

Una manera de hacer Europa

A way to make Europe

UNVEILING SPANISH WINE

Spanish Wine Specialist

Student Guide



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Welcome to the course

Dear student,

Welcome to “Unveiling Spanish Wine: Spanish Wine Specialist course”. Through this course we hope to be able to fulfil all your training expectations.

This marks the start of a new stage, one that will require an extra effort on your part, over and above your usual activities. But we’re sure you’ll find it worth your while, as you gain the satisfaction of improving your personal capabilities and skills and expanding your knowledge, while enjoying the chance to apply what you’ve learned in your daily work.

All the members of the professional team involved in this programme are confident that this course will contribute to improving your professional qualifications.

In the following pages you’ll find all the information you need to take part in this course. I encourage you to read it carefully and to take an active part in all the activities we’ve designed for you.

Best wishes,

Antonio García Rebollar

Executive Director of Training

ICEX Spain Trade and Investment

Section 1

Study Guide

Introduction

The course that begins today is taught in a virtual or non-classroom-based format.

We realize that in many cases students embarking on an e-learning training course may have questions like: "How, when, and who's teaching me (...)?"

However, our e-learning teaching methodology has the same level of quality you would expect from classroom-based programs, thus guaranteeing that the same teaching and training goals are successfully achieved.

This guide is designed to serve as the basic document that offers students an overview of the course, its methodology, the tasks to be performed, the teachers and the team responsible for the course.



Objectives of the study guide

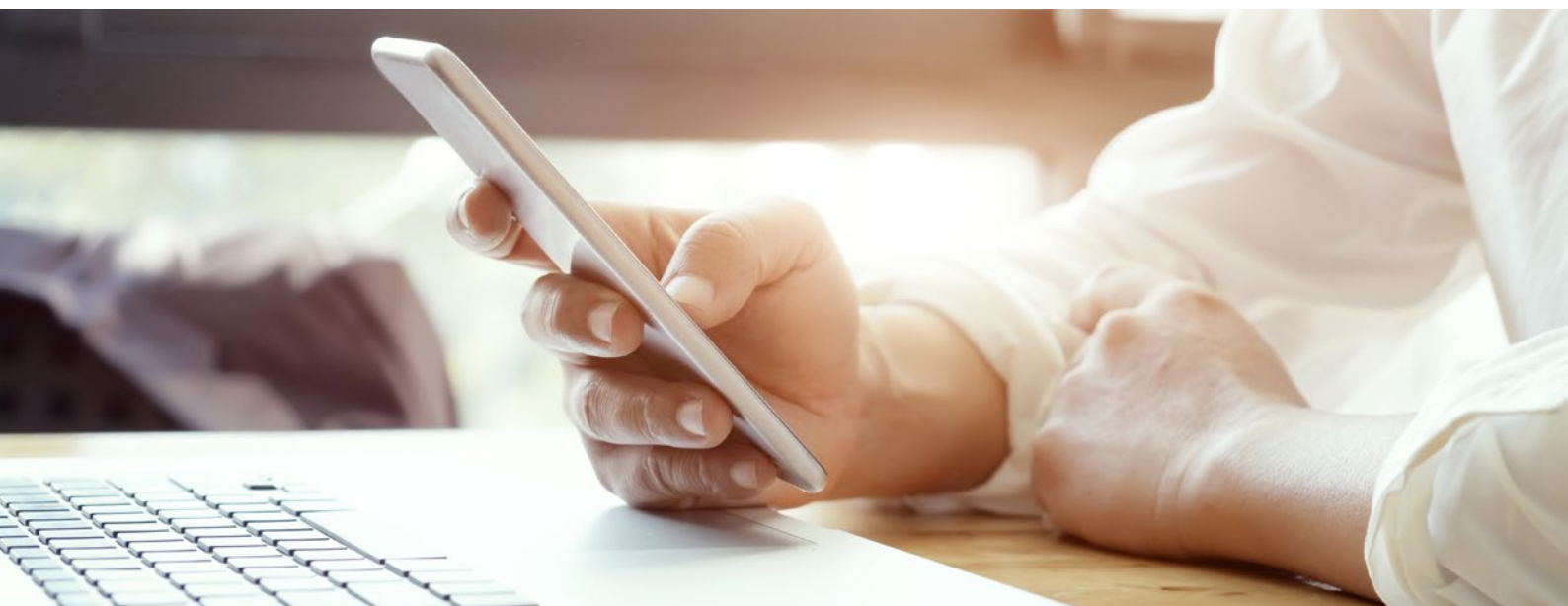
To present the institutions involved in the programme and the teaching staff.

