

CUL 256.8 Course Outline as of Spring 2007**CATALOG INFORMATION**

Dept and Nbr: CUL 256.8 Title: BEVERAGE MANAGEMENT

Full Title: Beverage Management

Last Reviewed: 1/23/2023

Units		Course Hours per Week		Nbr of Weeks	Course Hours Total	
Maximum	1.00	Lecture Scheduled	2.00	8	Lecture Scheduled	16.00
Minimum	1.00	Lab Scheduled	0	8	Lab Scheduled	0
		Contact DHR	0		Contact DHR	0
		Contact Total	2.00		Contact Total	16.00
		Non-contact DHR	0		Non-contact DHR	0

Total Out of Class Hours: 32.00

Total Student Learning Hours: 48.00

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:

Catalog Description:

This course is designed to provide the practical knowledge needed to manage a restaurant bar or beverage operation.

Prerequisites/Corequisites:

Completion of or concurrent enrollment in CUL 250 and CUL 250.1.

Recommended Preparation:

Eligibility for ENGL 100 or ESL 100

Limits on Enrollment:**Schedule of Classes Information:**

Description: This course is designed to provide the practical knowledge needed to manage a restaurant bar or beverage operation. (Grade Only)

Prerequisites/Corequisites: Completion of or concurrent enrollment in CUL 250 and CUL 250.1.

Recommended: Eligibility for ENGL 100 or ESL 100

Limits on Enrollment:

Transfer Credit:

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

ARTICULATION, MAJOR, and CERTIFICATION INFORMATION:

AS Degree:	Area	Effective:	Inactive:
CSU GE:	Transfer Area	Effective:	Inactive:

IGETC:	Transfer Area	Effective:	Inactive:
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CSU Transfer:	Effective:	Inactive:
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UC Transfer:	Effective:	Inactive:
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CID:

Certificate/Major Applicable:

Both Certificate and Major Applicable

COURSE CONTENT

Outcomes and Objectives:

Upon completion of this course, the student will be able to:

1. Explain how to obtain an alcoholic beverage license.
2. Apply legal and responsible alcoholic beverage service techniques behind the bar and in the dining room.
3. List the essential attributes of a professional bartender
4. Specify the responsibilities of the bar manager.
5. Stock, maintain, and manage a basic bar inventory.
6. Serve alcoholic beverages in accordance with professional service practices.
7. Develop various types of promotions and guest merchandising techniques for all types of beverages.
8. Describe considerations affecting the choice of purveyors.
9. Describe the steps in brewing the perfect cup of coffee.
10. Explain the role of purchasing controls.
11. Discuss standards for product quality control.
12. Determine product cost and gross profit.
13. Ensure sales accountability.
14. Define the three classifications of alcoholic beverages.

Topics and Scope:

I. Introduction

- A. Industry trends
- B. Fitting beverages into a restaurant concept
- C. Beverage management within a restaurant

II. Beverages in a Restaurant

- A. Alcoholic
 1. Classifications
 - a. Spirits and liquor
 - b. Beer
 - c. Wine

- 2. Alcoholic beverage licensing
- B. Coffee
- C. Tea
- D. Waters
- E. Other non-alcoholic beverages
- III. The Bar and Service Bar
 - A. Physical attributes
 - B. Selecting equipment and supplies
 - C. How to set up
 - D. Safety and sanitation
 - E. Inventory management
 - F. Storage needs
- IV. Beverage Service
 - A. Alcoholic
 - 1. Responsible alcoholic beverage service
 - 2. Legal responsibilities
 - 3. Liability and penalties
 - B. Coffee
 - C. Tea
 - D. Waters
 - E. Other non-alcoholic beverages
- V. Employee Positions
 - A. Bar manager
 - B. Bartender
 - C. Bar back
 - D. Cocktail server
 - E. Barista
 - F. Sommelier
- VI. Employee Training
 - A. Portion control
 - B. Quality control
 - C. Cash management
 - D. Customer service
- VII. Beverage Marketing
 - A. Types of promotions
 - B. Merchandising
 - C. Target marketing
 - D. Entertainment
- VIII. Purchasing
 - A. Selecting purveyors
 - B. Purchasing controls
 - C. Rotation and storage
 - D. Inventory
 - E. Product quality control
- IX. Financial Operations
 - A. Product Cost
 - B. Cost controls
 - C. Pricing
 - D. Gross profit
 - E. Sales accountability

Assignment:

1. Reading: 5-15 pages per week.

Writing assignments:

2. Write a 1-2 page description of the legal responsibilities of alcoholic beverage servers.

3. Write 1-2 pages explaining the correct way to brew coffee and tea.

4. Write a job description and a classified advertisement for beverage service personnel.

5. Interview a local bar owner about effective business practices. Write a 2-3 page summary.

Problem solving assignments:

6. Research the most popular alcoholic beverage brands, their use, cost, and pricing. Develop a sample bar inventory.

7. Create a timeline to set up a bar in a new restaurant.

8. List proven methods to control beverage costs.

9. Outline a labor schedule for maximum cost control, service and profitability

Examinations:

10. 2-4 quizzes and 1 final exam.

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.

Listed writing assignments

Writing
20 - 30%

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

Bar inventory; timeline; beverage cost control.

Problem solving
20 - 30%

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.

Multiple choice, True/false, Matching items, Completion, Essay; Short answer.

Exams
40 - 50%

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

Attendance/Participation

Other Category
10 - 20%

Representative Textbooks and Materials:

Instructor prepared materials.