety practices.
- Students will demonstrate fundamentals of operation for SMAW (Shielded Metal Arc Welding) in the flat and horizontal positions.
- Students will demonstrate fundamentals of operation for OFW & OFC (Oxygen Fuel Cutting).
- Student will also have the opportunity to work with GMAW (Gas Metal Arc Welding) and GTAW (Gas Tungsten Arc Welding) processes.

REQUIRED TEXT:

MATERIALS AND SUPPLIES:

Students are required to purchase and bring safety goggles to all lab sessions; work will not be permitted without the proper safety equipment. A Lab coat and welding gloves should also be purchased for the new welding student; specific materials for these will be discussed the first class meeting. Other safety equipment, such as welding hood, chipping hammer, etc. will be supplied for student use. Lockers are also available for student use.
<table>
<thead>
<tr>
<th>Week</th>
<th>Topic</th>
</tr>
</thead>
</table>
| 1     | Introduction to Beginning Welding  
       Safety and Health of Welders |
| 2     | General Introduction to Welding; Occupational Orientation;  
       Assessment of welding skill levels and process related areas of industry discussions |
| 3     | Discussions and labs will be based upon employer/sponsor needs and welder ability; Labs will be designed to challenge the welding and strengthen abilities. |
| 4     | Module, Units and Key Indicators |
| 5     | Drawing and Welding Symbol Interpretation |
| 6     | Shielded Metal Arc Welding (SMAW) |
| 7     | Gas Metal Arc Welding (GMAW-S, GMAW Spray Transfer) |
| 8     | Gas Tungsten Arc Welding (GTAW) |
| 9     | Manual Oxy-fuel Cutting (OFC) |
| 10    | Manual Plasma Arc Cutting (PAC) |
| 11    | Final Exam  
       Will cover the chapter topics listed above, as well as, topics covered in the labs |
COURSE DESCRIPTION:

This course introduces the uses of slings and common rigging hardware along with basic inspection techniques, hitch configurations, and load-handling safety practices. Components of wire rope, wire rope inspection, proper installation of wire rope, maintenance guidelines, and end terminations and preparations will also be taught.

LEARNER OUTCOMES:

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

- Identify and describe uses of slings and common rigging hardware
- Describe basic inspection techniques and rejection criteria used for slings and hardware
- Describe basic hitch configurations and their proper connections
- Describe basic load-handling safety practices
- Demonstrate proper use of American National Standards Institute (ANSI) hand signals
- Describe how wire rope is constructed and secured and how its breaking strength is determined
- Perform wire rope inspection
- Identify wire rope replacement criteria and procedures for replacement.

REQUIRED TEXT:


COURSE OUTLINE

Week 1  Basic Rigging Introduction
        Rigging hardware
        Slings, Tag lines, Blocks and tackles

Week 2  Rigging Hardware
        Chain hoists, Ratchet-lever hoists and come-alongs
        Jacks and Tuggers

Week 3  Rigging Practices
        Methods and modes of communication
        General rigging safety

Week 4  General rigging safety
        Working around power lines
        Site safety
        Emergency response

Week 5  Using cranes to lift personnel
        Lift planning
        Crane load charts

Week 6  Wire Rope
        Wire rope construction
        Inspection and maintenance requirements
        Wire rope reeving
        Reieving a drum

Week 7  Personnel Lifts
        Fall Protection
        Platform requirements

Week 8  Crane and operational requirements
        Personnel platform inspection

Week 9  Trial lift
        Advanced operations techniques for hoisting personnel

Week 10 Course Review

Week 11 Final Exam
Course Outline

Course No.: CIV 112
Credit Hrs.: 3
Class Hours: 2
Lab Hours: 2
Clock Hours: 42
Length of Class: 11 wks
Prerequisites: Keyboarding or drafting experience

Course Title: Computer Aided Drafting I - Engineering

Developed by: Tom Rogers

Date: September 1999

Course Description: This is a beginning level course which introduces computer-aided drafting (CAD). The AutoCAD program is used to set up drawings and perform basic drawing and editing commands. Emphasis is on two-dimensional drawings and engineering aspects of computer drafting.

Course Objectives:

1. Identify CAD hardware and understand basic computer operations.
2. Describe and use basic terms, concepts and techniques of CAD.
3. Set up drawings, use drawing aids and save drawings to disk files.
4. Perform basic drawing commands, including constructing shapes, editing drawings, entering text, and basic dimensioning.

Course Content Outline:

I. Introduction to computers & AutoCAD
II. Basic drawing commands
III. Basic editing commands
IV. Obtaining information from drawings
V. Basic dimensioning
COURSE TITLE: Introduction to Algebra for the Trades
OUTLINE DEVELOPED BY: Mariah Beck

COURSE DESCRIPTION:
This is an introductory algebra and geometry class in professional-technical mathematics. Topics that are covered include measurement and conversions, signed numbers, algebraic equations and formulas, ratio and proportion, perimeters, areas, volumes, reading and interpreting graphs, and measures of central tendency. Mth 52 does not serve as a prerequisite for Mth 65.

LEARNER OUTCOMES:
Upon successful completion of the course the student will be able to:
1. Use mathematical problem solving techniques involving linear equations and formulas.
2. Use appropriate technology to solve mathematical problems and to judge the reasonableness of results.
3. Identify geometric shapes and compute perimeters, areas, and volumes.
4. Be able to analyze and interpret data using a variety of graphs and measures of central tendency.

TEXT AND MATERIALS:
*Mathematics for Vocational and Technical Students*, by Boyce, Margolis, and Slade; Prentice Hall
scientific calculator (recommended); stapler (optional)

COURSE OUTLINE:
I. Number Sense:
   A. Computations on whole numbers and fractions (addition, subtraction, multiplication, division, powers, and roots) using order of operations.
   B. Conversions (U.S. and metric system)
   C. Percentages
   D. Technology: using a scientific calculator

II. Introduction to Algebra
   A. Signed numbers
   B. Using formulas
   C. Solving algebraic equations with applications
   D. Ratios and Proportion

III. Geometry
   A. Properties of Geometric Shapes: rectangles, triangles, quadrilaterals, polygons, circles
   B. Using the Pythagorean Theorem
   C. Computing perimeters, areas, and volumes

III. Statistics
   A. Reading, interpreting, and creating graphs
   B. Measures of central tendency
Course Number: MTH 75
Lecture Hrs/Wk: 3
Clock hrs: 33
Length of Course: 11 wks
Prerequisite (registration enforced): MTH 60
with a C or better, placement test score, or instructor permission
Load Factor: 4 ILC
Activity Code: CIPS:

COURSE TITLE: Applied Geometry
OUTLINE DEVELOPED BY Mariah Beck
DATE DEVELOPED: March 2003 (revised 2007; reviewed 2011, 2012)

COURSE DESCRIPTION:
This course is designed to further the application and understanding of informal geometric concepts for those students wishing to fill in gaps in their mathematical backgrounds and to prepare themselves for higher level math course. This course emphasizes geometric concepts rather than formal proofs.

COURSE OBJECTIVES:
Upon successful completion of the course the student will be able to:
1. Operate proficiently with whole numbers, fractions, and decimals.
2. Perform algebraic operations and solve algebraic equations.
3. Use ratio and proportion to solve application problems.
4. Calculate area and perimeter of plane figures.
5. Calculate volume and surface area of solids.
6. Use right triangle trigonometry to solve application problems.

TEXT and MATERIALS:
Mathematics for Vocational and Technical Students, by Boyce, Margolis, and Slade, Prentice Hall
scientific calculator, graphing paper, 6 or 12” ruler, stapler (optional)

COURSE OUTLINE:

I. Review of basic operations
   A. Whole numbers, Fractions, Decimals (Ch 1,2,3)
   B. Percentages (Ch 4)
   C. Ratios and Proportions, Averages (Ch 5)
   D. Algebra - using formulas (Ch 6)

II. Rectangles and Triangles (Ch 7)
   A. Perimeter and Area
   B. Right Triangles and Pythagorean Theorem
   C. Isosceles Triangles
   D. Scalene triangles - Hero=s formula
   E. Angles in Triangles

III. Quadrilaterals and Regular Polygons (Ch 8)
   A. Types of Regular Polygons
   B. Types of Quadrilaterals
   C. Trapezoids
   D. Area and perimeters

III. Circles and The Ellipse (Ch 8)
   A. Circumference and area
   B. Areas of Rings
   C. Arcs and Sectors

IV. Solids (Ch 9)
   A. Types of Solids
   B. Volume formulas
   C. Lateral Surface areas
   D. Volumes of Rings and Composite Solids
   E. Density and weight
   F. Board measure

V. Trigonometry (Ch 15)
   A. Solutions of Right Triangles
   B. Applications

VI. Pulleys and Gears (Ch 19, 22)
COURSE DESCRIPTION:

This course covers the principles relating to metals, their structure and physical properties. The treating of various metals, their uses, and the result of heat-treating are explored. Laboratory time is provided for experiments and demonstrations to correlate with classroom activities.

LEARNER OUTCOMES:

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

- Explain the structure of metal
- Identify six common metals
- Test metals for hardness and tensile strength
- Anneal, normalize, harden, and temper S.A.E. 1020, 1045, 1095 plain carbon steel, alloy steel, cast

REQUIRED TEXT:

Practical Metallurgy and Materials of Industry: Neely
COURSE OUTLINE

Week 1  Introduction of Metallurgy
        The early use of metal
        Different types of metallurgy
        Testing of metals

Week 2  Mechanical and physical properties of metals
        Tensile
        Compressive
        Torsion
        Elasticity
        Brittleness

Week 3  Rockwell hardness test

Week 4  Manufacture and identification of metals

Week 5  Crystalline structures of metals

Week 6  Iron carbon diagram and phase diagrams

Week 7  Hardening, tempering, annealing, normal

Week 8  Harden-ability of steel and I-T diagrams

Week 9  Metallurgy of welds

Week 10 Carbon steel
        Alloy steel and cast iron

Week 11 Final Exam
COURSE DESCRIPTION:

This course covers basic sketching and reading of shop drawings. A study is made of three-view drawings, pictorial drawings, dimensioning, lines, notes, and weld symbol interpretation. This is an outcome-based course utilizing lecture, demonstration, and lab formats. This course includes, but is not limited to, classroom discussions, multimedia presentations, and lab demonstrations covering technical skills.

LEARNER OUTCOMES:

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

- Know the basic lines involved in the construction of a blueprint
- Sketch a three-view orthographic drawing from a pictorial view
- Identify different views on a blueprint
- Interpret notes and symbols on a blueprint
- Understand, implement, and convert different scales and units of measurement (standard and metric)
- Know and interpret weld symbols and dimensions
- Construct a “List of Materials” from a given blueprint
- Know the purpose of a “Title Block”
- Demonstrate professional work habits (Ethics and Soft skills)
- Interpret drawings and symbols to accurately layout a project; prepare and assemble to specified tolerances; all weld symbols are accordance to AWS standards

REQUIRED TEXT/MATERIALS:


- T-square
- Engineers scale
- Compass
- Protractor
- 30-60-90 & 45-90 triangles
- Pencil
- Eraser
- Clear 8 ½ x 11 paper
COURSE OUTLINE

OUTLINE OF COURSE CONTENT AND SEQUENCING

Week 1
- Unit 1 Bases for Blueprint Reading and Sketching
- Unit 2 Sketching
- Unit 3 Notes and Specifications
- Unit 4 Dimensions

Week 2
- Unit 5 Bill of Materials
- Unit 6 Structural Shapes
- Unit 7 Other Views to Consider
- Unit 8 Sections

Week 3
- Test over Units 1-8

Week 4
- Unit 9 Detail, Assembly and Subassembly Prints
- Unit 10 Welding Symbols and Abbreviations
- Unit 11 Basic Weldment Fabrications

Week 5
- Unit 12 Fillet Welds
- Unit 13 Groove Welds

Week 6
- Test over Units 9-13

Week 7
- Unit 14 Backing or Backing and Melt-through welds
- Unit 15 Plug and Slot welds
- Unit 16 Surfacing Welds

Week 8
- Unit 17 Edge Welds
- Unit 18 Spot Welds
- Unit 19 Projection Welds
- Unit 20 Seam Welds
- Unit 21 Stud Welds

Week 9
- Test over 14-21

Week 10
- Unit 22 Applied Metrics for Welders
- Unit 23 Pipe Symbols
- Unit 24 Dual Dimensioning
- Unit 28 Intro to Geometric Dimensioning and Tolerance

Week 11
- Final Exam 8Chapter 1-22
- Class project drawing due
Course No.: MFG111
Credit Hours: 3
Lecture Hours: 0
Lecture/Lab Hours: 6
Clock Hours: 66
Length of Course: 11 weeks
Prerequisite: MTH052 or MTH060

Course Title: Machine Shop I
Developed By: Dan Sprague
Date: Revision Date: January 2009
Revised: June 2013 By Robert Hayhurst

COURSE DESCRIPTION:
This course ranges from the most basic introduction of shop safety, manufacturing concepts, practices, and theory to the more advanced skills required to meet tasks needed to perform at the tradesman’s level. Students will be required to have a keen sense of the safety hazards and situations they will enter into as well as project prep, layout, and a logical progression of the operations required. It will become clear as the class progresses the impact these tasks will have on the student, machinery, tooling, and their completed project. Aspects of economical operation, trade visions, possible career paths for the future and related study topics will be discussed and encouraged.

COURSE OUTCOMES:
At the end of this course the student will be able to:

• Discuss the principles of the basic types of machining processes
• Demonstrate proper safety and use of all shop equipment
• Identify appropriate PPE used in a machining environment
• Describe the purpose of lockout/tagout procedures
• Demonstrate proper layout of projects using layout tools
• Demonstrate basic setup and operation of a surface grinder, milling machine, lathe, and vertical and horizontal band-saw.
• Demonstrate understanding of fractional and decimal math & conversions between them
• Demonstrate understanding of care of common semi-precision measuring instruments
• Drill specified holes using the milling machine
• Make keyways in a shaft using milling machine with proper clamping procedures
• Dress a grinding wheel, adjusting tool rests and guards
• Demonstrate turning a shoulder to a prescribed diameter and length on a shaft and turning threads using a single point tool
• Define & discuss the purpose of quality control
REQUIRED TEXTS:
*Precision Machining Technology*, Hoffman, Hopewell, Janes & Sharp; Delmar/Cengage Learning, Clifton, New York.

MATERIALS:
- Steel tape measure
- 6” scale 4R or equivalent
- Center punch
- Scribe
- 12” adjustable wrench
- Safety glasses

SHOP RULES:
1. NO smoking in classroom, lab, or shop area
2. NO horseplay
3. Appropriate clothing must be worn at all times in the shop
   No loose sleeves, rings, ties, or untied long hair
4. **EYE PROTECTION MUST BE WORN AT ALL TIMES**
5. Start lab and class work at the scheduled time
6. Use only the materials designated for your project. (Ask instructor if in doubt)
7. Return shop tools to proper area after use
8. Clean up your work area. Clean and oil machines after use.
   Clean-up time = ½ hour before end of class
9. Have your tool box available.

COURSE OUTLINE

Week 1: Introduction to Machining; Shop safety, PPE and hand tools; Machining and workplace skills; Drill and hole gauge.
Week 2: Layout and measurement techniques; Grinder and lathe safety and setup; Math overview; Threading project
Week 3: Fabrication materials, Layout and safety; Threading project
Week 4: Precision measurements; Threading project
Week 5: Quality assurance; Metal composition & classification; Heat treatment of metals & lubrication; Threading project
Week 6: Job planning, Bench work and layout; Boring project
Week 7: Milling machines; Hand tools, saws & cutoff machines; Milling and Boring project
Week 8: Grinding, threading, tapping & reaming; Review safety concerns
Week 9: Milling project
Week 10: Practical final
Week 11: Written final exam
COURSE DESCRIPTION:

This introductory course covers the basic principles of hydraulics for millwright apprentices and hydraulic technicians. Included in this course are pressure, force and area relationships, HP, G.P.M., velocity calculations, fundamentals of reservoir design, fluids and fluid flows, and principles of hydraulic pump design. Common industrial circuits are developed and studied to give the student a better understanding of how and where each component is best used.