To provide information on the course structure, its methodology, objectives, contents, activities and assessment system.

Work Materials:

Students will work with the following materials throughout the course:

- “Student guide”. This document, where students can find the specification and practical information about the course.
- Basic instructions for starting the course (which will be sent by e-mail).
- Guide for learning to navigate the Virtual Campus (VC).
- Handbook. The course textbook, where students can find the contents of the certification.
- Supplementary reading material for students (bibliography and/or links to useful Internet resources).



Section 2
Presentation
of the Institution
and Academic
Community

ICEX Spain Trade and Investment

This programme is designed and taught by ICEX Spain Trade and Investment through its Executive Training Division.

ICEX is a business organization with a national scope whose mission is to promote the internationalization of Spanish companies as a means of increasing their competitiveness and adding value to the economy as a whole, and to attract foreign investment to Spain. ICEX provides services for Spanish companies using its own financial and material resources and employees, including:

- Designing and running trade promotion activities in foreign markets.
- Preparing and disseminating information on the offer of Spanish products and services and on international markets.
- Building technical skills among company employees and training professionals in foreign trade.
- Promoting projects for investment, industrial implementation and international cooperation in foreign markets.

ICEX provides its services through a network of 31 provincial and territorial trade offices in Spain and almost 100 economic and trade offices abroad. It also has 19 business centers abroad offering Spanish companies temporary infrastructure as incubators for internationalization.



ICEX – CECO

Since January 2015, ICEX has included the activities of the Center for Economic and Commercial Studies (CECO) as a means of driving the training of human resources for the internationalization of the Spanish economy and for promoting the training of staff in public administrations, supervisors and managers in companies, business associations and other public or private organizations, and young people who aspire to work in the future in a profession linked to the international economy.

In its over 30 years of existence, more than 20,000 Spanish students have attended classes in ICEX-CECO, many of whom now hold positions of responsibility in company management. We have also welcomed students from over 70 mainly developing countries, and countries that have recently joined the global economy. All of them are interested in learning about aspects of Spain's experience in its intense internationalization process, which we are in a position to describe at first hand thanks to the involvement in our teaching of the people who were instrumental in setting up the processes and reforms that drove this internationalization of the Spanish economy.

ICEX-CECO specifically designs every aspect of its training programs, from the course programme or syllabus through to selecting the faculty members, and including the course management and the criteria for assessment and monitoring applied in each case. All the programs have an academic director, and over 200 teaching collaborators attached to the various courses and seminars, all of whom have first-class teaching qualifications.

The teaching method is based on an efficient combination of theory and practice that helps students when making decisions in their professional lives.

Students are actively involved in the learning process, and learn the techniques, skills and strategies they will subsequently apply in their future jobs.

The online teaching staff and work team

The success of ICEX's training programs is thanks to its highly-qualified teaching staff. Each course has a program director and several specialists in the subject, all with recognized professional prestige and demonstrated experience. They include university professors, engineers, bank managers and company directors, senior officials in the Spanish government, psychologists, lawyers, economists, magistrates, tax advisers, consultants and experts in marketing and international finance, etc. In addition to their professional standing, the teaching staff all have proven experience within ICEX itself and in other academic forums.

ICEX-CECO also has teachers who are experts in online teaching methodologies.

