

SPAIN'S PANTRY

Student Guide

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STUDENT GUIDE

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Welcome to the course

Dear student,

Welcome to "Spain's Pantry." Through this course we hope to be able to fulfil all of your training expectations.

This represents the start of a new phase, one that will require extra effort on your part, above and beyond your usual activities. 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,

Maria Simó

Executive Director of Training

ICEX Spain Trade and Investment

Elisa Carbonell

General Director

ICEX Spain Trade and Investment

Section 1: Study guide

1.1. Introduction

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

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

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 offer students an overview of the course, its methodology, the tasks to be performed, the teachers and the team responsible for the course.

1.2. 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, content, activities, and assessment system.

Work materials:

Students will work with the following materials throughout the course:

- › "Student guide:" This document, where students can find 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 content covered in the certification.
- › Supplementary reading material for students (bibliography and/or links to useful resources).



Section 2:

Presentation of the institution and academic community

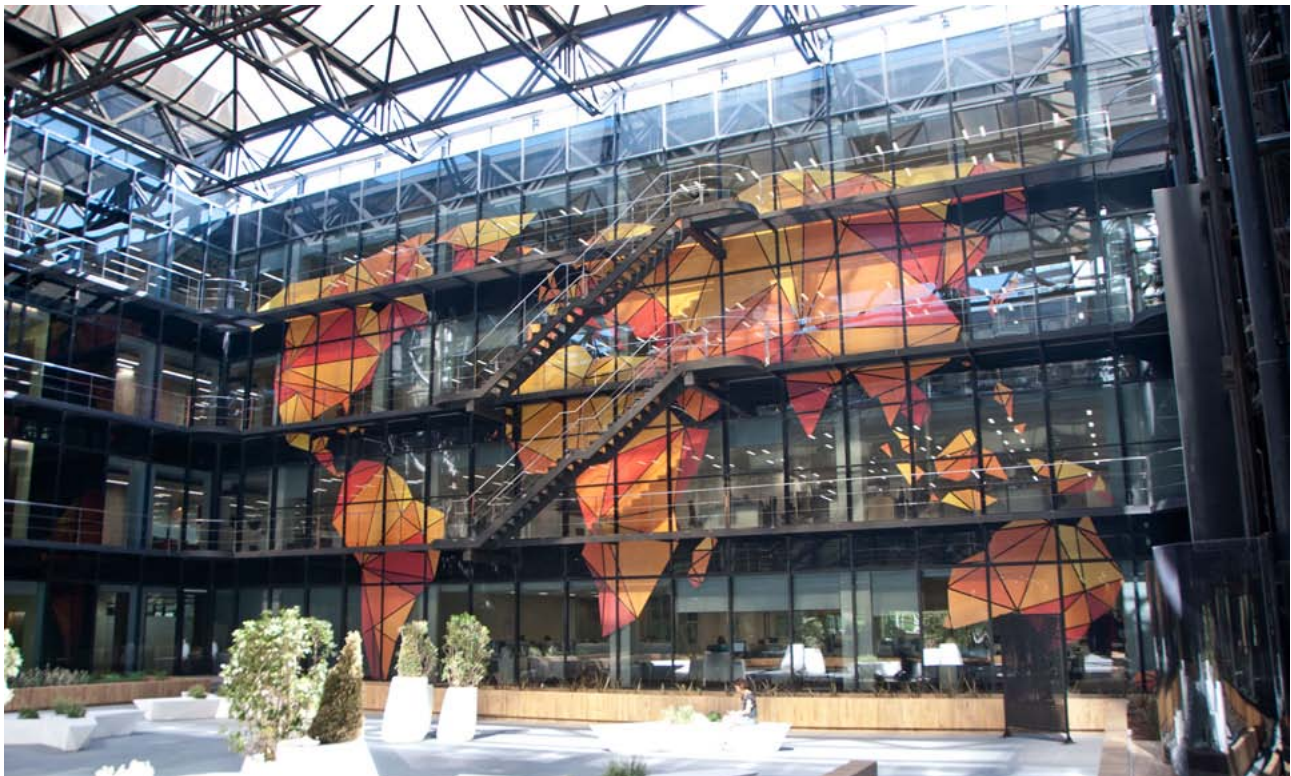
2.1. Presentation of the institution: ICEX Spain Trade and Investment