LEARNER OBJECTIVES:

At the end of the course, the successful student will:

- Know and be able to state the relationship between:
  - Force, pressure and area
  - Flow, cylinder size and cylinder velocity
  - Hydraulic, mechanical and electrical horsepower
  - Horsepower input and output relationships

- Know and be able to identify the six major components of any hydraulic system.

- Know and be able to state the purpose of each of the above named components.

- Know and be able to state the operating principle of all positive displacement pumps.

- Be able to recognize and correctly identify six different hydraulic pumps.

- Know the difference between aeration and cavitations of a hydraulic pump.

- Be able to read and connect a hydraulic circuit from a schematic drawing.

- Be able to draw a schematic, using proper symbols, from a written statement of expected circuit performance.

REQUIRED TEXT:

COURSE OUTLINE

Week 1  Introduction of Hydraulics
        Pascal’s Law
        Pressure Defined
        How Pressure is Created

Week 2  Computing Piston Area
        Speed of an Actuator
        Horsepower and Torque

Week 3  Introduction of Symbols
        Drawing a simple hydraulic circuit

Week 4  Principles of Hydraulics
        Atmospheric Pressure and how it effects a Hydraulic System
        Measuring Vacuum

Week 5  Oil Flow through a Hydraulic System
        Bernoulli’s Principle - Effects

Week 6  Principles of Fluid
        Fluid Properties
        Defining Viscosity

Week 7  Demonstration of hydraulic trainers
        Hook up and operate a basic circuit

Week 8  SUS Viscosity - Meter
        Viscosity fluid types

Week 9  Fluid conductors
        Installation Recommendations
        Seals & Leakage

Week 10 Function of a hydraulic reservoir
        Reservoir components

Week 11 Final Exam
Name and title: Viticulture & Enology – Wine Business & Entrepreneurship Degree

X________________________________________
Supervisor Signature

1. Description of Proposed Program
   Approved by Advisory Committee (Minutes Attached):
   Degree: AAS
   Certificate (options are 1 year, 2 year, pathways): NA
   Division: Arts & Sciences Program: Viticulture & Enology
   Effective for Catalog Year and Term: Fall, 2014

2. Courses proposed for new program (attached) with course outline (forms) Yes.
   Repackage one existing course, request approval of a new course, assure articulation agreement of all 19 courses offered through a nationwide consortium of 21 participating colleges and universities to create a new degree offering within an existing program. See attachments.

3. Program Outcomes (all courses attached) Yes.

4. Facility requirements: Courses are online. No new facility use is required.

5. Classroom availability: Not Required

6. Instructor requirements: PT – 3 ILCs/Hrs

Other Program Impact:
Instructional costs (staff, materials, equipment, or facilities) are required.

Additional cost to existing UCC courses: None

Additional instructional costs (staff, materials, equipment, or facilities) are needed to offer this course. Itemize and estimate cost(s). Attach one year budget plus startup cost.

VE 280 – New Course:
Course Development – Grant Funded
Course Materials – Grant Funded
Course Instruction – 3 ILCs/Hrs @ $492 $1476.00 UCC Funded

Impact to other Divisions in terms of classes and staffing. None

<table>
<thead>
<tr>
<th>Disposition:</th>
<th>Signature</th>
<th>Date</th>
<th>Recommendation</th>
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</table>

Curriculum Committee Chair Vice President of Instruction
Viticulture & Enology

PROPOSED COURSES: (See Course Outlines Attached)

<table>
<thead>
<tr>
<th>Course #</th>
<th>Course Title</th>
<th>Credit</th>
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</thead>
<tbody>
<tr>
<td>VE 130 - Core</td>
<td>VIN 130 – Feasibility of a New Wine Business – Strategy for Success</td>
<td>3 Sem 4.5 Qtr</td>
</tr>
<tr>
<td>VE 132 - Core</td>
<td>VIN 132 – Finance and Accounting for Wine Business</td>
<td>3 Sem 4.5 Qtr</td>
</tr>
<tr>
<td>VE 134 - Core</td>
<td>VIN 134 - Survey of Viticulture &amp; Enology for Wine Business</td>
<td>3 Sem 4.5 Qtr</td>
</tr>
<tr>
<td>VE 174</td>
<td>VIN 174 – Wines of the World</td>
<td>3 Sem 4.5 Qtr</td>
</tr>
<tr>
<td>VE 201</td>
<td>VIN 201 – Legal Aspects of Vineyard Operation</td>
<td>3 Sem 4.5 Qtr</td>
</tr>
<tr>
<td>VE 202</td>
<td>VE 202 – Legal Aspects of Winery Operation</td>
<td>3 Sem 4.5 Qtr</td>
</tr>
<tr>
<td>VE 246</td>
<td>VIN 246 – Intermediate Enology: Harvest and Crush</td>
<td>2 Sem 3 Qtr</td>
</tr>
<tr>
<td>VE 247</td>
<td>VIN 247 – Intermediate Enology: Post Harvest</td>
<td>2 Sem 3 Qtr</td>
</tr>
<tr>
<td>VE 250</td>
<td>VIN 250 – Vineyard Equipment Technology for Entrepreneurs</td>
<td>3 Sem 4.5 Qtr</td>
</tr>
<tr>
<td>VE 251</td>
<td>VIN 251 – Marketing Grapes</td>
<td>2 Sem 3 Qtr</td>
</tr>
<tr>
<td>VE 255</td>
<td>VIN 255 – Financial Management for the Vineyard</td>
<td>3 Sem 4.5 Qtr</td>
</tr>
<tr>
<td>VE 260</td>
<td>VIN 260 – Winery Equipment Technology for the Entrepreneur</td>
<td>2 Sem 3 Qtr</td>
</tr>
<tr>
<td>VE 270</td>
<td>VIN 270 – Introduction to Wine Marketing</td>
<td>2 Sem 3 Qtr</td>
</tr>
<tr>
<td>VE 271</td>
<td>VIN 271 - Winery Marketing for Entrepreneurs</td>
<td>2 Sem 3 Qtr</td>
</tr>
<tr>
<td>VE 272</td>
<td>VIN 272 – Introduction to Tasting Room Management</td>
<td>2 Sem 3 Qtr</td>
</tr>
<tr>
<td>VE 275</td>
<td>VIN 275 – Financial Management for the Winery</td>
<td>3 Sem 4.5 Qtr</td>
</tr>
<tr>
<td>VE 276</td>
<td>VIN - Advanced Tasting Room Management</td>
<td>2 Sem 3 Qtr</td>
</tr>
<tr>
<td>VE 2XX*</td>
<td>VIN 280 – Winery Establishment and Design</td>
<td>2 Sem 3 Qtr</td>
</tr>
<tr>
<td>VE 285</td>
<td>VIN 285 – Human Resources</td>
<td>3 Sem 4.5 Qtr</td>
</tr>
<tr>
<td>VE 295</td>
<td>VIN 295- Business Plan</td>
<td>3 Sem 4.5 Qtr</td>
</tr>
</tbody>
</table>

|                         | Total Credits of Program | 76.5 |

*VE280 is already established for CWE at UCC*
Course title: Winery Establishment and Design

Supervisor Signature:

Division: Arts and Sciences  Department: Viticulture & Enology  Program: Viticulture & Enology

Course No: VE 280 - Articulation VIN 280  Title: Winery Establishment and Design
Terms Offered: 1 Term per Year

Credits: 3  Lecture hrs/wk: 3  Lec/Lab 0  Practicum hrs/wk 0

Banner Pre-req.: None  Instructor Pre-req.: None  Co-requisites: 0  Length (wks): 11

Proposed implementation date Term: ☐ Year: 2014  Grading Option: S  Load Factor: 3

Catalog Course Description:
This course will discuss the major aspects of winery establishment and design including the legal and regulatory process, layout, design and building; economics; cash flow; marketing and investment generation.

☐ Approved by Advisory Committee (Minutes Attached):

Is this course on the "LDC Course List" of the State Department
☐ To be ☐ Yes ☐ No

If no, this course has been approved for transfer to: (college or university) (attached syllabus, course description, and outcomes)

☐ Occupational Preparatory (organized degree/cert program)

☐ Occupational Supplementary
Support Course: Indicate all programs for which this course will be required.

<table>
<thead>
<tr>
<th>PROGRAM</th>
<th>DEPARTMENT</th>
<th>DATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Viticulture &amp; Enology</td>
<td>Viticulture &amp; Enology</td>
<td></td>
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</tbody>
</table>

Overlap Indicate departments and courses
None

COURSE DEVELOPED BY Chris Lake and VESTA Curriculum Development Committee DATE: 5/31/13

ATTACH the documents below:

- COMPLETE COURSE OUTLINE
- COMPLETE NEW COURSE JUSTIFICATION FORM
Course No: VE 280
Course Credit: 2
Lecture Hrs/wk: 2
Lab Hrs/Wk: 0
Lecture/Lab Hrs/Wk: 0
Practicum Hrs/Wk: 0
Clock Hours: 22
Length of Course  11 Wks

Banner enforced Prerequisite:
Instructor enforced Prerequisite:
Co-Requisite:
Load Factor: 2
Activity Code: 
CIPS: 

Course Title: Winery Establishment and Design
Developed By: Chris Lake and the VESTA Curriculum Development Committee
Development Date: 5/31/2013
Revision Date: NA

COURSE DESCRIPTION:
This course will discuss the major aspects of winery establishment and design including the legal and regulatory process, layout, design and building; economics; cash flow; marketing and investment generation.

COURSE OUTCOMES:
1. Identify components of the business plan that are essential for winery establishment and design.
2. Develop a master plan for the winery.
3. Identify components of the winery design that can be modified to attain higher levels of sustainability.
4. Identify Federal, State and local regulatory and compliance requirements that are essential for winery establishment and design.
5. Identify key individuals in the winery design team.
6. Understand the key dimensional requirements and the critical adjacencies required for various winery functions.
7. Understand the key building and mechanical systems of a winery

REQUIRED TEXT/MATERIALS: 

OUTLINE: [Topics taught by week 1-10.]

Week 1
Week 2
Week 3
Week 4
Week 5
Week 6
Week 7
Week 8
Week 9
Week 10
New Course title:
X________________________________________

Supervisor Signature:

Course name and number

Student need for course:

Course Information:

☐AA    ☐AS    ☐AAS    ☐Below 100 level    ☐Elective    ☐Certificate
☐AAOT (Area of distribution): ________________

Cost of this course:

☐ No additional instructional costs (staff, material, equipment, or facilities) are required. The cost of this course will be covered by (i.e. fewer sections of ______ course):

☐ Additional instructional costs (staff, materials, equipment or facilities) are needed to offer this course. Itemize and estimate:

Course impact on:

a. Student enrollment in other courses:

b. Current program:

Replacement course for: Course Number: ______ Title: ____________

Disposition: Signature Date Recommendation

___________________________________________________________________________
Curriculum Committee Chair Vice President of Instruction
V.E.S.T.A. - WINE BUSINESS AND ENTREPRENEURSHIP
PROGRAM OUTLINE

Introduction to VESTA

The National Science Foundation (NSF) funded the Viticulture and Enology Science and Technology Alliance (VESTA) as an Advanced Technological Education Regional Center of Excellence (RCE) on October 1, 2007 and, subsequently, the VESTA National Center of Excellence (NCE) on July 15, 2011. Since the initial grant, this center has been continuously expanding. It grew from an alliance of a dozen two-year colleges located in twelve Mid-America states under the RCE into a national center that is firmly established from coast to coast, with educational institutions in New York, North Carolina, Washington, Oregon and California in addition to the original Mid-America partners excluding Indiana which decided to withdraw from the alliance. VESTA is dedicated to enhancing agricultural opportunities nationally in the fields of viticulture and enology by providing a 21st century workforce that has a solid foundation of courses in science, technology, engineering and mathematics (STEM) specifically focused on the needs of the wine and grape industry.

Here is an excerpt from the 2013 Annual Report to NSF by VESTA’s advisory panel, the National Visiting Committee (NVC):

1- As stated in previous reports, the success of the VESTA program is due to the overall strength and commitment of the VESTA leadership, the team members, and to the teamwork they exhibit. From the NVC’s perspective, it is almost unbelievable that this group of schools in different states has been able to overcome their institutional interests to create a program that delivers a highly successful curriculum (largely online) which permits students to take their coursework anytime and anywhere to meet their individual needs. Because a large number of these students are non-traditional due to jobs or other major time commitments such as family responsibilities, this has proven to be a significant benefit to those taking classes within the VESTA curriculum. This year we also had an opportunity to speak with six VESTA mentors and employers. These individuals reiterated things students had told us in the past but also indicated that their interaction with VESTA students was often a two-way street. Students certainly learn from the mentors, but frequently the collaboration challenged the mentor or employer to rethink why they were doing things in the same way they had been doing them for years.

2- We strongly believe that VESTA has developed at least two Best Practices that other ATE Centers might wish to consider adopting. The first is the annual Curriculum Retreat that brings instructors and industry representatives together. This results in course material that is up-to-date and relevant to students, industry and mentors; it is thus a great quality improvement tool that allows VESTA’s educational material to grow and evolve as necessary. Another Best Practice is the progress Dashboard that the NCE has created using an EXCEL spreadsheet to track center objectives. This tool shows at a glance how Partner Institutions are doing in meeting their assigned responsibilities. However, since some of these goals are long term and complex, it might enhance the tool if the partners were to develop and track sub-goals at the local level. This would make it possible for team management to drill down and see why a particular objective was yellow or red.
rather than green by allowing them to see if most of the sub-objectives were on track while there was just one specific thing holding back that metric.

3- The VESTA team is to be complimented on their great internal collaboration. Three examples are noteworthy. First, two partners are collaborating on the preparation of a 150 page booklet on how to create a teaching/research winery that will be shared among participating VESTA institutions. This effort will save considerable work on the part of any college wanting to establish its own winery. Second, sharing course development responsibilities among the various partners leverages the strength of individual institutions while at the same time giving other institutions the benefit of access to a course that they might need but have limited capability to create with their own resources. Third, Oklahoma has pioneered a creative mechanism to raise funds based solely on increased wine sales in their state, an outcome that should result as VESTA students begin to populate local workforces. The lessons learned in setting up the legislation to accomplish this are being shared with the VESTA partners so that each participant can adapt the concept to their state’s environment if they choose to follow this example.

4- The VESTA team has demonstrated considerable agility and adaptability this past year in dealing with the inevitable changes that confront any institution. They have successfully moved the location of the NCE offices with no disruption to ongoing activities, dealt with the loss of a valued state coordinator, and replaced departed staff with equally competent individuals who have been able to step in and fill those vacancies without missing a beat. These are the hallmarks of a highly performing organization.

5- VESTA employs high standards in selecting instructors for its courses including a requirement for a minimum of a master's degree. This means that there is a high probability that credits can be transferred among schools (both inside and outside of the VESTA partners) and is vital to students who may not take all of their courses at one institution. Moreover, students have told us that they appreciate the quality and knowledge of these teachers. Furthermore, they feel that they benefit in a significant way from their exposure to experts who are geographically dispersed around the country. These are important contacts for them to make that would be unlikely to happen if they attended a single brick and mortar institution where a small group of professors taught all the courses. Finally, unlike other viticulture and enology courses that are available online, VESTA requires that students take part in hands-on lab and field activities. This acquaints them with the practical aspects of subjects that cannot be acquired from books or classroom time alone.