Within this methodology, the figure of the tutor/teacher plays a central role as an active agent for support and communication and for monitoring the students' training. The function of the tutor-teacher is to guide, motivate and support, and to help the students in their learning and encourage them to carry out the various activities that have been designed. Their communication skills and prompt response to the students' queries are essential to the success of these courses.

The team of teachers trained in the online methodology have a thorough knowledge of the technology platform, the specific methodology, the contents, and the activities associated to the course they are teaching.



In addition, the quality control in each course includes a close monitoring and specific assessment of the performance of all the teachers in the various programs. Below you can see the details of the team of teachers and professionals who will be supporting you throughout this course:

SPANISH WINE SPECIALIST COURSE TEAM

ICEX - CECO EXECUTIVE TRAINING DIVISION

Director: Antonio García Rebollar

Deputy director: Amparo Vera

Academic coordination: José Antonio Reig

SUBJECT TEACHERS

Elisa Errea

Nygil Murrell

Programme coordination: Elisa Errea

TECHNICAL TEACHING TEAM FOR ONLINE TRAINING

Coordinator: Eva Menchero

campusvirtual2.ceco@icex.es

Teachers CVS



ELISA ERREA DIPWSET

Wine first crossed her path in 1998. The Codorniu Group was her professional home for 10 years, where she worked in the departments of Public Relations, Export, Marketing and Winemaking. During those years she travelled all over the world, gaining a thorough understanding of the key wine growing regions and the international market for wine. It didn't take long for her to realize that there was another way of talking about wine, a way that was more practical and objective, more enjoyable and consumer oriented. In the year 2009, she launched her own wine consultancy and education project, which took shape for good in the year 2013 with the birth of The Wine Studio, a leading consultancy company as well as WSET and tailored education provider. Since then, she has collaborated with Spanish wineries of the highest level and of great variety, as well as trained hundreds of students. In addition to directing this amazing company and its consulting projects, she still enjoys every minute of teaching and is responsible for the design of customized programs. She also manages the wine studies programme at Le Cordon Bleu-Madrid, and is part of the faculty of the Madrid Chamber of Commerce's Sommelier Course, the Master in Wine Marketing program at the King Juan Carlos University, as well as the Master in Wine Business Management program of the Valladolid Chamber of Commerce. She's also a judge at the Decanter World Wine Awards and an international speaker.



NYGIL MURRELL DIPWSET

Nygil Murrell was born and raised in Northern California. After graduating in Psychology, he moved to Barcelona in 2002 to make his desire to live in Spain come true. His plans to remain abroad for only a year got disrupted when he discovered Madrid. The style of life, the culture, and the affection of the people were some of the factors that encouraged him to make this his home.

His work as a tour guide in Spain fuelled his passion for history, gastronomy and, in particular, the country's exceptional wines. This experience prompted him to create his own guiding company in Madrid, with a special focus on wine tourism. Nygil continued feeding his passion for wine through the WSET program where he received an overall Merit grade for his Level 4 Diploma. He is also a WSET Certified Wine Educator.

In January 2017, Nygil joined The Wine Studio, one of the leading wine schools in Spain, as head tutor and coordinator of the teaching team for WSET courses. At the same time, he still leads regular tours around Spain for Rick Steve's Europe, which enables him to link his passion for history and culture with his vast knowledge of Spanish wines. Nygil was born a trainer and his positive and generous nature in class is infectious.

Section 3
Spanish Wine
Specialist course

Objectives

- The objective of this first course is to give professionals a thorough understanding of the fundamental canon of Spanish wines, to know where the current Spanish wine industry comes from and where it is headed. Attention will also be given to the connection between wines and regional gastronomies. The central part of the course will focus on the fundamental styles of wine in Spain from the perspective of the country's varieties.
- The ultimate aim of the course is to build a network of enthusiastic Spanish Wine Ambassadors, eager to teach and spread their passion and knowledge.

