


Business Administration

Course Number:	BUAD 230
Course Title:	WINE AND CULINARY TOURISM
Credits:	3
Calendar Description:	This course provides learners with an understanding of wine and culinary tourism and its relationship to the tourism sector overall. Through experiential learning opportunities such as field trips, visits from local providers, and assignments linked to real situations, students engage with wine, food, and culture, both regionally and globally. Students gain awareness of how wine and culinary tourism impacts tourism destinations, from supply chain management to product development.
Semester and Year:	WINTER 2024
Prerequisite(s):	No
Corequisite(s):	No
Prerequisite to:	No
Final Exam:	Yes
Hours per week:	3
Graduation Requirement:	Minimum graduating grade average of 60%
Substitutable Courses:	No
Transfer Credit:	Yes
Special Notes:	This course is also offered as TOUR 230. Students with credit in TOUR 230 cannot take BUAD 230 for additional credit.
Originally Developed:	June 2012
EDCO Approval:	March 2014
Chair's Approval:	

Professors

Name	Phone number	Office	Email
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Notes

Course Schedule

Date		Topic	Textbook
2024 Week of		Monday January 8th, First day of class Monday February 19 th , Statutory Holiday (no classes) February 20 th thru 23 rd , Reading Week Friday March 29 th and Monday April 1 st , Statutory Holiday (no classes)	
Jan	8	Topics Introduction to Course; Introduction of Students; Team Discussions; Course Expectations; Introduction to Wine Tourism	PPT1
	15	Topics Introduction to Culinary Tourism The Environment: Tools of the Trade Activities: Culinary Tourism breakouts; Formation of Teams	PPT 2.3
	22	Activities: Individual Assignment #1 (presentations begin in class)	
	29	Team Project cont. Topics: The Supply Side: Stakeholders of Wine & Culinary Tourism; Review of government legislation	Chapter 4
Feb	5	Individual Assignment #1/ Topics Wine & Culinary Tourism Idea Generation (continued) Wine & Culinary Tourism Best Practices Individual Presentations	Chapter 5
	12	Activities: Team Project #1 : Presentations in class	Chapter 6/7
	19	No Class Reading Break	
	26	Presentation/ Service Design and Design Thinking	PPT service design
Mar	4	NO in class session. Part 2 field study	
	11	Activities: Team Project #2 Presentations	
	18	Visit to Winery/ Culinary. On your own for research for part 3. N in class session	
	25	Exam	
Apr	1	Team Project 3 presentations. Individual Presentations	
	8	Team Project 3 presentations. Individual Presentations	

SKILLS ACROSS THE BUSINESS CURRICULUM

The Okanagan School of Business promotes core skills across the curriculum. These skills include reading, written and oral communications, computers, small business, and academic standards of ethics, honesty and integrity.

STUDENT CONDUCT AND ACADEMIC HONESTY