Umpqua Community College's contribution to VESTA

The Southern Oregon Wine Institute at Umpqua Community College has been a member of VESTA since September 2011. We have performed many tasks for VESTA but have not hosted any of the VESTA curricula. In 2013, SOWI will develop two courses for a new VESTA curriculum in Wine Business and Entrepreneurship. We hope to have the entire curriculum adopted by UCC and begin to offer this new degree in the 2014-2015 academic year. An outline of the degree and course descriptions for the VESTA Wine Business and Entrepreneurship Program are provided here.
V.E.S.T.A. - WINE BUSINESS AND ENTREPRENEURSHIP
PROGRAM OUTLINE

<table>
<thead>
<tr>
<th>Business and Entrepreneurship Program</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Required Core Courses – (9 hours)</strong></td>
</tr>
<tr>
<td>VIN 130 (3) – Feasibility of a New Wine Business and Developing a Strategy for Success</td>
</tr>
<tr>
<td>VIN 132 (3) – Finance and Accounting for Wine Business</td>
</tr>
<tr>
<td>VIN 134 (3) – Survey of Viticulture and Enology for Wine Business</td>
</tr>
<tr>
<td><strong>Select a total of 15 hours minimum from the following.</strong></td>
</tr>
<tr>
<td>Required – select from one of these:</td>
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<tr>
<td>VIN 190 (1) – Vineyard Safety</td>
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<tr>
<td><strong>OR</strong></td>
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<tr>
<td>VIN 290 (2) – Winery Safety</td>
</tr>
<tr>
<td>Required – select from one of these:</td>
</tr>
<tr>
<td>VIN 201 (3) – Legal Aspects of Vineyard Operation</td>
</tr>
<tr>
<td><strong>OR</strong></td>
</tr>
<tr>
<td>VIN 202 (3) – Legal Aspects of Winery Management</td>
</tr>
<tr>
<td>Required – select from one of these:</td>
</tr>
<tr>
<td>VIN 251 (2) – Marketing Grapes</td>
</tr>
<tr>
<td><strong>OR</strong></td>
</tr>
<tr>
<td>VIN 271 (2) Winery Marketing for Entrepreneurs</td>
</tr>
<tr>
<td>Required – select from one of these:</td>
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<tr>
<td>VIN 250 (3) - Vineyard Equipment Technology for the Entrepreneur</td>
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<tr>
<td><strong>OR</strong></td>
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<tr>
<td>VIN 260 (2) - Winery Equipment Technology for the Entrepreneur</td>
</tr>
<tr>
<td>Required – select from one of these:</td>
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<tr>
<td>VIN 255 (3) – Financial Assessment of Vineyard Establishment and Management Systems</td>
</tr>
<tr>
<td><strong>OR</strong></td>
</tr>
<tr>
<td>VIN 275 (3) – Financial Aspects of Winery Management</td>
</tr>
<tr>
<td>Required – select from one of these:</td>
</tr>
<tr>
<td>VIN 111 (3) – Introduction to Viticulture and Vineyard Establishment</td>
</tr>
<tr>
<td><strong>OR</strong></td>
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<tr>
<td>VIN 276 (2) Advanced Tasting Room Management</td>
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<tr>
<td><strong>OR</strong></td>
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<tr>
<td>VIN 280 (2) - Winery Establishment &amp; Design</td>
</tr>
<tr>
<td><strong>Required Capstone Courses – (6 hours)</strong></td>
</tr>
<tr>
<td>VIN 285 (3) – Human Resources</td>
</tr>
<tr>
<td>VIN 295 (3) – Business Plan</td>
</tr>
<tr>
<td><strong>Total Minimum Hours Required - 30</strong></td>
</tr>
</tbody>
</table>
VESTA - WINE BUSINESS AND ENTREPRENEURSHIP
COURSE TITLES AND TRANSCRIPTION HOSTS

VESTA course development and review occurs during the annual Curriculum Retreat. VESTA course-hosting assignments are determined at the Annual Meeting or as needed by the Program Director.

- **VIN 130 (3) Feasibility of a New Wine Business and Developing a Strategy for Success:**
  - Sonoma State-Fall 2013
- **VIN 132 (3) Finance and Accounting for Wine Businesses:**
  - Sonoma State-Fall 2013
- **VIN 134 (3) Survey of Viticulture and Enology for Wine Businesses:**
  - Northeast Wisconsin Technical College-Spring 2014
- **VIN 201 (3) Legal Aspects of Vineyard Operation:**
  - Northeast Iowa Community College-Fall 2014
- **VIN 202 (3) Legal Aspects of Winery Management:**
  - Northeast Iowa Community College-Spring 2014
- **VIN 250 (3) Vineyard Equipment Technology for the Entrepreneur:**
  - Kent State University-Ashtabula-Spring 2014
- **VIN 251 (2) Marketing Grapes:**
  - Redlands Community College-Fall 2014
- **VIN 255 (3) Financial Management for the Vineyard:**
  - Arkansas Tech University-Spring 2014
- **VIN 260 (2) Winery Equipment Technology for the Entrepreneur:**
  - Rend Lake College-Fall 2014
- **VIN 271 (2) Winery Marketing for Entrepreneurs:**
  - Umpqua Community College-Spring 2014
- **VIN 275 (3) Financial Management for the Winery:**
  - Yakima Valley Community College-Fall 2014
- **VIN 276 (2) Advanced Tasting Room Management:**
  - Redlands Community College-Spring 2014
- **VIN 280 (2) Winery Establishment and Design:**
  - Umpqua Community College-Fall 2014
- **VIN 285 (3) Human Resources:**
  - Northern New Mexico College-Spring 2015
  - Plan B - Arkansas Tech University
- **VIN 295 (3) Business Plan:**
  - Texas State Technical College-Spring 2015
  - Plan B - Sonoma State University

Course Titles Pending:

- VIN 174
- VIN 246
- VIN 247
- VIN 270
- VIN 272
V.E.S.T.A. - WINE BUSINESS AND ENTREPRENEURSHIP
COURSE DESCRIPTION

VIN 111 (3) Introduction to Viticulture and Vineyard Establishment
This course is designed to introduce students to viticulture in general and to current practices for establishing a commercial vineyard. Topics covered include varietal selection, site preparation, equipment, site selection, first season establishment, vine growth development and training, trellis systems, weed control, vine disease control, and pruning for training purposes. Students are required to partner with an approved vineyard to participate in the required field experience portion of the course.

VIN 130 (3) Feasibility of a New Wine Business and Developing a Strategy for Success:
This course provides a systematic look at the different components of a successful wine or vineyard brand and assists students in creating a plan for a profitable business. Students will be exposed to key aspects of the business, including the regulatory climate for making and selling wine or grapes, financial frameworks to develop a vineyard and/or winery or to create a virtual brand, and different models for profitability. Every student will be given the tools and frameworks to critically evaluate this competitive landscape and make decisions on a course of action.

VIN 132 (3) Finance and Accounting for Wine Businesses:
This course covers industry specific accounting and reporting for wine business profit and loss statements and balance sheets, assets and depreciation, intangibles, cost segregation and inventory costing. It also examines best practices in winery business management, including key performance indicators and other winery expenses. Using financial ratios and benchmarking are explored for internal management reporting.

VIN 134 (3) Survey of Viticulture and Enology for Wine Businesses:
This course will review basic grape growing and wine making principals. An overview of viticulture, fermentation, winery operations, the physiology of wine consumption, wines produced in major wine-producing regions and the sensory evaluation of wine will be covered. The goal of this course is to provide the student with basic viticulture and enology education that can be applied to the business aspects of a wine business.

VIN 190 (1) Vineyard Safety
This course provides an introduction to safety and procedures specific to viticulture (grape growing.) This course will include general history of agricultural safety and health issues, ergonomics, OSHA safety rules and safety issues and concerns.

VIN 201 (3) Legal Aspects of Vineyard Operation
This course will introduce students to the general concepts and issues relating to the creation and operation of a vineyard. The course will explain general legal concepts related to real estate ownership, review and analyze typical contracts affecting vineyard
ownership and operations, compare and contrast various business formation and operation concepts, outline insurance and other business operation needs of the vineyard owner/manager, identify and discuss governmental agencies and regulation affecting vineyard ownership and management, introduce and analyze employment relationships, and describe miscellaneous legal issues and areas specifically related to the operation of a vineyard.

VIN 202 (3) Legal Aspects of Winery Management
This course will introduce students to the general concepts and issues relating to the creation and operation of a winery. The course will explain general legal concepts related to contracts affecting winery management, compare and contrast various business formation and operation concepts for the winery owner and manager, outline insurance and other business operation needs for a winery, identify and discuss governmental agencies and specific regulations affecting winery management and operation, introduce and analyze employment relationships for winery employees and personnel, identify and describe the bonding process required for winery operations, compare and contrast the various taxes and tax entities that affect the management of a winery, and describe miscellaneous legal issues and areas specifically related to the management of a winery.

VIN 250 (3) Vineyard Equipment Technology for the Entrepreneur
This course covers equipment and technologies used in vineyard establishment and management systems used in modern commercial vineyards. An overview of vineyard establishment technologies will include soil mapping and preparation; irrigation set-up; planting systems; and vineyard trellis construction. Management equipment includes herbicide and air blast sprayers; irrigation and frost control equipment; cultivators; mechanisms used to bury the graft unions or vines for winter protection; equipment for either mechanical or manual pruning, shoot thinning, shoot positioning, fruit thinning, leaf removal and harvesting; soil mapping technology; climate monitoring equipment; fertilizer and lime application; and work place safety.

VIN 251 (2) Marketing Grapes
This course explores how to market wine grapes. During the course the students will learn how to identify markets for their grapes, how to develop and nurture relationships with wineries and other buyers, how to develop grower and winery marketing opportunities, how to write contracts, how to negotiate contracts and how to set prices. How to forecast grape demand by watching market trends in this constantly changing environment.

VIN 255 (3) Financial Management for the Vineyard:
Vineyard Management explores the interconnectedness between vineyard inputs, the dollars spent, and how to maximize profits. The class will help you to recognize and develop your own personal system to measure your inputs versus outputs in relationship to your vineyard health and performance, grape quality, and your buyers' expectations. The class will also give you examples on how to negotiate and write grape purchase agreements and planting contracts, and how to develop a seasonal budget.
VIN 260 (2) Winery Equipment Technology for the Entrepreneur
This course covers process technologies and process systems that are used in modern commercial wineries. Overview of winemaking systems including winemaking operations and equipment, barrel aging and barrel management, membrane separation processes, specialized contacting systems, cleaning and sanitation systems, process control systems, refrigeration systems, air conditioning and humidity systems, electrical systems, waste water systems, solid waste handling, and work place safety.

VIN 271 (2) Winery Marketing for Entrepreneurs
This course explores the strategies and tactics that a winery would utilize to develop a strong marketing program. The students will develop a marketing plan, incorporating online technology, social media, including the application of blogs and social networking accounts to market both winery retail and wholesale markets. The course will conclude with a student presentation of a marketing package directed at a specific target market.

VIN 275 (3) Financial Management for the Winery:
This course integrates wine production with the management of a winery and its strategic business units. In the process wine marketing, financial management, strategic winery business management, legal structures, leadership, organization development and the breadth of the value chain are all examined as these relate to an actual winery.

VIN 276 (2) Advanced Tasting Room Management
This course explores the key components needed to optimize sales and profitability for tasting room management. The class will focus on direct sales and tasting room activities, wine club management, direct shipping, inventory control, promotions and merchandising, customer relationship management, winery events management, employee compensation issues and employee training.

VIN 280 (2) Winery Establishment and Design
This course will discuss the major aspects of winery establishment and design, including the legal and regulatory process, layout, design and building; economics; cash flow; marketing and investment generation.

VIN 285 (3) Human Resources:
Learn about the different specialties that fall under the broad heading "Human Resources" and the skills necessary to succeed in them. We will cover topics such as labor relations, global HR, executive compensation, employee development, employment law, organization styles, leadership, motivation, adaptation, employee/employer rights and responsibilities, employee manual, and communications. This course will help you to create a successful work environment for your wine business.

VIN 290 (2) – Winery Safety
This course provides an introduction to safety and procedures specific to enology (wine making.) This course will include general history of food and beverage safety and health issues, ergonomics, OSHA safety rules and safety issues and concerns specific to the winery
VIN 295 (3) Business Plan:
Students will use the knowledge and skills gained from the previous courses in the business and entrepreneurship track to create a wine industry business plan. The primary course outcome is a major project in the form of a realistic and fully integrated 5-year strategic business plan including a financial model and supporting materials.
## Feasibility of a new Wine Business and Developing a Strategy for Success
### VIN 130 (3 credit hours, 3 hour lecture)

<table>
<thead>
<tr>
<th>Curriculum Goals</th>
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### A. Demonstrate an understanding of the different components of a successful wine business.

1. Discuss different models of success – e.g. values, intended purpose, availability of supplies and resources, and options.
2. Identify the different models, types, and scopes of a successful wine or vineyard business.

### B. Explain and discuss the financial frameworks in developing a vineyard, winery or virtual brand

1. Explain the different models for profitability.
2. Recognize available resources for supply.
3. Identify and list the components of a successful financial model.
4. Understand and explain financial statements, i.e. cash flow, P&L, balance sheet, etc.
5. Analyze the feasibility of an intended project against the costs and reserves identified in a financial model.
6. Recognize various tools for the use in a business plan specific for vineyards and wineries.
<table>
<thead>
<tr>
<th>C. Demonstrate and understanding of the regulatory environment</th>
<th>1. Identify federal, state, county, and local regulatory requirements for vineyard and winery operations.</th>
<th>F, G</th>
</tr>
</thead>
</table>
| D. Explain and discuss the marketing plan in developing a vineyard, winery or virtual brand | 1. Identify the components of a successful marketing model.  
2. Recognize various tools for the use in a marketing plan specific for vineyards and wineries.  
3. Critically evaluate the competitive landscape of the vineyard and wine industry as part of a SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis. | F, G |
| E. Create a feasibility study and course of action for developing a future business plan | 1. Collect information to use in a feasibility study.  
2. Describe and explain the different components of a wine business and how it will be successful.  
3. Analyze the feasibility of an intended project against the cost identified in a financial model.  
4. List the components of a business plan. | B, C |
A. Portfolios – Evidence of learning experiences such as multimedia presentations, and projects.

B. Exhibition – Multimedia presentation based on research and practical experiences.

C. Examinations – Class tests and comprehensive examinations.

D. Observations – Observation of students in a variety of settings.

E. Projects – Class projects and activities.

F. Scholarly Activities – Evidence of individual scholarship including discovery, application, and integration.

G. Reflective Discussion – Evidence of active participation in course dialog through email or discussion boards.
# Finance and Accounting for Vineyard and Winery Business
## VIN 132 (3 credit hours, 3 hour lecture)

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**A. Demonstrate an understanding of Financial Accounting principles, terms and concepts as they pertain to the vineyard and winery industry.**

1. Define common accounting terms.
2. Describe a Profit and Loss statement, balance sheet and cash flow statement.
3. Describe reporting procedures for revenues, discounts and promotions, taxes, assets and depreciation, cost allocation, and inventory costing.

**B. Demonstrate an understanding of the use of Cost Accounting in regards to vineyard and winery accounting.**

1. Explain how to calculate the Cost of Goods for bulk and bottled wine.
2. Explain how to calculate the Cost of Goods for grape production.
3. Explain the use of Capitalized Costs and Overhead Cost Allocation.