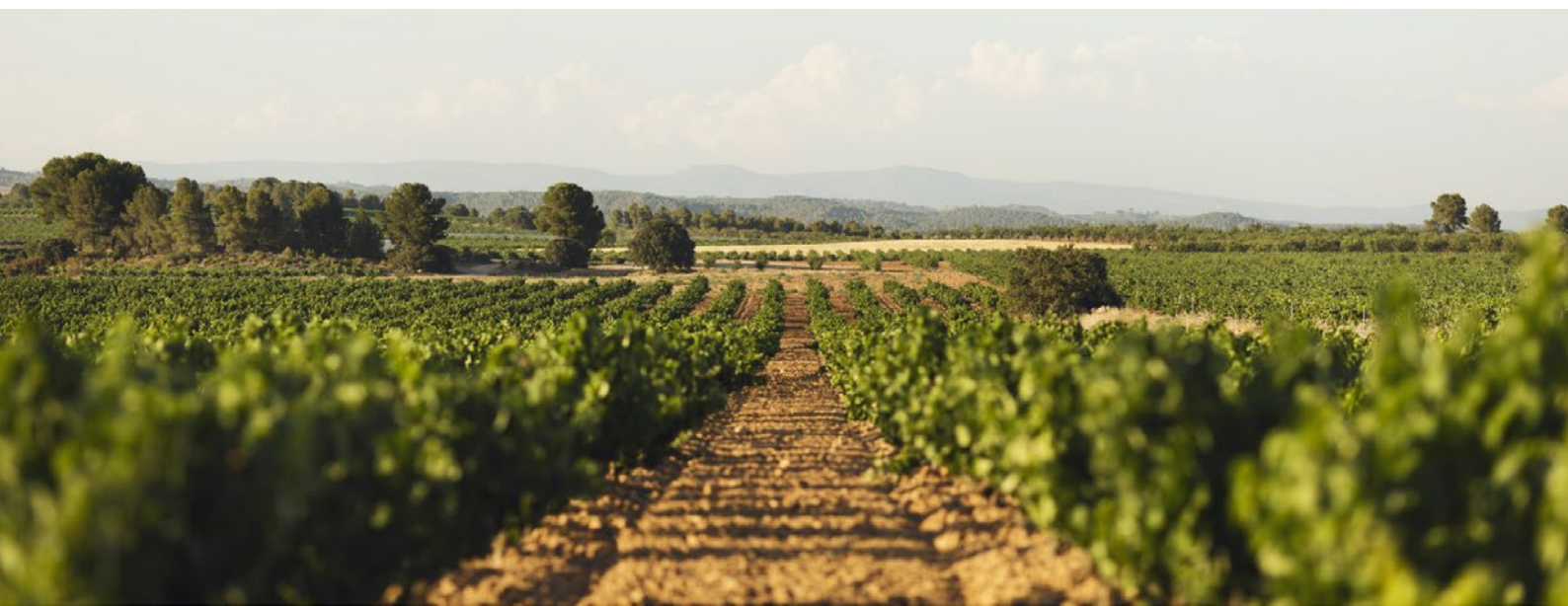


Target Audience

Each course is intended for 30 international wine professionals who wish to study Spanish wines in a systematic way, creating a solid and comprehensive foundation of knowledge.

Expected professional background of the participants:

- Sommeliers
- Wine Educators
- Wine Buyers
- HORECA Professionals
- Food & Beverage Managers
- Wine Writers



Course Methodology

The program is taught entirely using the online methodology, with the use of the most advanced teaching techniques in this format.

The contents are taught with a substantial practical component, which combines:

- The use of new technologies: virtual campus, videoconferencing and collaborative work tools.
- The maximum number of students is 30.

The course lasts a total of five weeks and is taught using online methodology.

The students have a weekly work schedule and an expert online tutor for each area of the course, who will help and advise them in the process of learning, working and reflection.

The courses that are designed and taught in the Virtual Campus are based on a tutorial model that follows the students closely and encourages constant interaction between participants and teachers.

The teaching-learning process is focused on the students and the group. There is a constant exchange of information between teachers and students, so knowledge is built not only from the theoretical content, but also derives from the students' interaction with the expert-tutor and with their fellow students.

