

CATALOG INFORMATION

Dept and Nbr: CUL 258.5      Title: BEVERAGE MANAGEMENT  
Full Title: Beverage Management  
Last Reviewed: 1/23/2023

Units		Course Hours per Week		Nbr of Weeks	Course Hours Total	
Maximum	1.50	Lecture Scheduled	1.50	17.5	Lecture Scheduled	26.25
Minimum	1.50	Lab Scheduled	0	8	Lab Scheduled	0
		Contact DHR	0		Contact DHR	0
		Contact Total	1.50		Contact Total	26.25
		Non-contact DHR	0		Non-contact DHR	0

Total Out of Class Hours: 52.50

Total Student Learning Hours: 78.75

Title 5 Category: AA Degree Applicable  
Grading: Grade Only  
Repeatability: 00 - Two Repeats if Grade was D, F, NC, or NP  
Also Listed As:  
Formerly: CUL 256.8

**Catalog Description:**  
In this course, students will be introduced to managing a variety of beverage operations including buying, selling, and serving both alcoholic and non-alcoholic beverages: beer, wine, spirits, coffee, and tea.

**Prerequisites/Corequisites:**

**Recommended Preparation:**  
Eligibility for ENGL 100 OR EMLS 100 (formerly ESL 100) or appropriate placement in AB705 mandates.

**Limits on Enrollment:**

**Schedule of Classes Information:**  
Description: In this course, students will be introduced to managing a variety of beverage operations including buying, selling, and serving both alcoholic and non-alcoholic beverages: beer, wine, spirits, coffee, and tea. (Grade Only)  
Prerequisites/Corequisites:  
Recommended: Eligibility for ENGL 100 OR EMLS 100 (formerly ESL 100) or appropriate

placement in AB705 mandates.

Limits on Enrollment:

Transfer Credit:

Repeatability: Two Repeats if Grade was D, F, NC, or NP

## **ARTICULATION, MAJOR, and CERTIFICATION INFORMATION:**

<b>AS Degree:</b>	<b>Area</b>	Effective:	Inactive:
<b>CSU GE:</b>	<b>Transfer Area</b>	Effective:	Inactive:
<b>IGETC:</b>	<b>Transfer Area</b>	Effective:	Inactive:
<b>CSU Transfer:</b>		Effective:	Inactive:
<b>UC Transfer:</b>		Effective:	Inactive:

**CID:**

**Certificate/Major Applicable:**

Both Certificate and Major Applicable

## **COURSE CONTENT**

### **Student Learning Outcomes:**

At the conclusion of this course, the student should be able to:

1. Create policies and procedures for developing a profitable beverage program in a restaurant operation.
2. Explain industry standards of purchasing, inventory, sales, and service of alcoholic and non-alcoholic beverages in compliance with state and federal regulations.

### **Objectives:**

At the conclusion of this course, the student should be able to:

1. Discuss various alcoholic and non-alcoholic beverages served and sold in a restaurant.
2. Apply legal and responsible alcoholic beverage service techniques behind the bar and in the dining room.
3. Specify the responsibilities of a beverage manager and the duties of professional staff.
4. Discuss professional beverage service practices.
5. Develop various types of promotions and merchandising strategies for a beverage operation.
6. Calculate product cost and gross profit.
7. Ensure sales accountability.

### **Topics and Scope:**

#### **I. Introduction**

- A. Beverage industry trends
- B. Beverage management strategies within a restaurant
  1. Concept
  2. Cuisine
  3. Customer

#### **II. Beverages in a Restaurant**

- A. Alcoholic

1. Spirits
  2. Beer
  3. Wine
  4. Other alcoholic beverages
  - B. Non-Alcoholic
    1. Coffee
    2. Tea
    3. Other non-alcoholic beverages
- III. Restaurant Beverage Operations
- A. The regulatory environment
    1. Licensing
    2. Laws and liability
  - B. Purchasing
    1. Types of products, equipment, and supplies
    2. Types of purveyors
    3. Purchasing controls
    4. Product quality control
  - C. Marketing
    1. Types of promotions
      - a. Internal
      - b. External
    2. Menus and merchandising
    3. Target marketing
  - D. Financial
    1. Product Cost
    2. Cost controls
    3. Pricing
    4. Gross profit
    5. Sales accountability
- IV. Beverage Sales and Service
- A. Responsible alcoholic beverage service
  - B. Sales vehicles
  - C. Suggestive selling
  - D. Service technique
  - E. Customer service
- V. Employee Positions
- A. Management
  - B. Service personnel
- VI. Employee Training
- A. Portion control
  - B. Quality control
  - C. Customer service

**Assignment:**

1. Weekly reading (5-10 pages)
2. Weekly written summary of the guest speaker's topics
3. Written critique of a beverage menu regarding product content, and graphic design elements (1)
4. Final project: observe and write a critique of a local food and beverage establishment's beverage sales and service operation (2-3 pages)
5. Perform calculations to determine a beverage's cost, mark up, price, and profit

6. Written discussions on a variety of topics (3-4)
7. Quizzes (3-4)

### Methods of Evaluation/Basis of Grade:

**Writing:** Assessment tools that demonstrate writing skills and/or require students to select, organize and explain ideas in writing.

Speaker's summaries; critique of beverage menu; written discussions; final project

Writing  
40 - 60%

**Problem Solving:** Assessment tools, other than exams, that demonstrate competence in computational or non-computational problem solving skills.

Beverage's cost, mark up, price, and profit calculations

Problem solving  
10 - 20%

**Skill Demonstrations:** All skill-based and physical demonstrations used for assessment purposes including skill performance exams.

None

Skill Demonstrations  
0 - 0%

**Exams:** All forms of formal testing, other than skill performance exams.

Quizzes

Exams  
20 - 40%

**Other:** Includes any assessment tools that do not logically fit into the above categories.

Attendance and participation

Other Category  
10 - 20%

### Representative Textbooks and Materials:

Instructor prepared materials