**C. Demonstrate an understanding of a vineyard and winery management reporting system.**

1. Identify and collect various vineyard and winery metrics.
2. Use sales, net sales, bill backs, discounts and promotions, depletions, cost of goods sold, winery and vineyard metrics and other data or expenses as key performance indicators or best practices.
3. Calculate financial ratios.
4. Discuss the use of benchmarking.

| D. Demonstrate an understanding of the importance of using budgets, forecasting and best practices in vineyard or winery businesses. | 1. Calculate and interpret an operating budget for a vineyard or winery business.  
2. Calculate and interpret a cash flow budget for operations and capital expenditures |

A. Portfolios – Evidence of learning experiences such as multimedia presentations, and projects.

B. Exhibition – Multimedia presentation based on research and practical experiences.

C. Examinations – Class tests and comprehensive examinations.

D. Observations – Observation of students in a variety of settings.

E. Projects – Class projects and activities.

F. Scholarly Activities – Evidence of individual scholarship including discovery, application, and integration.

G. Reflective Discussion – Evidence of active participation in course dialog through email or discussion boards.
# Survey of Viticulture and Enology for Wine Business

**VIN 134 (3 credit hours)**

<table>
<thead>
<tr>
<th>Topics</th>
<th>Competencies</th>
<th>Instructional/Assessment Strategies</th>
</tr>
</thead>
<tbody>
<tr>
<td>The course is designed to provide experiences that will enable the student to:</td>
<td>Upon completion of instructional activities students will be able to: 1. Identify sources and availability of desirable grapes commercially viable in your regions. 2. Identify differences between common commercial cultivars. 3. Identify the impacts of vineyard size on future operations.</td>
<td>One or more assessment strategies will be used within the course to evaluate these objectives.</td>
</tr>
<tr>
<td>A. Demonstrate an understanding of grape growing regions in the U.S. and appropriate wine grape species, vineyard size and financial impacts implied.</td>
<td>1. Identify sources and availability of desirable grapes commercially viable in your regions. 2. Identify differences between common commercial cultivars. 3. Identify the impacts of vineyard size on future operations.</td>
<td>C, G</td>
</tr>
<tr>
<td>B. Demonstrate the ability to recognize grapevine phenology and its financial impacts.</td>
<td>1. Identify vine phenology phases. 2. Relate vine phenology to seasonal vineyard management.</td>
<td>C, G</td>
</tr>
<tr>
<td>C. Demonstrate an understanding of vineyard establishment and its financial impacts.</td>
<td>1. Understand site selection, and local area zoning regulations. 2. Identify quality vineyard location based on soils and topography, and fertilization requirements. 3. Describe proper planting techniques. 4. Discuss various trellising options. 5. List possible irrigation and drainage options.</td>
<td>C, G</td>
</tr>
<tr>
<td>D. Demonstrate an understanding of vineyard maintenance and its financial impacts.</td>
<td>1. Describe major regional vineyard pests and their controls. 2. Discuss cultural management practices including pruning, canopy management, ground cover crops, and harvesting.</td>
<td>C, G</td>
</tr>
</tbody>
</table>
| E. Demonstrate an understanding of winery scale, operations and management and its financial impacts. | 1. List and describe the function of the various pieces of winery equipment based on functionality and scale of production output.  
2. Evaluate alternative production possibilities, including custom crush and other custom activities.  
3. Describe the basic elements of winery and cellar design and location.  
4. Recognize business responsibility of wine consumption.  
5. Explain the state and federal statutes on winemaking. | C, G |
| --- | --- | --- |
| F. Demonstrate an understanding of the wine production processes and the financial impacts. | 1. Explain the differences between various wine process types and styles.  
2. Describe the basics of pre-harvest and harvest operations.  
3. Describe the basics of pre-fermentation and fermentation.  
4. Recognize elements of aging, blending and finishing.  
5. Recognize elements of bottling and packaging.  
6. Understand basic methods, timing and ranges of typical analytical results. | C, G |
| G. Demonstrate an understanding of factors affecting wine quality, types and styles. | 1. Describe the different types and styles of wine, and identify sensory characters correlated to each style.  
2. Recognize and understand flaws and their causes in finished wine.  
3. Explain how vineyard and production decisions affect wine quality. | C, G |
A. Portfolios – Evidence of learning experiences such as multimedia presentations, and projects.

B. Exhibition – Multimedia presentation based on research and practical experiences.

C. Examinations – Class tests and comprehensive examinations.

D. Observations – Observation of students in a variety of settings.

E. Projects – Class projects and activities.

F. Scholarly Activities – Evidence of individual scholarship including discovery, application, and integration.

G. Reflective Discussion – Evidence of active participation in course dialog through email or discussion boards.

H. Field experiences.
## Wines of the World
### VIN 174 (3 credit hours)

<table>
<thead>
<tr>
<th>Curriculum Goals</th>
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<tr>
<td><strong>The course is designed to provide experiences that will enable the student to:</strong></td>
<td><strong>Upon completion of instructional activities students will be able to:</strong></td>
<td>One or more assessment strategies will be used within the course to evaluate these objectives.</td>
</tr>
<tr>
<td>A. Identify the major wine regions of the world.</td>
<td>1. Locate the world wine regions on a map. 2. Identify countries on a map of secondary and up and coming regions.</td>
<td></td>
</tr>
<tr>
<td>B. Demonstrate an understanding of wine styles produced around the world.</td>
<td>1. Identify the leading varietals and styles of wine around the world: France, Italy, United States, Australia and New Zealand, Argentina and Chile, Spain and Portugal, South Africa and Germany. 2. Identify the business impact of up and coming regions such as Russia, China, Canada, Mexico and Brazil. 3. Compare and contrast wines produced locally with wine styles in other world regions.</td>
<td>A, C, D, E</td>
</tr>
<tr>
<td>C. Demonstrate an understanding of global pricing structures and label requirements.</td>
<td>1. Discuss pricing structures for key wine styles around the world and how they affect purchasing decisions. 2. Identify and understand the components of wine labels. 3. Explain wine regulations of the major producing regions.</td>
<td>B, D, E, F</td>
</tr>
<tr>
<td>D. Demonstrate an understanding of the basics of systematic wine tasting.</td>
<td>1. Demonstrate an understanding of basic fundamentals of sensory evaluation. 2. Describe both verbally and in writing, the sensory properties of each wine tasted. 3. Taste and discuss wines in a live setting. 4. Discuss food and wine paring options.</td>
<td>B, D, E, F</td>
</tr>
</tbody>
</table>
Assessment Strategies

A. Portfolios – Evidence of new learning experiences through presentation on a wine region, based on a combination of research and practical experience.

B. Projects: Class projects and tasting activities.

C. Examinations – Comprehensive examinations.

D. Observations – Observation of students in the weekly tasting setting. Evidence of learning experiences through demonstration of new knowledge and application of tasting methodology.

E. Scholarly Activities – Evidence of individual scholarship including discovery, application, and integration.

F. Reflective Discussion – Evidence of active participation in course dialog through email or discussion boards.
## Legal Aspects for Vineyards and Wineries

**VIN 202 (3 credit hours, 3 lecture hours)**

<table>
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<td>One or more assessment strategies will be used within the course to evaluate these objectives.</td>
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</tbody>
</table>

### A. Define basic legal concepts affecting the operation of a vineyard, winery and distribution of wine.

Students will be able to define and describe the following:

1.1 sources of law, including case law, statutes, administrative law, and constitutional law;
1.2 the concept of federalism;
1.3 the concept of jurisdiction and how various governmental and regulatory agencies can affect winery and vineyard operations;
1.4 the general concept of liability;
1.5 insurance concepts and issues that affect vineyards and wineries;
1.6 corporate structure.

### B. Recognize issues related to real estate acquisitions, ownership, use, and construction

Students will be able to recognize and distinguish the following:

2.1 Differences in real estate ownership and titles;
2.2 Easements and access;
2.3 Restrictions on use of land and buildings (e.g. vineyard signage, zoning, permits);
2.4 Related rights to ownership and use (e.g. mineral rights and leases);
2.5 Water rights;
2.6 Waste management;
2.7 Issues related to construction in and for the vineyard (e.g. irrigation systems, tiling systems).

C, E, G
| C. Identify the types of contracts and general provisions related to winery and vineyard operation; | Students will be able to recognize and illustrate the following:
<table>
<thead>
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<th></th>
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</thead>
<tbody>
<tr>
<td>2.8 Issues related to construction in and for the winery; 2.9 issues related to special events use of vineyards and wineries; 2.10 the concept of succession planning for ownership and operation of vineyards and wineries; 2.11 Tax aspects of real estate ownership.</td>
<td>3.1 the essential elements of all contract; 3.2 some common types of contracts encountered in the operation of winery and vineyard; 3.3 some common provisions in contracts encountered in the operation of a winery and vineyard (e.g. financing, delivery, storage); 3.4 Grower contracts; 3.5 Bulk purchase contracts; 3.6 Winery services (e.g. shipping, bottling) contracts; 3.7 Vineyard services (e.g. spraying, pruning, harvesting) 3.8 the distribution contracts; 3.9 supply contracts; 3.10 consulting contracts; 3.11 entertainment and special events contracts; 3.12 enforcement options for breach of contract; 3.13 the potential effects of operating without contracts in place for various operational aspects of the vineyard and winery.</td>
</tr>
</tbody>
</table>
| D. Describe and distinguish various types of business formation | Students will be able to distinguish and explain the following:  
4.1 the characteristics of sole proprietorships;  
4.2 the characteristics of general and limited partnerships;  
4.3 the characteristics of limited liability partnerships;  
4.4 the characteristics of corporations;  
4.5 the characteristics of limited liability companies;  
4.6 the characteristics of cooperatives;  
4.7 alternative business models, including “DBA” and other forms of operation;  
4.8 tax issues related to the business entity utilized. | C, E, G |
| --- | --- | --- |
| E. Describe and distinguish various types of employment agreements | Students will to identify and illustrate the following:  
5.1 the traditional employer/employee relationship;  
5.2 The preferred general and provisions of the employee contract;  
5.3 alternatives to the traditional employer/employee relationship, including the following: independent contractors, internships, volunteers, business invitees, migrant workers, family members, and seasonal assistance;  
5.4 liability issues related to the employment relationship and alternatives to the employer/employee relationship; | C, E, G |
| 5.5 Employer and Employee benefits and obligations related to the employee relationship and alternatives to the employer/employee relationship |
| 5.6 the issues related to incidental sales of other items at the vineyard or winery (e.g. gift shop merchandise); |
| 5.7 tax issues related to the employment relationship. |

| F. Outline specific federal, state, and local agencies and governing bodies that regulate and assist winery and vineyard operations; |
| Students will be able to recognize and distinguish the following: |
| 6.1 federal agencies and organizations; |
| 6.2 state agencies and organizations; |
| 6.3 local agencies and organizations; |
| 6.4 local and municipal boards and commissions; |
| 6.5 the relationship by and between agencies and organizations that regulate wineries and vineyards; |
| 6.6 issues and updates on the relationship by and between agencies and organizations and wineries and vineyards. |

| G. Interpret and apply liability and site management issues that affect the operation of a winery and vineyard; |
| Students will be able to identify and apply the following: |
| 7.1 the concept of premises liability; |
| 7.2 the Americans With Disabilities Act; |
| 7.3 dram shop and server liability; |
| 7.4 training and loss prevention issues related to premises and operations liability; |
| 7.5 insurance issues related to premises and operations liability; |

| C, E, G |

C, E, G
<table>
<thead>
<tr>
<th>7.6 environmental issues related to winery operations (e.g. hazardous materials, fire, waste water, water resources); 7.7 environmental issues related to vineyard operations (e.g. pesticides, drift, fire); 7.8 the impact of federal and state OSHA requirements on winery and vineyard operation; 7.9 employment practices related to worker training and record keeping for operation of the vineyard or winery (e.g. licensing certifications, applications); 7.10 employment practices related to customer relations (e.g. sexual harassment..)</th>
</tr>
</thead>
<tbody>
<tr>
<td>H. Recognize and apply specific knowledge of labeling and marketing of wine and grapes</td>
</tr>
<tr>
<td>Students will be able to recognize and demonstrate the following: 8.1 the Alcohol and Tobacco Tax and Trade Bureau (TTB) role in labeling; 8.2 the relevant provisions of the Beverage and Alcohol Manual; 8.3 the general requirements and restrictions on labels for wine; 8.4 compliance issues related to labels and packaging of wine; 8.5 prohibited practices related to labeling and packaging of wine; 8.6 prohibited practices related to marketing of wine (e.g. Tied House rules); 8.7 how state laws interact with the TTB regulations</td>
</tr>
<tr>
<td>C, E, G</td>
</tr>
<tr>
<td>8. Regarding labels and packaging; 8.8 COLA and labeling; 8.9 record keeping requirements imposed by TTB and state agencies; 8.10 labeling restrictions; 8.11 the effect of social media use on marketing of wine; 8.12 apply the above information in a creation of a simulated wine label; 8.13 vineyard management practices that affect labeling (e.g. organic, sustainable, biodynamic)</td>
</tr>
</tbody>
</table>
### J. Compare and contrast intellectual property areas that may affect the production and distribution of grapes and wine.

| J. Compare and contrast intellectual property areas that may affect the production and distribution of grapes and wine. | Students will be able to identify and explain the following:  
10.1 the general characteristics of a copyright, patent, trademark, and protection of work product;  
10.2 copyright issues related to labels and production of wine;  
10.3 patent issues related to production of grapes and wine;  
10.4 ownership issues related to intellectual property;  
10.5 counterfeiting and illegal acts related to intellectual property for wine and wineries. | C, E, G |

### A. Portfolios – Evidence of learning experiences such as multimedia presentations, and projects.

### B. Exhibition – Multimedia presentation based on research and practical experiences.

### C. Examinations – Class tests and comprehensive examinations.

### D. Observations – Observation of students in a variety of settings.

### E. Projects – Class projects and activities.

### F. Scholarly Activities – Evidence of individual scholarship including discovery, application, and integration.

### G. Reflective Discussion – Evidence of active participation in course dialog through email or discussion boards.
## Intermediate Enology—Harvest/Crush
### VIN 246 (2 credit hours)

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<td>A. Describe preharvest activities.</td>
<td>1. Determine bulk juice and/or must requirements and purchases. 2. Determine crop estimates, and review of vineyard contracts. 3. Estimate barrel and tank purchases/calculation. 4. Calculate supplies needed at crush. 5. Schedule activities and estimate staffing. 6. Perform preharvest equipment maintenance. 7. Review SOPs and training requirements, including sanitation.</td>
<td></td>
</tr>
<tr>
<td>B. Demonstrate an understanding of the applications of viticulture to winemaking.</td>
<td>1. Demonstrate processes for fruit sampling and assessment to determine harvest 2. Explain how the harvest practices can affect juice quality 3. Explain how viticulture practices can affect grape and fruit quality. 4. Describe how wine styles affect vineyard practices.</td>
<td>C, D, E, G</td>
</tr>
<tr>
<td>C. Demonstrate an understanding of the processes and procedures involved in fruit harvest, juice and must preparation.</td>
<td>1. Demonstrate the ability to evaluate fruit quality when delivered to winery. 2. Demonstrate the ability to obtain samples from different types of fermentation containers. 3. Explain how analytical results affect juice and must treatment decisions. 4. Troubleshoot and resolve potential winemaking problems that originate in juice and must. 5. Demonstrate knowledge of equipment operation for must and juice processing. 6. Determine and use standard algebraic calculations and metric conversions to make material additions to juice and must. 7. Calculate sugar and/or water additions for chaptalization and/or amelioration in</td>
<td>C, D, G, H</td>
</tr>
<tr>
<td>accordance with Federal and state regulations.</td>
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</tr>
</tbody>
</table>
D. Demonstrate an understanding of the processes involved in alcoholic fermentation.

<p>| | |</p>
<table>
<thead>
<tr>
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</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td><em>Determine fermentation processes based on intended wine style.</em></td>
</tr>
<tr>
<td>2.</td>
<td><em>Understand the biochemistry and practical applications of yeast fermentation, including autochthonous yeast fermentation.</em></td>
</tr>
<tr>
<td>3.</td>
<td><em>Understand the properties of kinetics in must/juice fermentation.</em></td>
</tr>
<tr>
<td>4.</td>
<td><em>Describe the critical aspects of monitoring fermentation.</em></td>
</tr>
<tr>
<td>5.</td>
<td><em>Identify problems related to the fermentation process.</em></td>
</tr>
<tr>
<td>6.</td>
<td><em>Describe the corrective measures required to complete fermentation.</em></td>
</tr>
</tbody>
</table>

C, D, E, G
## E. Demonstrate an understanding of the processes involved in malolactic fermentation.

1. Distinguish between desirable and spoilage-causing lactic acid bacteria.
2. Understand the biochemistry and practical applications of bacterial fermentation including timing of co-inoculations.
3. Explain the impact of malolactic fermentation on the sensory property of wine.
4. Determine factors critical to stimulating or inhibiting malolactic fermentation.

## F. Demonstrate an understanding of dealing with problem fermentations.

1. Recognize problem fermentations, and understanding growth curves.
2. Explain possible methods and options to correct problem fermentations.

## G. Demonstrate an understanding of wine analysis

1. List and discuss everyday analyses and analytical methods important from harvest to post fermentation.

## H. Demonstrate an understanding of TTB Regulations

1. Understand how to access TTB regulations online.
2. Understand role of materials allowed for use in wine processing
3. Complete TTB forms for wineries.
4. Learn how to write a wine formula.