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

ICEX is a business organisation with a national scope whose mission is to promote the internationalisation 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 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 centres abroad offering Spanish companies temporary infrastructure as incubators for internationalisation.



2.2. ICEX-CECO

Since January 2015, ICEX has included the activities of the Center for Economic and Commercial Studies (CECO) to drive human resources training to internationalise the Spanish economy and to promote the training of staff in public administrations, supervisors and managers in companies, business associations and other public and private organisations, and young people who aspire to work 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. 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 internationalisation process, which we are in a position to describe first-hand thanks to the involvement of the people who were instrumental in setting up the processes and reforms that drove the internationalisation of the Spanish economy.

ICEX-CECO specifically designs every aspect of its training programs, from the course programme and 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 who 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.

2.3. The online teaching staff and work team

ICEX's training programs are successful due to their highly qualified teachers. Each course has a programme director and several specialists in the subject, all with recognised professional prestige and proven experience. They include university professors, engineers, senior officials in the Spanish government, psychologists, consultants and experts in gastronomy, wine and international finance, etc. In addition to their professional standing, the teaching staff all has experience within ICEX and in other academic fora.

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

Within this methodology, the tutor/teacher plays a central role as an active agent for support and communication and for monitoring students' training. The function of the tutor/teacher is to guide, motivate and provide support, to help the students in their learning and to 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 thorough knowledge of the technology platform, the specific methodology, the contents, and the activities associated with the course they are teaching.

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

2.4. Spain's Pantry Course team

ICEX - CECO EXECUTIVE TRAINING DIVISION

Director: María Simó

Deputy director: Amparo Vera

Academic coordinator: José Antonio Reig

ICEX – F&B INDUSTRY DIVISION

Director: María Naranjo

Department manager: Patricia Bezos

Area manager: Ana Yagüe

BASQUE CULINARY CENTER TEACHERS & PROGRAMME COORDINATION

Gastronomy expert: Culinary area teacher

Wine expert: Wine expert teacher

Programme coordinator: Luís Arrufat

TECHNICAL TEACHING TEAM FOR ONLINE TRAINING

Coordinator: Eva Menchero

English assistant: Marta Eslava

campusvirtual2.ceco@icex.es

2.5. Teachers

The Basque Culinary Center provides the professors for the Spain's Pantry course, who have:

- › Extensive knowledge of Spanish products, gastronomy and the market.
- › Experience in how Spanish products are best introduced in participants' countries of origin.
- › An extensive network of collaborators in Spain, including renowned chefs, restaurants, production companies, and expert guides in Spanish gastronomy.
- › A focus on national and international promotion of gastronomy, effective communication, innovation, and training.

The course professor profile is as follows:

Teaching chefs:

- › Extensive experience as a chef in various restaurants.
- › Solid teaching experience in gastronomy.
- › Experience in online training and in teaching educational content in English.

Wine teachers:

- › Wine qualification: WSET Level 3 certification or higher.
- › Solid teaching experience in gastronomy.
- › Experience in online training and in teaching educational content in English.



Section 3:

Spain's Pantry Course

3.1. Objectives

- › To learn about the variety, uniqueness, diversity, differentiated quality, organic production and relevance of Spanish agri-food products in international trade
- › To discover the presence of Spanish agri-food products in traditional and avant-garde gastronomic presentations in the country.
- › To apply Spanish products in students' own international cuisines.

3.2. Target audience

Each course is intended for 15 international gastronomy professionals who wish to learn about the characteristic of Spanish products in a systematic way, creating a solid and comprehensive foundation of knowledge.

