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

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

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

Bar inventory; timeline; beverage cost control.

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

None

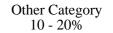
Exams: All forms of formal testing, other than skill performance exams.

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

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

Attendance/Participation

Writing 20 - 30%
Problem solving 20 - 30%
Skill Demonstrations 0 - 0%
Exams
40 - 50%



Representative Textbooks and Materials: Instructor prepared materials.