- **A. Portfolios – Evidence of learning experiences such as multimedia presentations, and projects.**
- **B. Exhibition – Multimedia presentation based on research and practical experiences.**
- **C. Examinations – Class tests and comprehensive examinations.**
- **D. Observations – Observation of students in a variety of settings.**
- **E. Projects – Class projects and activities.**
- **F. Scholarly Activities – Evidence of individual scholarship including discovery, application, and integration.**
- **G. Reflective Discussion – Evidence of active participation in course dialog through email or discussion boards.**
- **H. Field experiences**
## Intermediate Enology – Postharvest

**VIN 247 (2 credit hours)**

<table>
<thead>
<tr>
<th>Topics</th>
<th>Competencies</th>
<th>Assessment Strategies</th>
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<tr>
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<td>One or more assessment strategies will be used within the course to evaluate these objectives.</td>
</tr>
</tbody>
</table>
| A. Review harvest activities covered in VIN 246.                        | 1. Describe harvest fermentation protocols.  
2. Identify how harvest decisions impact wine treatments.                                                                                   | C, E, G,                                                                              |
| B. Demonstrate an understanding of blending, corrections and aging of wines. | 1. Describe the chemical processes involved in wine maturation.  
2. List the options for containers used for wine maturation and storage.  
3. List impact of container type on wine characteristics.  
4. Describe bulk wine incorporation into winemaking.  
5. Identify deficiencies and corrective action.  
6. Describe how blending wines can maximize sensory development.                                                                 | C, D, G,                                                                              |
| C. Demonstrate an understanding of wine clarification and fining techniques. | 1. Describe the principles involved in clarification.  
2. List the types of clarification methods.  
3. Understand the use and application of fining agents to enhance wine quality.  
4. Demonstrate fining and addition trials.  
5. Understand the types and differences among wine filters.                                                                    | C, E, F, G                                                                            |
| D. Demonstrate an understanding of the factors and procedures involved in wine stability. | 1. List the types of wine instabilities.  
2. List the factors that impact the stability of wines.  
3. Describe the testing procedures for determining the stability of wines.  
4. Describe wine stability procedures and quality impact.                                                                    | C, G,                                                                                |
| E. Demonstrate an understanding of wine analysis.                        | 1. List and describe everyday analyses and methods important in wine finishing.                                                                |                                                                                       |
| F. Demonstrate an understanding of the preparations and processes involved in wine bottling. | 1. Describe the pre-bottling wine preparations, microbiological stability, and filtration.  
2. Describe the bottling process, and                                                                                                   | C, D, G                                                                              |
alternative bottling options.
3. List the factors in the bottling process that can affect wine quality.
4. Describe QA/QC program to improve wine quality.
5. Understand packaging options for wine.

| G. Demonstrate an understanding of TTB Regulations | 1. Understand how to access TTB regulations online. |
| | 2. Understand role of materials allowed for use in wine processing |
| | 3. Complete TTB forms for wineries. |
| | 4. Learn how to file a COLA. |
| | 5. Learn how to write a wine formula. |
| | 6. Understand wine label compliance. |

C, E, F, G

- A. Portfolios – Evidence of learning experiences such as multimedia presentations, and projects.
- B. Exhibition – Multimedia presentation based on research and practical experiences.
- C. Examinations – Class tests and comprehensive examinations.
- D. Observations – Observation of students in a variety of settings.
- E. Projects – Class projects and activities.
- F. Scholarly Activities – Evidence of individual scholarship including discovery, application, and integration.
- G. Reflective Discussion – Evidence of active participation in course dialog through email or discussion boards.
- H. Field experiences
### Vineyard Equipment Technology for the Entrepreneur

**VIN 250 (3 credit hours)**

<table>
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<tr>
<th>Curriculum Goals</th>
<th>Curriculum Objectives</th>
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<td><strong>The course is designed to provide experiences that will enable the student to:</strong></td>
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<td>One or more assessment strategies will be used within the course to evaluate these objectives.</td>
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</table>
| **A. Identify technologies and equipment employed to evaluate and prepare a vineyard location and site.** | 1. Understand tractor selection  
2. Understand soil mapping technologies  
3. Understand soil preparation prior to planting  
4. Understand irrigation and subsurface drainage (tiling) design  
5. Understand survey, topographical and GPS guidance equipment  
6. Describe necessary farm buildings for safe storage of equipment and materials | C, G |
| **B. Compare and contrast technologies and equipment used to evaluate and prepare a vineyard site.** | 1. Compare and contrast tractors  
2. Compare and contrast soil mapping technologies  
3. Compare and contrast soil preparation technologies  
4. Compare and contrast the major components of irrigation systems and subsurface drainage systems  
5. Compare and contrast fieldmapping with GIS and GPS guidance systems  
6. Compare and contrast various building designs for storage of equipment and materials | C, E |
| **C. Assess, select and justify appropriate pre-plant equipment and technologies based upon site and cultivar specific criteria.** | 1. Select appropriate tractors  
2. Select appropriate soil mapping technologies  
3. Select appropriate soil preparation technologies  
4. Select appropriate components of irrigation systems and subsurface drainage systems  
5. Select appropriate fieldmapping with GIS and GPS guidance systems  
6. Select appropriate buildings for storage of equipment and materials | C, D |
**D. Identify technologies and equipment employed to construct a vineyard.**

1. **Understand mechanical planting technologies**
2. **Understand hand tool selection**
3. **Understand trellis installation technologies**
4. **Understand major components of irrigation and subsurface drainage (tiling) systems**
5. **Understand major components of frost control systems**
6. **Understand perimeter fencing systems**
7. **Understand climate monitoring technologies**

**E. Compare and contrast technologies and equipment used to construct a vineyard.**

1. **Compare and contrast mechanical planting technologies**
2. **Compare and contrast hand tools**
3. **Compare and contrast trellis installation technologies**
4. **Compare and contrast the major components of irrigation systems and subsurface drainage systems**
5. **Compare and contrast frost control systems**
6. **Compare and contrast climate monitoring technologies**

**F. Assess, select and justify appropriate vineyard construction equipment and technologies based upon site and cultivar specific criteria.**

1. **Select appropriate mechanical planting technologies**
2. **Select appropriate hand tools**
3. **Select appropriate trellis installation technologies**
4. **Select appropriate components of irrigation systems and subsurface drainage systems**
5. **Select appropriate frost control systems**
6. **Select appropriate climate monitoring technologies**

**G. Identify technologies and equipment utilized to manage an established vineyard.**

1. **Understand herbicide and pesticide spray equipment**
2. **Understand canopy and crop management equipment**
3. **Understand vineyard floor management and vine graft-union protection technologies**
4. **Understand fertilizer application technologies**
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<td>5.</td>
<td>Understand major components of irrigation systems</td>
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<tr>
<td>6.</td>
<td>Understand mechanical or manual harvesting technologies</td>
</tr>
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<td>7.</td>
<td>Understand vertebrate pest management</td>
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<td>8.</td>
<td>Understand mechanical or manual pruning technologies</td>
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<tr>
<td>H.</td>
<td>Compare and contrast technologies and equipment utilized to manage an established vineyard.</td>
</tr>
<tr>
<td>1.</td>
<td>Compare and contrast herbicide and pesticide spray equipment</td>
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<td>2.</td>
<td>Compare and contrast canopy and crop management equipment</td>
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<td>Compare and contrast vineyard floor management and vine graft-union protection technologies</td>
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<tbody>
<tr>
<td>I.</td>
<td>Assess, select and justify appropriate vineyard management equipment and technologies based upon site and cultivar specific criteria.</td>
</tr>
<tr>
<td>1.</td>
<td>Select appropriate herbicide and pesticide spray equipment</td>
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<td>2.</td>
<td>Select appropriate canopy and crop management equipment</td>
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<td>Select appropriate vertebrate pest management methods</td>
</tr>
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<td>8.</td>
<td>Select appropriate mechanical or manual pruning technologies</td>
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</table>

C, E

C, D
J. Identify the economy of scales for vineyard equipment and technologies at various discrete farm sizes

| 1. Select appropriate vineyard equipment and technologies for a vineyard of 0-5 acres |
| 2. Select appropriate vineyard equipment and technologies for a vineyard of 6-25 acres |
| 3. Select appropriate vineyard equipment and technologies for a vineyard of 26-50 acres |
| 4. Select appropriate vineyard equipment and technologies for a vineyard of 50 acres or greater |

K. Describe the basic operation of vineyard equipment

| 1. Demonstrate awareness of recommended operation and maintenance of vineyard equipment |
| 2. Demonstrate awareness of OSHA regulation as they relate to vineyard equipment |
| 3. Recognize the key features and major components of vineyard equipment |

**ASSESSMENT STRATEGIES**

A. Portfolios – Evidence of learning experiences such as multimedia presentations, and projects.

B. Exhibition – Multimedia presentation based on research and practical experiences.

C. Examinations – Class tests and comprehensive examinations.

D. Observations – Observation of students in a variety of settings.

E. Projects – Class projects and activities.

F. Scholarly Activities – Evidence of individual scholarship including discovery, application, and integration.

G. Reflective Discussion – Evidence of active participation in course dialog through email or discussion boards.
# Grapes to Market and Grower Relations

**VIN 251 (2 credit hours)**

<table>
<thead>
<tr>
<th>Topics</th>
<th>Competencies</th>
<th>Instructional/Assessment Strategies</th>
</tr>
</thead>
<tbody>
<tr>
<td>The course is designed to provide experiences that will enable the student to: Upon completion of instructional activities students will be able to:</td>
<td>One or more assessment strategies will be used within the course to evaluate these objectives.</td>
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## A. Investigate the product and the market.
1. Research market needs and trends.
2. Analyze potential growing sites and recognize labor needs.
3. Differentiate your product from the competitive set.
4. Calculate costs to create the product.
5. Create your mission statement.

## B. Create a successful promotion plan.
1. Investigate successful product branding.
2. Develop your unique selling proposition.
3. Apply this proposition to advertising, public relations, website, social media, signage.
4. Calculate costs to execute the promotional plan.

## C. Create an effective placement plan.
1. List the techniques of relationship marketing.
2. Develop a plan and describe strategies within the plan. (WIN – grapes for sale)
3. Develop specific marketing techniques for your brand.
4. Enumerate the potential target markets.
5. Calculate costs to execute the marketing plan.

## D. Develop an appropriate pricing structure.
1. Analyze the competitive set.
2. Research the existing market for demand.
3. Apply the appropriate pricing structure to your profit and loss statement.
4. Calculate Return On Investment (ROI) for marketing programs.
| E. Outline and implement sales strategies. | 1. Identify components of a sales presentation.  
| 2. Develop and deliver a sales presentation.  
| 3. Explain how marketing supports sales.  
| 4. Calculate the number of sales needed for profitability. |
| F. Evaluate marketing activities using metrics. | 1. Identify relevant metrics.  
| 2. Create a plan to measure individual marketing activities.  
| 3. Conduct a comparative analysis of marketing activities. |
| G. Understand the Logistics of Contracts | 1. Describe strategies for negotiating contracts.  
| 2. Identify elements of grower contracts. |
| H. Develop Winery Relations | 1. Identify potential customers.  
| 2. Recognize the importance of establishing relationships with local wineries and associations.  
| 3. Establish a plan for developing these measurements. |

A. Portfolios – Evidence of learning experiences such as multimedia presentations, and projects.
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C. Examinations – Class tests and comprehensive examinations.
D. Observations – Observation of students in a variety of settings.
E. Projects – Class projects and activities.
F. Scholarly Activities – Evidence of individual scholarship including discovery, application, and integration.
G. Reflective Discussion – Evidence of active participation in course dialog through email or discussion boards.
H. Field experiences.
# Financial Management for the Vineyard

**VIN 255 (3 credit hours)**

<table>
<thead>
<tr>
<th>Curriculum Goals</th>
<th>Curriculum Objectives</th>
<th>Assessment Strategies</th>
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</thead>
<tbody>
<tr>
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<td>One or more assessment strategies will be used within the course to evaluate these objectives.</td>
</tr>
</tbody>
</table>
| A. Demonstrate an understanding of costs for establishing a vineyard. | 1. Identify the costs involved in  
   a. site selection and procurement  
   b. soil preparation  
   c. irrigation  
   d. cultivar selection & trellis system  
   e. equipment  
   f. external buildings/structures  
   2. Create a list of local & regional cost resources | |
| B. Demonstrate an understanding of expenses and financial considerations for annual vineyard management. | 1. Identify the costs involved in  
   a. Floor management  
   b. Pest management  
   c. Nutrition  
   d. Canopy management  
   e. Irrigation  
   f. Harvest  
   g. Equipment maintenance & fuel  
   h. Insurance  
   i. Pruning/crop control  
   j. Frost protection  
   2. Determine market price of grapes | |
| C. Determine the financial viability of owning and operating a vineyard. | 1. Develop an initial capital budget  
   2. Develop an annual capital budget  
   3. Calculate financial viability | |
4. Determine cost/benefit analysis of vineyard management decisions
5. Determine acceptable level of debt

A. Portfolios – Evidence of learning experiences such as multimedia presentations, and projects.

B. Exhibition – Multimedia presentation based on research and practical experiences.

C. Examinations – Class tests and comprehensive examinations.

D. Observations – Observation of students in a variety of settings.

E. Projects – Class projects and activities.

F. Scholarly Activities – Evidence of individual scholarship including discovery, application, and integration.

G. Reflective Discussion – Evidence of active participation in course dialog through email or discussion boards.
# Winery Equipment Technology for the Entrepreneur
## VIN 260 (2 credit hours)

<table>
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### A. Identify technologies and equipment employed to receive, sort, destem, crush and press fruit.
1. Understand receiving equipment (i.e. hoppers, augers, belts)
2. Understand material handling equipment (i.e. forklifts, hoists, scales)
3. Understand fruit sorting (i.e. manual sorting tables, mechanical sorting)
4. Understand crushing and destemming equipment
5. Understand pressing equipment
6. Describe hand tools used in a winery
7. Understand sanitation equipment (i.e. water heaters, pressure washers, steam generators)

### B. Compare and contrast technologies and equipment used to receive, sort, destem, crush and press fruit.
1. Compare and contrast receiving equipment
2. Compare and contrast material handling equipment
3. Compare and contrast fruit sorting equipment
4. Compare and contrast crushing and destemming equipment
5. Compare and contrast pressing equipment
6. Compare and contrast hand tools
7. Compare and contrast sanitation equipment

### C. Assess, select and justify appropriate pre-plant equipment and technologies based upon site and cultivar specific criteria.
1. Select appropriate receiving equipment
2. Select appropriate material handling equipment
3. Select appropriate fruit sorting equipment
4. Select appropriate crushing and destemming equipment
5. Select appropriate pressing equipment
6. Select appropriate hand tools
7. Select appropriate sanitation equipment
### D. Identify technologies and equipment utilized in commercial wine production

1. Understand pumps, fittings and hoses  
2. Understand fermentation and storage vessels (i.e. tanks, barrels)  
3. Understand clarification equipment (including gravity or particle size based)  
4. Understand other technologies and equipment (i.e. oxygen management, portable heating/cooling units, electrical phase converters)

### E. Compare and contrast technologies and equipment used to construct a vineyard.

1. Compare and contrast pumps, fittings and hoses  
2. Compare and contrast fermentation and storage vessels  
3. Compare and contrast clarification equipment  
4. Compare and contrast stabilization equipment  
5. Compare and contrast other technologies and equipment

### F. Assess, select and justify appropriate vineyard construction equipment and technologies based upon site and cultivar specific criteria.

1. Select appropriate pumps, fittings and hoses  
2. Select appropriate fermentation and storage vessels  
3. Select appropriate clarification equipment  
4. Select appropriate stabilization equipment  
5. Select other appropriate technologies and equipment

### G. Identify technologies and equipment used to bottle and package wine

1. Understand rinsing and sparging equipment  
2. Understand filling equipment  
3. Understand cappers, crowners and corkers  
4. Understand foil and capsule application equipment  
5. Understand label application equipment  
6. Understand alternative packing  
7. Understand mobile bottling services
### H. Compare and contrast technologies and equipment utilized to manage an established vineyard.

1. Compare and contrast rinsing and sparging equipment  
2. Compare and contrast filling equipment  
3. Compare and contrast cappers, crowners and corkers  
4. Compare and contrast foil and capsule application equipment  
5. Compare and contrast label application equipment  
6. Compare and contrast alternative packing  
7. Compare and contrast mobile bottling services

### I. Assess, select and justify appropriate vineyard management equipment and technologies based upon site and cultivar specific criteria.