The contents are organized into modules, each lasting a week. An additional week is added at the end of each course to catch up with missing assignments or tests.

Each module begins with a comprehensive documentation reading plan.

Additional resources are included with links to multimedia content and articles to supplement the educational contents. Web conferences are held each week and students will be given self-assessment review questions at the end of each module.

The modules are taught following a weekly plan, from Monday to Friday, leaving the weekend for the students to catch up if they have fallen behind in any area.

The estimated time required to study the materials and perform the activities and exercises in each module is 5-8 hours a week.

Contents

MODULE 1:

SPAIN. A WINE NATION.

- Location, Geography, and Climate
- Spanish Wines in Figures
- How to read a label
- History
- Viticulture in Spain
- Winemaking in Spain

MODULE 2:

THE REGIONS

- Green Spain
- Ebro River Valley and Pyrenees
- Duero River Valley
- Central Ranges and Southern Plateau
- The Mediterranean
- The South
- The Canary Islands

MODULE 3:

SPANISH WHITE GRAPE VARIETIES

- Airén
- Viura

- Verdejo
- Albariño
- Garnacha Blanca
- Godello

MODULE 4:

SPANISH RED GRAPE VARIETIES

- Tempranillo
- Bobal
- Garnacha
- Monastrell
- Mencía
- Cariñena

MODULE 5:

SPANISH SPARKLING AND FORTIFIED WINES

- Fortified Wines: Sherry & Co.
- Sparkling Wines: Cava & Co.

MODULE 6.

SPAIN. A FOOD NATION



Duration and structure

The course will be held throughout 6 weeks. Students are expected to have read the relevant materials for each week's contents before each weekly conference. The teachers will be guiding videoconferences every Tuesday* and regular assignments and revisions will be suggested to the group, following the class. At the end of the course, there will be a recap and Q&A session and a catch-up week before the final assessment.

*Definite times for videoconferences will be determined closer to the actual date of the course and will be adapted to the participants' time zones.

SCHEDULE AND CONTENTS:

Module 0	Training tool and virtual campus	Week 0
Module 1	Spain: A Wine Nation	Week 1
Module 2	The Regions	Week 2
Module 3	Spanish White Grape Varieties	Week 3
Module 4	Spanish Red Grape Varieties	Week 4
Module 5	Spanish Sparkling and Fortified Wines	Week 5
Module 6	Spain. A Food Nation and Recap	Week 5
Catch up	Extra time to catch up with recordings and review contents	Week 6



Course Certification

At the end of the course, successful candidates who have attended all of the videoconferences (live or recorded) and who have obtained a minimum mark of 75 per cent on the final exam will receive the Spanish Wine Specialist Certification, issued by ICEX-CECO.

Quality Control

ICEX-CECO continuously monitors the quality of the course, taking into account, among other inputs, the teachers' and participants' assessment at the end of each module and at the end of the course itself.

At the end of the course the participants answer an assessment questionnaire where they are asked their opinion of the program, the teaching staff and the teaching method. They are also asked about the technical-pedagogical coordination and the features of the Virtual Campus. All these contributions will serve to resolve and correct any possible deficiencies in the course and to improve future editions.

ICEX-CECO holds regular meetings with the teaching team in order to resolve any possible incidents and incorporate improvements in future editions.



Assessment Method

Successful completion of the Spanish Wine Specialist Certification Course is assessed according to the following two criteria:

Class attendance – Students are expected to attend all weekly videoconferences in order to receive full credit for the class attendance criteria and thereby be eligible to sit the final exam. If a student is not able to attend a live videoconference session, credit for class attendance can still be obtained by watching the recorded session in its entirety.

Final Exam – Those students who have fulfilled the class attendance criteria will be given a final examination that consists of 30 multiple-choice questions to be completed within 45 minutes. While additional sources of supplementary material will be provided throughout the course (these may include links to articles, webinars, educational videos, and/or podcasts), all examination questions are based on the information contained within the student textbook. A candidate is required to pass with a minimum mark of 75 per cent.



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