

## **COURSE OUTLINE**

### **Beverage Control**

#### **Course Description**

HM 195 Beverage Control. 3 hours credit. This course will enable the student to appraise the various components of bar management. The student will learn about bar layout, merchandising, marketing, bar design, service, inventory, ordering, cost centers, and the social responsibilities of serving alcohol. This course will enable the student to define basics of winemaking, distinguish between domestic and imported wines, sparkling wines, champagnes, aperitif and fortified wines, brewed beverages, distilled spirits, liqueurs, and other potent potables served in hospitality settings.

#### **Course Relevance**

Beverage Control is the study of principles of various types of bar operations. The principles learned in this course will help the student develop critical thinking and skills in understanding the principles relevant to designing beverage centers in many types of hospitality operations.

#### **Required Materials**

HM 195 Textbook:

Katsigris, C., Porter, M., & Thomas, C. (2003). *The bar and beverage book*. 3rd ed. Indianapolis, IN: Wiley.

#### **Learning Outcomes**

The intention is for the student to be able to:

1. Identify the different types of beverage operations
2. Develop critical thinking skills in regard to the responsibility of bar ownership and management
3. Demonstrate a working knowledge of wines, spirits and brewed beverages

#### **Learning PACT Skills that will be DEVELOPED and/or documented in this course**

Through the student involvement in this course, the students will develop and document his/her achievement of the following primary PACT skills:

1. Critical Thinking
  - Through activities conducted in class and written assignments, the student will develop critical thinking and analytical skills
2. Ethical Conduct

- Through activities conducted in class, the student will recognize and use skills required to serve alcoholic beverages responsibly
3. Speaking Skills
- The student will deliver an oral presentation to his/her classmates on a chosen subject relating to bar management

Secondary Skills (developed but not documented)

Self-concept  
 Time Management  
 Teamwork  
 Valuing Diversity  
 Leadership  
 Problem Solving  
 Reading  
 Writing  
 Listening  
 Computer Literacy

**Major Summative Assessment Tasks**

These learning outcomes and primary Learning PACT skills will be demonstrated by:

1. Preparing a final project reporting service learning activities related to the hospitality industry
2. Preparing and delivering an individual project about a selected beverage control topic

**Course Content**

- I. Themes – Key recurring concepts that run throughout the course:
  - A. Customer service
  - B. Management
  - C. Responsibilities of handling alcoholic beverages
- II. Issues – Key issues that will be addressed in this course: areas of conflict that must be understood in order to achieve the intended outcome:
  - A. Identifying the customers needs accurately
  - B. Management styles to achieve the best outcome for the customer
  - C. Identifying the legal level of consumption of alcoholic beverages and administering limits
- III. Concepts – Key concepts that must be understood to address the issues:
  - A. Customers have individual conceptions of their ability to “handle” alcohol
  - B. Employee management is different for each business
  - C. Laws as they apply to the distribution of alcoholic beverages
- IV. Skills / Competencies:
  - A. Review historical and current views of alcohol
  - B. Review legal aspects of alcohol service
  - C. Analyze a bar setup for capacity and efficiency

- D. Review winemaking processes and products
- E. Review spirit production methods and products
- F. Review beer brewing methods and products
- G. Analyze effectiveness of marketing efforts
- H. Explain how to staff and manage bar operations
- I. Calculate and review sample financial statements
- J. Review mixology and serving of beverages
- K. Discuss ethics of bar management and ownership

**Learning Units:**

- I. Introduction to Beverages
  - A. Historical view of alcohol
  - B. Present day view of alcohol
  - C. Changing views of alcohol
- II. Responsible Alcohol Service
  - A. Legislative action
  - B. Licensing
  - C. Operators responsibilities
  - D. Servers responsibilities
- III. Creating and Maintaining a Bar
  - A. Bar equipment
  - B. Bar set-up
  - C. Facilities overview
  - D. Sanitation needs
  - E. Glassware
  - F. Utensils
  - G. Yield management
- IV. Wine
  - A. Appreciation
  - B. Varietals
  - C. Winemaking process
  - D. Fortified wines
  - E. Sparking Wines
  - F. Champagne
  - G. Proper storage
  - H. Labels
  - I. Proper service techniques
- V. Spirits
  - A. Methods of processing
  - B. White spirits
  - C. Brown Spirits
  - D. Proper storage
  - E. Proper service techniques
- VI. Beer
  - A. Types of beer

- B. Production method
- C. Proper storage
- D. Proper service techniques
- VII. Marketing
  - A. Clientele
  - B. Methods of advertising & promotion
  - C. Marketing plans
  - D. Evaluation of marketing efforts
- VIII. Human Resources
  - A. Staffing the bar
  - B. Training
  - C. Scheduling
  - D. Managing employees
  - E. Evaluation of employees
  - F. Management responsibilities
- IX. Financial Management
  - A. Inventory
  - B. Ordering
  - C. Receiving
  - D. Issuing
  - E. Profit / financial statements
- X. Mixology
  - A. Proper glass for drink
  - B. Measurements
  - C. Ingredients
- XI. Ethics in Bar Management / Ownership

### **Learning Activities**

Independent and collaborative learning activities will be assigned within and outside the classroom to assist the student to achieve the intended learning outcomes. Learning activities will be geared toward practices and analysis of managerial situations to understand the principles of food, beverage and labor cost control management in the hospitality industry. Field trips and guest speakers will allow the student to know what is required of managerial jobs in the hospitality industry. Student skills will be expressed by the use of computers, written assignments, examinations and oral presentations.

### **Grade Determination**

The student will be graded on satisfactory completion of assessment tasks, learning activities, projects, and attendance, adequate participation and discussion.