1. Select appropriate rinsing and sparging equipment  
2. Select appropriate filling equipment  
3. Select appropriate cappers, crowners and corkers  
4. Select appropriate foil and capsule application equipment  
5. Select appropriate label application equipment  
6. Select appropriate alternative packing  
7. Select appropriate mobile bottling services

### J. Identify the economy of scales for winery equipment and technologies at various discrete volumes of production

1. Select appropriate winery equipment and technologies for less than 500 cases of annual production  
2. Select appropriate winery equipment and technologies for 500 to 2,000 cases of annual production  
3. Select appropriate winery equipment and technologies for 2,000 to 5,000 cases of annual production  
4. Select appropriate winery equipment and technologies for 5,000 to 10,000 cases of annual production  
5. Select appropriate winery equipment and technologies for greater than 10,000 cases of annual production
K. Describe the basic operation of winery equipment

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<tbody>
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<td>2.</td>
<td>Demonstrate awareness of OSHA regulation as they relate to winery equipment</td>
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<td>3.</td>
<td>Recognize the key features and major components of winery equipment</td>
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C, E

A. Portfolios – Evidence of learning experiences such as multimedia presentations, and projects.

B. Exhibition – Multimedia presentation based on research and practical experiences.

C. Examinations – Class tests and comprehensive examinations.

D. Observations – Observation of students in a variety of settings.

E. Projects – Class projects and activities.

F. Scholarly Activities – Evidence of individual scholarship including discovery, application, and integration.

G. Reflective Discussion – Evidence of active participation in course dialog through email or discussion boards.

H. Field Experience
### INTRODUCTION TO WINE MARKETING
**VIN 270**

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<td>One or more assessment strategies.</td>
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</table>
| **A. Demonstrate an understanding of basic wine marketing principles.** | 1. Explain the definition of marketing.  
2. Explain what a marketing plan is.  
3. Conduct research and collect information for creating a marketing plan.  
4. Analyze a marketing plan. | |
| **B. Demonstrate an understanding of research and demographic wine consumers.** | 1. Explain market research.  
2. Explain the different wine consumer segmentations.  
3. Understand the different price points in wine sales. | |
| **C. Demonstrate an understanding of wine branding.** | 1. Explain wine branding.  
2. Explain the difference between position and competitive set.  
3. Explain a SWOT analysis. | C,G |
| **D. Demonstrate an understanding of wine advertising and promotion.** | 1. Define advertising.  
2. Define promotion.  
3. Define public relations. | C,F,G |
| **E. Demonstrate an understanding of graphic design in the wine industry.** | 1. Describe the role of graphic design in the wine industry.  
2. Explain how to prepare a creative brief.  
3. Describe modern wine packaging.  
4. Recognize the importance of complying with TTB regulations. | C,E,F,G |
| **F. Demonstrate an understanding of wine public relations.** | 1. List the publics important to a winery.  
2. List the components of a press kit.  
3. Explain how to write a press release. | C,E,F,G |
| **G. Demonstrate an understanding of budgets and pricing.** | 1. Explain how to construct a wine marketing budget.  
2. Understand the issues with raising and lowering prices. | C,E,F,G |
| **H. Demonstrate an understanding of establishing a tasting room.** | 1. Explain the various types of tasting rooms.  
2. List the steps to consider when establishing a tasting room. | C,E,F,G |
I. Demonstrate an understanding of wine and the new media.

1. List the relevant new media for wine.
   2. Explain the importance of social media networking platforms.

   C,E,F,G

   a. Portfolios – Evidence of learning experiences such as multimedia presentations, and projects.

   b. Exhibition – Multimedia presentation based on research and practical experiences.

   c. Examinations – Class tests and comprehensive examinations.

   d. Observations – Observation of students in a variety of settings.

   e. Projects – Class projects and activities.

   f. Scholarly Activities – Evidence of individual scholarship including discovery, application, and integration.

   g. Reflective Discussion – Evidence of active participation in course dialog through email or discussion boards.

   h. Field Practicum – Evidence of active participation in field experiences under the supervision of a Field Site Mentor.
Advanced Wine Marketing  
VIN 271 (3 credit hours)

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<td>One or more assessment strategies.</td>
</tr>
</tbody>
</table>
| A. Demonstrate an understanding of wine marketing principles. | 1. Explain what a marketing plan is.  
2. Conduct research and collect information for creating a marketing plan.  
3. Create a marketing plan.  
4. Create a SWOT analysis. | |
| B. Demonstrate an understanding of research and demographics of wine consumers. | 1. Explain market research.  
2. Explain the different wine consumer segmentations.  
3. Describe the different price points in wine sales.  
4. Develop strategies to identify target markets.  
5. List the different ways to conduct formal research.  
6. Identify sources of market research in the wine industry. | |
| C. Demonstrate an understanding of wine branding. | 1. Explain wine branding.  
2. Explain the difference between position and competitive set.  
3. List the steps of the positioning process.  
4. Apply a SWOT analysis.  
5. Explain the strategies for competing in a category.  
6. Explain how to create a brand.  
7. Explain the importance of your story. | |
| D. Demonstrate an understanding of wine advertising and promotion. | 1. Explain promotion, advertising, and public relations.  
2. Describe the pros and cons of advertising, public relations, and promotions. | |
| E. Demonstrate an understanding of graphic design in the wine industry. | 1. Describe the role of graphic design in the wine industry.  
2. Explain how to prepare a creative brief.  
3. Explain how to establish a budget for graphic design.  
4. Explain the implications of alternative and new packaging.  
5. Recognize the importance of complying with TTB regulations. | |
| F. Demonstrate an understanding of wine public relations. | 1. List the public's importance to a winery.  
2. Explain how to work with the media.  
3. List the components of a press kit.  
4. Explain the different types of electronic media.  
5. List the methods for successful media relations.  
|------------------------------------------------------|------------------------------------------------------------------------------------------------|
| G. Demonstrate an understanding of wine budgeting and pricing. | 1. Explain how to construct a wine marketing budget.  
2. Explain the methods of wine pricing.  
3. Understand the issues with raising and lowering prices.  
4. Explain how to measure the success of each part of your budget: return on investment. |
| H. Demonstrate an understanding of three avenues to wine sales. | 1. Describe the channels of sales distribution.  
2. Explain the methods of wines sales, including pricing within these channels.  
3. Explain how to select the channel and pricing strategy that’s best for the business. |
| I. Demonstrate an understanding of wine sales and distribution management. | 1. Explain how to get the attention of distributors.  
2. Explain how to select a distributor.  
3. Explain how to work with a distributor.  
4. Describe how to give winning distributor sales meetings and sales calls.  
5. Describe how to develop effective sales support, collateral materials, discounts, and incentives. |
| J. Demonstrate an understanding establishing a tasting room. | 1. Explain the various types of tasting rooms.  
2. List the steps to consider when establishing a tasting room. |
| K. Demonstrate an understanding of winery repositioning and turnarounds. | 1. Describe the signs of a failing winery business.  
2. Explain how to manage an effective turnaround for your winery.  
3. Describe how to manage an excess wine inventory.  
4. Explain how to communicate with all stakeholders.  
5. Develop metrics to determine winery viability. |
| L. Demonstrate an understanding of wine and new media. | 1. *Explain the tools that make up wine and new media.*  
2. *Explain the importance of social media networking platforms.*  
3. *Explain the importance of winery blogs.*  
4. *Explain the importance of wine podcasts and blogs.*  
5. *Explain the importance of video.*  
6. *List the relevant new media for wine.*  
7. *Develop a new media campaign for your winery.* |
|---------------------------------------------------------------|
| M. Demonstrate an understanding of wine tourism. | 1. *Describe how to analyze the target audience and reach them with a message tailored to them.*  
2. *Describe how to work with other wineries and regional interests to develop a broad approach to tourism.*  
3. *Describe how to build a tasting room strategy that promotes the best possible wine sales.*  
4. *Describe how to develop practical steps for instituting or expanding wine tourism in your region.* |

A. Portfolios – Evidence of learning experiences such as multimedia presentations, and projects.  
B. Exhibition – Multimedia presentation based on research and practical experiences.  
C. Examinations – Class tests and comprehensive examinations.  
D. Observations – Observation of students in a variety of settings.  
E. Projects – Class projects and activities.  
F. Scholarly Activities – Evidence of individual scholarship including discovery, application, and integration.  
G. Reflective Discussion – Evidence of active participation in course dialog through email or discussion boards.  
H. Field Practicum – Evidence of active participation in field experiences under the supervision of a Field Site Mentor.
# Introduction to Tasting Room Management

**VIN 272**

<table>
<thead>
<tr>
<th>Topics</th>
<th>Competencies</th>
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A. Demonstrate an understanding of tasting room operations.  
1. Describe the definition of customer experience.  
2. Explain the culture of great service; why give great service?  
3. Consider customer traffic flow through the tasting room.  
4. Describe successful layout and logistics of tasting room.  

B. Recognize the importance of legal and compliance issues.  
1. Identify resources for guidance on local, state, and federal regulations.  
2. Consider serve safe principles.  
3. Understand company policies and standards.  

C. Demonstrate an understanding of destination marketing.  
1. Explain differentiation and the primary marketing message.  
2. Identify destination marketing plan elements.  
3. Identify new media elements to build a community for your winery.  

D. Demonstrate an understanding of successful sales practices.  
1. Explain how merchandising generates sales.  
2. Explain the importance of customer relationships.  
3. Explain the sales process.  
4. Identify potential sales venues.
### E. Demonstrate an understanding of staff training and development.

1. **Discuss the importance of training staff to sell.**
2. **Identify key areas for staff training programs.**
3. **Describe the qualities of an effective leader.**
4. **Discuss team building and employee empowerment strategies.**

### F. Demonstrate an understanding of budgeting and finance.

1. **Identify the budget categories for the tasting room.**

### G. Metrics

1. **Create a checklist for mystery shopping evaluation.**
2. **Evaluate a tasting room based on mystery shopping observations; include improvements.**
3. **Investigate methods to measure tasting room performance.**

---

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E. Projects – Class projects and activities.

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G. Reflective Discussion – Evidence of active participation in course dialog through email or discussion boards.

H. Field experiences.
## Financial Management for the Winery
VIN 275 (3 credit hours, 3 hour lecture)

<table>
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<tr>
<th>Curriculum Goals</th>
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<td><strong>B. Demonstrate an understanding of annual winery operating costs.</strong></td>
<td>1. Identify the costs of a. utilities b. repairs/maintenance c. insurance d. labor e. advertising/marketing f. Information Technology g. Barrels and/or alternatives h. taxes i. interest j. COGS k. miscellaneous expense l. dues, licenses &amp; fees m. vehicle n. rent or lease o. professional fees</td>
<td></td>
</tr>
</tbody>
</table>
| C. Demonstrate an understanding of winery operating revenues. | 1. Identify revenue from:  
   a. retail  
   b. wholesale  
   c. non-wine sales  
   d. wine club  
   e. tasting fees  
   f. direct to consumer  
   g. events & tours  
   h. export  
   i. third party |
| --- | --- |
| D. Determine the financial viability of owning and operating a winery. | 1. Develop an initial capital budget  
2. Develop an annual capital budget  
3. Calculate financial viability  
4. Determine cost/benefit analysis of winery management decisions |

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C. Examinations – Class tests and comprehensive examinations.

D. Observations – Observation of students in a variety of settings.

E. Projects – Class projects and activities.

F. Scholarly Activities – Evidence of individual scholarship including discovery, application, and integration.

G. Reflective Discussion – Evidence of active participation in course dialog through email or discussion boards.
### Advanced Tasting Room Management
**VIN 276 (2 credit hours)**

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#### A. Demonstrate an understanding of tasting room operations.
1. Describe the definition of customer experience.
2. Explain the culture of great service; why give great service?
3. Consider customer traffic flow through the tasting room.
4. Describe successful layout and logistics of tasting room.

#### B. Recognize the importance of legal and compliance issues.
1. Identify resources for guidance on local, state, and federal regulations.
2. Consider responsible beverage service principles.
3. Describe and implement company policies and standards.

#### C. Demonstrate an understanding of destination marketing.
1. Explain differentiation and the primary marketing message.
2. Develop a destination marketing plan including events, promotions, wine trails, and community interactions.
3. Demonstrate an understanding of the new media to build a community for your winery.

#### D. Demonstrate an understanding of successful sales practices.
1. Explain how merchandising generates sales.
2. Explain the importance of customer relationships.
3. Create a plan to build customer relationships using tools such as effective telephone service.
4. Explain the sales process.
5. Demonstrate your successful sales techniques.
6. Create a successful wine club strategy.
7. Create a successful e-commerce strategy.
### E. Demonstrate an understanding of staff training and development.

1. Develop an incentive program for tasting room staff.
2. Discuss the importance of training staff to sell.
3. Identify key areas for staff training programs.
4. Write tasting room employee job descriptions.
5. Identify skills of a successful tasting room employee.
6. Recognize job specific training such as winery tours, serving wine, wine etiquette, wine terminology, proper wine storage, operation of point of sale equipment and tasting room tools.
7. Describe the qualities of an effective leader including analysis of corporate culture.
8. List the implications of including tasting room staff in decision making processes.
9. Discuss team building and employee empowerment strategies.
10. Develop an evaluation and improvement plan.

### F. Demonstrate an understanding of budgeting and finance.

1. Identify the budget categories for the tasting room.
2. Perform a financial analysis of a tasting room.
3. Develop a profit and loss statement for events, wine clubs, events, promotions and customer service.

### G. Metrics

1. Perform a promotion pricing worksheet example
2. Create a checklist for mystery shopping evaluation.
3. Evaluate a tasting room based on mystery shopping observations; include improvements.
4. Develop measurable objectives for wine clubs, events, promotions, customer service, and sales performance.
5. Investigate methods to measure sales productivity.
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C. Examinations – Class tests and comprehensive examinations.

D. Observations – Observation of students in a variety of settings.

E. Projects – Class projects and activities.

F. Scholarly Activities – Evidence of individual scholarship including discovery, application, and integration.

G. Reflective Discussion – Evidence of active participation in course dialog through email or discussion boards.

H. Field experiences.
## Winery Establishment and Design

**VIN 280 (2 credit hours)**

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### A. Identify components of the business plan that are essential for winery establishment and design.

1. Understand the effect of cultivar/wine style/production techniques upon the project scope
2. Understand the effect of the anticipated volume of production upon the project scope
3. Describe how the project will be influenced by the image and branding strategy of the winery
4. Understand how to balance scope of the project to the budget

### B. Develop a master plan for the winery.

1. Understand scheduling and phasing of winery construction
2. Understand site selection criteria and site limitation assessment
3. Describe site access and circulation

### C. Identify components of the winery design that can be modified to attain higher levels of sustainability.

1. Understand winery energy efficiency (i.e. LEED)
2. Understand winery water efficiency
3. Describe other aspects of winery sustainability

### D. Identify Federal, State and local regulatory and compliance requirements that are essential for winery establishment and design.

1. Understand how local ordinance; land use; zoning and codes impact winery design
2. Understand how building and fire codes impact winery design
3. Understand the Federal regulation that apply to winery establishment and design (i.e. TTB, FDA, OSHA, ADA)
4. Understand the State regulations that apply to winery establishment and design (i.e. producing alcohol, statewide building codes)
### E. Identify key individuals in the winery design team.