Expected professional backgrounds of participants:

- › Importers and distributors
- › HoReCa professionals
- › Teachers and students of culinary and wine schools
- › Sales and catering sector professionals
- › Food and beverage managers from hotel chains
- › Executive and sous chefs
- › Opinion leaders



3.3. Course methodology

The programme is taught entirely online, using the most advanced teaching techniques in this format.

The content is 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 15.

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

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 content is organised into modules, each lasting one 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. 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 course schedule will be based on the Central European Summer Time (CEST) zone.

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

3.4. Content



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INTRODUCTION: TRADITIONAL AND AVANT-GARDE CULINARY TECHNIQUES IN SPAIN



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MODULE 1: MARINE PRODUCTS. FISHING, AQUACULTURE AND TINNED FOODS

Fish & Aquaculture

Tinned Fish & Seafood



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MODULE 2: MEAT AND MEAT PRODUCTS

Beef, Lamb, Goat, Poultry

Pork

Wild Meat (Game) & Cuniculture

Jamón & Embutidos

Cheese & Accompanying Products



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MODULE 3: SPAIN'S ESSENTIAL INGREDIENTS AND CONFECTIONERY

Seeds: Cereals & Legumes

Spices & Condiments

Vinegars

Sweets

Extra Virgin Olive Oil & Olives

Tinned Fruits and Vegetables



ICEX/Fernando Madariaga

MODULE 4: SPANISH WINE

Introduction

Principal Producing Regions and Their Grapes

Spanish Sparkling and Fortified Wines

3.5. Duration and structure

The course will be held over a 6-week period. Students are expected to have read the relevant materials for each week before the weekly conference. The teachers will lead videoconferences every week 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.

SCHEDULE AND CONTENT:

Module 0	Training Tool and Virtual Campus	Week 1
Introduction	Traditional and Avant-Garde Culinary Techniques in Spain	Week 2
Module 1	Marine Products. Fishing, Aquaculture and Tinned Foods	
Module 2	Meat and Meat Products	Week 3
Module 3	Spain's Essential Ingredients and Confectionery	Week 4
Module 4	Spanish Wine	Week 5
	Catch up: Extra time to catch up with recordings and review content	Week 6

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

3.6. Course certification

At the end of the course, successful candidates who have obtained a minimum score of 50 per cent will receive the Spain's Pantry Specialist Certification, issued by ICEX-CECO.

3.7. Quality control

ICEX-CECO continuously monitors the quality of the course, taking into account, among other aspects, 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, 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.

3.8. Assessment method

Successful completion of the Spain's Pantry Specialist Course is assessed according to the following three criteria:

Class attendance: Students are expected to attend and participate in all weekly videoconferences in order to receive full credit for the class attendance criteria. 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 submitting the corresponding activity.

Final test grade: At the end of each module there are 20 questions with four possible answers and one valid answer. Students may complete the questionnaire twice. The final test grade is calculated using the average of the results of these tests. All examinations questions are based on the information contained within the student textbooks. A candidate is required to pass with a minimum score of 50 per cent.

Activities score: Each module has one or more activities (which can be done individually or in groups), and is submitted by students on a weekly basis.

The final score will be calculated as follows:

EVALUABLE ITEMS	PERCENTAGE	CORRECTION
Class attendance	25%	Professor
Final test score	25%	Automatic
Activities score	50%	Professor or students
Total	100%	

Candidates who have obtained a minimum score of 50 per cent will receive the Spain's Pantry Specialist Certification, issued by ICEX-CECO.

3.9. Technical requirements

To participate in the course, you will need:

A tablet or computer with word processor and spreadsheets, an up-to-date browser and at least a 3G or broadband Internet connection, as well as audio and a camera for teleconferences.



ICEX



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from Spain

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European Regional Development Fund (ERDF)

A way to make Europe