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<tr>
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<tbody>
<tr>
<td>1.</td>
<td>Describe the role played by the Owner/Winemaker in the design process</td>
</tr>
<tr>
<td>2.</td>
<td>Describe the role played by the Architect/Landscape Architect in the design process</td>
</tr>
<tr>
<td>3.</td>
<td>Describe the role played by the Consulting Engineers (Mechanical, Structural, Electrical, Civil) in the design process</td>
</tr>
<tr>
<td>4.</td>
<td>Describe the role played by the General Contractor in the design process</td>
</tr>
<tr>
<td>5.</td>
<td>Describe the role played by other consultants (lawyer, interior designer, kitchen designer) in the design process</td>
</tr>
</tbody>
</table>

### F. Understand the key dimensional requirements and the critical adjacencies required for various winery functions.

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<tbody>
<tr>
<td>1.</td>
<td>Describe the functions and key dimensional requirements for the fruit reception area</td>
</tr>
<tr>
<td>2.</td>
<td>Describe the functions and key dimensional requirements for the crush pad</td>
</tr>
<tr>
<td>3.</td>
<td>Describe the functions and key dimensional requirements for the fruit reception area</td>
</tr>
<tr>
<td>4.</td>
<td>Describe the functions and key dimensional requirements for the fermentation room</td>
</tr>
<tr>
<td>5.</td>
<td>Describe the functions and key dimensional requirements for the barrel cellar</td>
</tr>
<tr>
<td>6.</td>
<td>Describe the functions and key dimensional requirements for the case goods storage area</td>
</tr>
<tr>
<td>7.</td>
<td>Describe the functions and key dimensional requirements for the bottling room</td>
</tr>
<tr>
<td>8.</td>
<td>Describe the functions and key dimensional requirements for the shipping and receiving area</td>
</tr>
<tr>
<td>9.</td>
<td>Describe the functions and key dimensional requirements for the laboratory</td>
</tr>
<tr>
<td>10.</td>
<td>Describe the functions and key dimensional requirements for the tasting room / retail space / kitchen space</td>
</tr>
<tr>
<td>11.</td>
<td>Describe the functions and key</td>
</tr>
</tbody>
</table>
### G. Understand the key building and mechanical systems of a winery.

<p>| | |</p>
<table>
<thead>
<tr>
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</thead>
</table>
|   | **1. Understand the electrical systems in a winery**  
|   | **2. Understand the refrigeration systems in a winery**  
|   | **3. Understand the plumbing systems in a winery**  
|   | **4. Understand the process control systems in a winery**  
|   | **5. Understand the cleaning and sanitation systems in a winery**  
|   | **6. Understand the heating, ventilation, air conditioning and humidity control systems in a winery**  
|   | **7. Understand the waste water systems in a winery**  
|   | **8. Understand the solid waste systems in a winery**  
|   | **9. Understand the fire suppression systems in a winery** |

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### G. Reflective Discussion – Evidence of active participation in course dialog through email or discussion boards.

### H. Field experiences.

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<tr>
<td>1. Understand the importance of the role human resources plays in the viticulture and enology field.</td>
<td>1. Describe rationale and business advantages of having a HR plan 2. Identify components of an HR plan for a business 3. Demonstrate a basic understanding of government regulations affecting employees. 4. Describe issues relating to employee status and tax implications</td>
<td>C, F, G</td>
</tr>
<tr>
<td>2. Demonstrate a basic understanding of issues relating to training and development.</td>
<td>1. Explain the role of training and organizational development 2. Observe the relationship between employee and employer 3. Identify issues related to proprietary information, confidentiality, non-disclosure, and non-competition</td>
<td>E, F, G</td>
</tr>
<tr>
<td>3. Demonstrate a basic understanding of issues relating to health, safety, and security issues.</td>
<td>1. Describe health measures within the business 2. Describe safety measures within the business, 3. Describe insurance measures within the business, 4. Describe security measures within the business 5. Describe measures to prevent a hostile workplace environment 6. Describe measures to address a hostile workplace incident</td>
<td>C, E, F, G</td>
</tr>
<tr>
<td>4. Demonstrate a basic understanding of issues relating to motivating a modern workforce.</td>
<td>1. Identify an effective management system 2. Define and analyze the corporate culture 3. Identify ways to maintain and improve the corporate culture</td>
<td>C, E, F, G</td>
</tr>
</tbody>
</table>
5. Demonstrate a basic understanding of issues relating to recruitment, selection, evaluation, retention, and promotion of employees

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<tbody>
<tr>
<td>1.</td>
<td><strong>Identify recruiting and selection approaches</strong></td>
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<td>2.</td>
<td><strong>Identify issues related to seasonal workers – foreign and domestic labor</strong></td>
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<tr>
<td>3.</td>
<td><strong>Identify state specific “right-to-work” laws</strong></td>
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<tr>
<td>4.</td>
<td><strong>Identify evaluation, retention, and promotion approaches</strong></td>
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<td>5.</td>
<td><strong>Identify issues and methods for releasing an employee</strong></td>
<td><strong>E, F, G</strong></td>
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6. Demonstrate a basic understanding of issues relating to compensation and benefit administration.

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<tbody>
<tr>
<td>1.</td>
<td><strong>Describe a compensation and benefits plan for employees</strong></td>
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<tr>
<td></td>
<td>a. <strong>Overtime issues</strong></td>
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<td></td>
<td>b. <strong>Minimum wage</strong></td>
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<td></td>
<td>c. <strong>Healthcare issues</strong></td>
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<td></td>
<td>d. <strong>Employee incentives</strong></td>
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<td></td>
<td>e. <strong>Workers compensation</strong></td>
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<td></td>
<td>f. <strong>Other insurance issues and costs</strong></td>
<td><strong>E, F, G</strong></td>
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7. Demonstrate an understanding of the components of an employee handbook

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<tbody>
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<td>1.</td>
<td><strong>Develop an outline, appropriate to the business, of the handbook</strong></td>
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<tr>
<td></td>
<td>a. <strong>Code of conduct</strong></td>
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<td></td>
<td>b. <strong>Company policies</strong></td>
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<td></td>
<td>c. <strong>Use of social media</strong></td>
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<td></td>
<td>d. <strong>Other</strong></td>
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H. Field experiences.
# Business Plan
**VIN 295 (3 credit hours, 3 hour lecture)**

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<td>A. Recognize the purpose of the business plan.</td>
<td>1. The student will explain the purposes of a business plan.</td>
<td>A, F, G</td>
</tr>
</tbody>
</table>
| B. Identify the Business Plan Components. | 1. The student will define the structure and sequence in the scope of a business plan.  
   a. Executive Summary  
   b. Business Description  
   c. Plan of Operations  
   d. Management Team  
   e. Industry Analysis  
   f. Competitor Analysis  
   g. Marketing Plan  
   h. Financial Plan  
   i. Annual strategic planning  
   j. Exit strategy | A, F, G |
| C. Design and develop a description of the business. | 1. The student will identify the vision and mission statements and write the business description to include:  
   a. Type of business  
   b. Products and/or services offered  
   c. Location | A, F, G |
| D. Develop an operational plan for the business. | 1. The student will define the production process. | A, F, G |
| E. Demonstrate an understanding of the management team. | 1. The student will define and identify required personnel, costs, and qualifications  
   a. Owner/manager  
   b. Finance/accounting  
   c. Production  
   d. Human Resources  
   e. Legal counsel  
   f. Technical support  
   g. Marketing & sales | A, F, G |
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| **F.** Perform a SWOT analysis. | 1. **Identify** the strengths, weaknesses, opportunities and threats.  
2. **Identify** a sustainable competitive advantage |
| **G.** Perform a competitor analysis. | 1. The student will identify and describe the following:  
a. Overview of regional development and growth  
b. General business conditions affecting your industry  
c. Names of competitors  
d. General description of competitors |
| **H.** Establish a marketing and sales plan. | 1. The student will identify and describe the following:  
a. Target market  
b. Brands and products  
c. Pricing strategy  
d. Distribution strategy  
e. Promotion plan  
f. Five year sales plan  
g. Annual review |
| **I.** Formulate a financial plan. | 1. The student will establish a five-year financial plan with the following:  
a. Financial assumptions  
b. Break-even analysis  
c. Source and use of funds  
d. Sensitivity analysis  
e. Balance sheet  
f. Income statement  
g. Cash flow analysis  
h. Annual review |
| **J.** Synthesize the components of the plan into an Executive Summary. | 1. Compose the executive summary. |
**K. Develop a 5-Year strategic business plan.**

**I. The student will develop a major project in the form of a realistic and fully-integrated 5-year strategic business plan to include:**
- Executive Summary
- Business Description
- Plan of Operations
- Management Team
- Industry Analysis
- Competitor Analysis
- Marketing Plan
- Financial Plan
- Annual strategic review
- Exit strategy

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UCC PROGRAM REVISION FORM – page 1 of 2

Document brought forward by: Ruth Ann Seim

Supervisor Signature: X (Choose one)

Issuance Options: □ Revise	□ Reactivate

Division: CTE

Program: Apprenticeship

Certificate: Electrician Apprenticeship Technologies

☐ Delete

Effective for Catalog Year and Term: 2013 FA

☐ Repackage existing courses for a new area of concentration within an existing program

Description of Request

The purpose of this request is to broaden student options for elective courses.

Other Program Impact:

☐ Instructional costs (staff, materials, equipment, or facilities) are required.

N/A

☐ Additional instructional costs (staff, materials, equipment, or facilities) are needed to offer this course. Itemize and estimate cost(s). Attach one year budget plus startup cost.

N/A

☐ Impact to other Divisions in terms of classes and staffing. N/A

Disposition: Signature Date Recommendation

__________________________  ___________________________ ___________________________
Dean of Career and Technical Education Vice President of Instruction
Program revision for:

**Certificate:** Electrician Apprenticeship Technologies

<table>
<thead>
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| (If course are re-designed, attach new course outlines) | |}

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</table>
Document brought forward by: Ruth Ann Seim

Supervisor Signature: 

Revise  Reactivate

Division: CTE

Program: Apprenticeship

Certificate: Industrial Mechanics & Maintenance Technology Apprenticeship: Machinist, Millwright, &/or Pipe Fitter

Delete  Effective for Catalog Year and Term: 2013 FA

Repackage existing courses for a new area of concentration within an existing program

**Description of Request**

The purpose of this request is to broaden student options for elective courses.

Other Program Impact:

- Instructional costs (staff, materials, equipment, or facilities) are required.
- N/A
- Additional instructional costs (staff, materials, equipment, or facilities) are needed to offer this course. Itemize and estimate cost(s). Attach one year budget plus startup cost.
- N/A
- Impact to other Divisions in terms of classes and staffing. N/A

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Dean of Career and Technical Education  Vice President of Instruction
Program revision for:
**Certificate:** Industrial Mechanics & Maintenance Technology Apprenticeship: Machinist, Millwright, &/or Pipe Fitter

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**Total 1-17 credits**

Depending on Specialty

**Total 20-23 credits depending on specialty** 20-23
UCC PROGRAM REVISION FORM – page 1 of 2

Document brought forward by: Ruth Ann Seim
X

Supervisor Signature:

Date 6/5/2013

☐ Revise   ☐ Reactivate

Division: CTE

Program: Apprenticeship

AAS Degree: Industrial Mechanics & Maintenance Technology Apprenticeship: Machinist, Millwright, &/or Pipe Fitter

☐ Delete    Effective for Catalog Year and Term: 2013 FA

☐ Repackage existing courses for a new area of concentration within an existing program

Description of Request

The purpose of this request is to broaden student options for elective courses.

Other Program Impact:

☐ Instructional costs (staff, materials, equipment, or facilities) are required.

N/A

☐ Additional instructional costs (staff, materials, equipment, or facilities) are needed to offer this course. Itemize and estimate cost(s). Attach one year budget plus startup cost.

N/A

☐ Impact to other Divisions in terms of classes and staffing. N/A

Disposition: Signature Date Recommendation

Dean of Career and Technical Education

Vice President of Instruction
Program revision for:
**AAS Degree:** Industrial Mechanics & Maintenance Technology Apprenticeship: Machinist, Millwright, &/or Pipe Fitter

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Total 20-23 credits depending on specialty | 20-23 |
Document brought forward by: Martha Joyce

X Date October 1, 2013
Supervisor Signature:

☒ Revise Division: CTE
☐ Reactivate Program: Retail Management Certificate
☐ Delete Effective for Catalog Year and Term: 2014, summer
☐ Repackage existing courses for a new area of concentration within an existing program

Description of Request: We are changing the number of courses from 10 to 8 in the program upon the recommendation of the Western Association of Food Chains and our statewide Retail Management Certificate Cohort. Two course revisions are part of the package as well. BA214 Business Communications has updated course outcomes which reflect important workplace communication skills. BA160 Accounting for Managers will get additional outcomes to address some basic business-specific math skills. One additional credit is being added to BA160 for a total of 4 credits. Certificate credits are reduced from 31-32 credits to 26 credits.

Other Program Impact:

☒ Instructional costs (staff, materials, equipment, or facilities) are required.

Net decrease of 5-6 credits equates to approximately ~$586/ILC * 5 = ~$2930 in reduced instructional costs.

☒ Additional instructional costs (staff, materials, equipment, or facilities) are needed to offer this course. Itemize and estimate cost(s). Attach one year budget plus startup cost.

A one-time online development fee is needed to develop BA160 online as the program is offered fully online. A maximum of $2000 or an amount determined by

☒ Impact to other Divisions in terms of classes and staffing. The revision removes the option for students to take SP111.

Disposition: Signature Date Recommendation

Director of Curriculum Support Vice President of Instruction
Program revision for: Retail Management Certificate (RMC)

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<td>Business Mathematics I</td>
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<tr>
<td>BA211 or BA151</td>
<td>Principles of Accounting I OR Practical Accounting I</td>
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<tr>
<td>BA249</td>
<td>Retailing</td>
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<td><strong>Computers in Business</strong></td>
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<td>BA214</td>
<td>Business Communications</td>
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<td><strong>Communicating Effectively in the Workplace</strong></td>
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</table>

- Total credits in program: 31-32
- Total credits in program: 26
UCC COURSE REVISION FORM - Page 1 of 2

Document brought forward by: Bill Armstrong

X    Date October 1, 2013
Supervisor Signature (Please type in the box with the X by it.)
☒ Revise Division: CTE
☐ Reactivate Department: Business
☐ Delete Program: RMC

Current course number BA160 Revised Course Number ______

Current Course Title Accounting for Managers Revised Course Title ______

Credits 3 ______ Revised Credits 4 ______

Lecture Hrs/Wk 3 Revised Lecture Hrs/Wk ______

Lec /Lab Hrs/Wk ______ Revised Lec /Lab Hrs/Wk ______

Lab Hrs/Wk ______ Revised Lab Hrs/Wk ______

Practicum ______ Revised Practicum ______

Banner/Instr. Prerequisites ______ Revised Banner/Instruc. Prerequisites ______

Co-requisites ______ Revised Co-requisites ______

Length (Wks) 11 Revised Length (Wks) ______

Terms Offered tbd Revised Terms Offered ______

Proposed implementation date: Term Su Year 2014 Grading Option A-F Load Factor 4.0

Reason for request: Update course outcomes include additional embedding of business math topics as per the Western Association of Food Chains and the statewide Retail Management Consortium.

Revision(s) requested: ATTACH NEW COURSE OUTLINE SHOWING REVISIONS☒

Cost of revision: ~$586 for one additional ILC

☐ No additional instructional costs (staff, materials, equipment, or facilities) are required.

The cost of this course will be covered by (i.e. fewer sections of ______ course):

☒ Additional instructional costs (staff, materials, equipment, or facilities) are needed to offer this course. Itemize and estimate cost(s).
COURSE DESCRIPTION: The course is designed to provide the non-financial manager with an understanding of accounting and the manner in which it can be used to make financial decisions. Topics covered include: basic business math skills in calculating interest and payroll as well as the mathematics of buying and selling, measuring and reporting of accounting data, analyzing and interpreting accounting information, understanding financial systems and controls, using computer applications of accounting, and performing cost analysis.

COURSE OUTCOMES: Upon successful completion of the course, each student will:

1. Apply basic math skills to calculate interest, payroll, rate of change, discounts, markup and pricing.
2. Analyze business transactions and identify the relationships between assets, liabilities, and owner’s equity.
3. Prepare basic financial statements, such as the income statement, balance sheet, and statement of cash flows.
4. Design and create Excel spreadsheets that apply accounting concepts.
5. Evaluate the financial performance of organizations using financial tools such as ratio analysis, breakeven analysis, variance analysis, and contribution analysis.
6. Apply accounting principles learned using computerized accounting software.
7. Prepare and evaluate basic budgets.

**OUTLINE:** [Topics taught by week 1-10.]

Week 1  Introduction to accounting, FASBs, financial statements, and Excel for internal report production.

Week 2  Financial statement analysis, financial ratios, accounting concepts, Excel basics, business math basics.

Week 3  The accounting equation, debits and credits, journal entries, Excel spreadsheet preparation.

Week 4  Revenue recognition, accrual vs cash accounting, procurement system, creating Excel financial statements.

Week 5  Cash controls, Statement of Cash Flows, calculation of interest, cash flow analysis, working with accounting programs.

Week 6  Managerial accounting, cost accounting terminology, just-in-time inventory control, calculating rate of change.

Week 7  Cost control systems, overhead cost allocation, merchandising and service organization cost accumulation, recording purchases or transactions in an accounting system.

Week 8  Cost behavior, cost-volume-profit analysis, break-even point analysis, calculating discounts and mark-ups, recording sales in an accounting system.

Week 9  Standard costing principles, performance variance analysis, payroll calculations, payroll entry into an accounting system.

Week 10 Budgeting, fixed and flexible budgets, budget preparation on Excel

Week 11 Final Exam
Document brought forward by: Bill Armstrong

X  Date  October 1, 2013
Supervisor Signature: (Please type in the box with the X by it.)

**Course Number**  BA160  **Course Name**  Accounting for Managers

**Student need for course:** Course is required in the Retail Management Certificate.

**Course Information:**

- [] AA
- [ ] AS
- [ ] AAS
- [ ] Below 100 level
- [ ] Elective
- [x] Certificate
- [ ] AAOT (Area of distribution):

**Cost of this course:**

- [ ] No additional instructional costs (staff, material, equipment, or facilities) are required. The cost of this course will be covered by (i.e. fewer sections of ________ course):

- [x] Additional instructional costs (staff, materials, equipment or facilities) are needed to offer this course. Itemize and estimate: ~$586 for one additional ILC

**Course impact on:**

a. Student enrollment in other courses: none

b. Current program: none

Replacement course for: Course Number:  Title:

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Director of Curriculum Support  Vice President of Instruction
UCC COURSE REVISION FORM - Page 1 of 4

Document brought forward by: Martha Joyce

____________________________         Date:  October 1, 2013
Supervisor Signature

☐Revise            Division:  CTE
☐Reactivate          Department:  Business
☐Delete          Program:  AMA AAS, AA AAS, Entry Management AAS, Marketing AAS, Paralegal Studies AAS, Financial Services Certificate, Retail Management Certificate, Accounting AAS, Legal Assistant Certificate

Current course number BA214                         Revised Course Number _____

Current Course Title  Business Communications        Revised Course Title _____

Credits 3                                      Revised Credits _____

Lecture Hrs/Wk 3                        Revised Lecture Hrs/Wk _____

Lec /Lab Hrs/Wk _____                     Revised Lec /Lab Hrs/Wk _____

Lab Hrs/Wk _____                         Revised Lab Hrs/Wk _____

Practicum _____                         Revised Practicum _____

Banner/Instr. Prerequisites WR115 or above   Revised Banner/Instruc. Prerequisites _____

Co-requisites _____                     Revised Co-requisites _____

Length (Wks) 11 wks.                   Revised Length (Wks) _____

Terms Offered FWS                         Revised Terms Offered _____

Proposed implementation date: Term/Year: Summer 2013 Grading Option A-F Load Factor 3.0

Reason for request: To modify outcomes to reflect WAFC and Retail Consortium recommendations.

Revision(s) requested: ATTACH NEW COURSE OUTLINE SHOWING REVISIONS

Cost of revision: $0

☐ No additional instructional costs (staff, materials, equipment, or facilities) are required.

The cost of this course will be covered by (i.e. fewer sections of course):

☐ Additional instructional costs (staff, materials, equipment, or facilities) are needed to offer this course. Itemize and estimate cost(s).
Course Title: Business Communications
Developed By: Karen Fager
Development Date: 1994
Revisions By: Martha Joyce
Revision Date: October 2013

COURSE DESCRIPTION: This course covers strategies of effective business communication. Students will learn and practice a variety of types of business communication.

COURSE OUTCOMES: The successful student, at course completion, will:

- Demonstrate communication skills and critical thinking required by today’s increasingly digital workplace.
- Use online and digital resources and tools to communicate professionally with internal and external audiences.
- Develop effective team communication techniques for analysis, problem solving, presentation of recommendations, and decision making.
- Compose effective business letters, memos, email, and digital presentations that distinguish between internal and external audiences.
- Edit documents to improve conciseness, precision, tone, and layout.
- Construct short and long business reports and meeting minutes.
- Create job search tools including cover letters, resumes, and follow-up communication.
- Demonstrate oral communication skills including speaking and listening effectively.
- Prepare an effective oral presentation using technology and support materials.

REQUIRED TEXT/MATERIALS:

OUTLINE:  [Topics taught by week 1-10.]

Week 1  Workplace Communication
Week 2  Foundations of Writing and Presentations
Week 3  Use of Visuals in Written and Oral Communication
Week 4  Using Appropriate Writing Styles and Writing Good News and Neutral Messages
Week 5  Writing Bad-News Messages
Week 6  Writing Persuasive Messages and Proposals
Week 7  Research and Report Writing
Week 8  Writing Short Reports
Week 9  Speaking and Listening
Week 10 Job Search Communications
Week 11 Final Exam
Document brought forward by: Martha Joyce  

Supervisor Signature:  

Course Number: BA214  

Course Name: Business Communications  

**Student need for course:** Required in multiple Business Department courses.  

**Course Information:**  

- ✓ AA  
- □ AS  
- ✓ AAS  
- □ Below 100 level  
- □ Elective  
- ✓ Certificate  
- □ AAOT (Area of distribution):  

**Cost of this course:**  

- ✓ No additional instructional costs (staff, material, equipment, or facilities) are required. The cost of this course will be covered by (i.e. fewer sections of ________ course):  
- □ Additional instructional costs (staff, materials, equipment or facilities) are needed to offer this course. Itemize and estimate:  

**Course impact on:**  

a. Student enrollment in other courses: N/A  

b. Current program:  

Replacement course for: Course Number: N/A  

**Disposition:**  

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Director of Curriculum Support  
Vice President of Instruction
Latest CCWD Approvals and Denials
As of September 30, 2013

CTE
Title: Industrial Mechanics & Maintenance Technology Apprenticeship
Title: Welding
Title: Medical Billing and Collections Clerk
Title: Public Relations Specialist
Title: Computer Information Systems
Title: Retail Management
Title: Fire Science
Course Number: FRP280, Title: Fire Related Skills
Course Number: AV280, Title: CWE: Aviation
Course Number: BA212, Title: Principles of Accounting II
Course Number: BA211, Title: Principles of Accounting I
Course Number: AV110, Title: Private Pilot Ground
Course Number: WQT290, Title: In-Plant Practicum
Course Number: CIV280, Title: CWE: Engineering
Title: Green Technology
Course Number: FRP163, Title: NFPA Fire Instructor I
Course Number: ED280, Title: Cooperative Work Experience: Education or Practicum
Title: Fitness Technician
Course Number: CJ280, Title: CWE: Criminal Justice
Title: Civil Engineering and Surveying Technology *** ENGINEERING AND DRAFTING TECHNICIAN
Title: Construction Technology
Title: Automotive Technology
Title: Aviation-Flight Technology *** AVIATION-FLIGHT TECHNOLOGY
Title: Aviation-Flight Technology
Title: Culinary Arts
Title: Computer Information Systems
Title: Accounting Technology
Title: Supervision
Title: Medical Office Administration *** Front Office Medical Assistant
Title: Medical Office Administration
Title: Computer Information Systems *** Microsoft Networking Support Technician
Title: Civil Engineering and Surveying Technology
Title: Computer Information Systems *** Microsoft Networking Support Technician
Title: Dental Assisting

Arts and Sciences
Course Number: TA265, Title: Production
Course Number: TA143, Title: Acting 3
Course Number: TA142, Title: Acting 2
Course Number: TA141, Title: Acting 1
Denials

**CTE**

Course Number: BA101, Title: Introduction to Business, Comments: Credit hours and contact hours do not fall within guidelines. One credit for 20 lecture/lab hours.
Course Number: BA101, Title: Introduction to Business, Comments: Credit hours and contact hours do not fall within guidelines. One credit for 20 lecture/lab hours. Also, which Foundational area does this course meet?
Title: Trucking and Transportation Logistics, Comments: Contact hours to credit ratio for TTL121 Practical Applications in Professional Truck Driving and Logistics does not meet requirements, 40 contact hours for 6 credit hours, Comments: Credit hours and contact hours do not fall within guidelines. One credit for 20 lecture/lab hours.

**Arts and Sciences**

Course Number: TA271, Title: Introduction to Theatre, Comments: Credit hours and contact hours do not fall within guidelines. One credit for 20 lecture/lab hours.
Course Number: TA253, Title: Performance, Comments: Credit hours and contact hours do not fall within guidelines. One credit for 20 lecture/lab hours.
Course Number: TA227, Title: Stage Makeup, Comments: Credit hours and contact hours do not fall within guidelines. One credit for 20 lecture/lab hours.
Course Number: TA211, Title: Introduction to Set Design, Comments: Credit hours and contact hours do not fall within guidelines. One credit for 20 lecture/lab hours.
Course Number: TA213, Title: Introduction to Lighting Design, Comments: Credit hours and contact hours do not fall within guidelines. One credit for 20 lecture/lab hours.
Course Number: TA 257, Title: Musical Theatre Dance, Comments: Credit hours and contact hours do not fall within guidelines. One credit for 20 lecture/lab hours.
Course Number: TA 256, Title: Musical Theatre Workshop, Comments: Credit hours and contact hours do not fall within guidelines. One credit for 20 lecture/lab hours, Course Number: TA 261, Title: Introduction to Costume Design

**Academic Support**

Course Number: HD 106, Title: Gateway Study Skills
Course Number: HD 107, Title: Practicing Success, Comments: Contact hours does not allow for a 2 credit course.

**Sent Back for Corrections**

Course Number: BA206, Title: Management Fundamentals, Comments: Which Foundational area does this course meet?
UCC Catalogue Course Descriptions

Welding Program

Note: changes made are indicated with yellow highlighter color.

WLD 101: Welding Processes and Applications (4)

Covers welding processes, safety, equipment, and essential variables of operation. This is an outcome based course utilizing a lecture/lab format. This course includes, but is not limited to: classroom discussions, multimedia presentations, and lab demonstrations covering technical skills. 2 lecture; 4 lab hrs./wk.

Prerequisites: None

WLD 111: Shielded Metal Arc Welding (4)

Covers uses, safety, nomenclature, equipment operation, set-up and shutdown procedures and welding related math and science for SMAW, OFW, OFC, PAC, and ACAC. This is an outcome based course utilizing a lecture/lab format. This course includes, but is not limited to: classroom discussions, multimedia presentations, and lab demonstrations covering technical skills. Registration Enforced

Prerequisite/Co-requisite: WLD 101 8 lecture/ lab hrs./wk.

WLD 112: Shielded Metal Arc Welding; Mild Steel I (3)

Develops knowledge and manipulative skills in the use of E7018, E6011, and other mild steel electrodes when performing carious welds in the flat and horizontal positions. This is an outcome based course utilizing a lecture/ lab format. This course includes, but is not limited to: classroom discussions, multimedia presentations, and lab demonstrations covering technical skills. Registration Enforced

Prerequisite/Co-requisite: WLD 101 1 lecture/ 4 lab hrs./wk.

WLD 113: Shielded Metal Arc Welding; Mild Steel II (3)

Develops knowledge and manipulative skills in the use of E7018, E6011, and other mild steel electrodes when performing carious welds in the vertical and overhead positions. This is an outcome based course utilizing a lecture/ lab format. This course includes, but is not limited to: classroom discussions, multimedia presentations, and lab demonstrations covering technical skills. Registration Enforced

Prerequisite/Co-requisite: WLD 101 1 lecture/ 4 lab hrs./wk.
WLD 114: Shielded Metal Arc Welding; Mild Steel III (3)

Develops knowledge and manipulative skills in the use of E7018, E6011, and other mild steel electrodes when performing various welds in all positions e.g. flat, horizontal, vertical, and overhead. This is an outcome-based course utilizing a lecture/lab format. This course includes, but is not limited to: classroom discussions, multimedia presentations, and lab demonstrations covering technical skills. Registration Enforced Prerequisite/Co-requisite: WLD 101 1 lecture/4 lab hrs./wk.

WLD 121: Gas Metal Arc Welding (3)

Develops knowledge and manipulative skills welding with solid wire on ferrous and non-ferrous materials using short circuit, globular, and spray transfer modes in the flat, horizontal, vertical, and overhead positions. This is an outcome-based course utilizing a lecture/lab format. This course includes, but is not limited to: classroom discussions, multimedia presentations, and lab demonstrations covering technical skills. Registration Enforced Prerequisite/Co-requisite: WLD 101 1 lecture/4 lab hrs./wk.

WLD 122: Gas Metal Arc Welding-Pulse (3)

Develops knowledge and manipulative skills using the Gas Metal Arc Welding-Pulse transfer process on common mild steel, aluminum, and stainless steel in all positions flat, horizontal, vertical, and overhead. The course covers safety, users, nomenclature, equipment operation, set-up and shut down procedures. This is an outcome-based course utilizing a lecture/lab format. This course includes, but is not limited to: classroom discussions, multimedia presentations, and lab demonstrations covering technical skills. Registration Enforced Prerequisite/Co-requisite: WLD 101 1 lecture/4 lab hrs./wk.

WLD 123: Advanced Welding III (3)

Designed to provide the advanced welding student additional lab time to develop welding skills and techniques. The use of shop prints will be encouraged.
Prerequisite: Instructor approval 9 lab hrs./wk.

WLD 124: Advanced Welding IV (3)

Designed to provide the advanced welding student additional lab time to develop welding skills and techniques. The use of shop prints will be encouraged.
Prerequisite: Instructor approval 9 lab hrs./wk.

WLD 131: Basic Metallurgy (3)

Covers the principles related to metals, their structure and physical properties. The testing of various metals, their uses and the results of heat treating are explored. Laboratory time is provided for experiments and demonstrations to correlate with classroom activities. Prerequisites: None 2 lecture/3 lab hrs./wk.
WLD 140: Blueprint Reading & Sketching (3)
A basic course in sketching and reading of shop drawings. A study is made of three-view drawings, pictorial drawings, dimensioning, tolerance, lines, notes and symbols. Laboratory time is provided for drawing and demonstrations to correlate with classroom activities. Prerequisites: None 2 lecture/3 lab hrs./wk.

WLD 141: Flux-Cored Arc Welding I (Gas Shielded) (3)
Develops knowledge and manipulative skills in the gas shielded flux-cored arc welding process in all positions flat, horizontal, vertical, and overhead. The course covers safety, users, nomenclature, equipment operation, set-up and shut down procedures. This is an outcome based course utilizing a lecture/lab format. This course includes, but is not limited to: classroom discussions, multimedia presentations, and lab demonstrations covering technical skills. Registration Enforced Prerequisite/Co-requisite: WLD 101 1 lecture/ 4 lab hrs./wk.

WLD 142: Flux-Cored Arc Welding II (Self Shielded) (3)
Develops knowledge and manipulative skills in the self-shielded flux-cored arc welding process in all positions flat, horizontal, vertical, and overhead. The course covers safety, users, nomenclature, equipment operation, set-up and shut down procedures. This is an outcome based course utilizing a lecture/lab format. This course includes, but is not limited to: classroom discussions, multimedia presentations, and lab demonstrations covering technical skills. Registration Enforced Prerequisite/Co-requisite: WLD 101 1 lecture/ 4 lab hrs./wk.

WLD 161: Welding Problems (4)
A review and application of the welding, layout, and fabrication processes covered during the year. A study and practice of production and welding methods, electrode consumption, and method selection is included. Fabrication and assembly projects are selected to present typical and pattern development in fabrication and production problems. Prerequisite: Satisfactory completion of first year welding certificate program 1 lecture/ 9 lab hrs./wk.

WLD 280: Cooperative Work Experience; Welding (1-13)
Qualified students work at training sites that provide experience appropriate to their major. These experiences will provide the opportunity for students to gain knowledge of the various tasks performed in their career field. A student may take any number of CWE credits per term, not to exceed 13 credits per year. Prerequisite: Instructor approval and Satisfactory completion of first year welding certificate program 1 credit = 33 hours of lab.