

CUL 256.8 Course Outline as of Fall 2020**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	1.00	17.5	Lecture Scheduled	17.50
Minimum	1.00	Lab Scheduled	0	6	Lab Scheduled	0
		Contact DHR	0		Contact DHR	0
		Contact Total	1.00		Contact Total	17.50
		Non-contact DHR	0		Non-contact DHR	0

Total Out of Class Hours: 35.00

Total Student Learning Hours: 52.50

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 gives the student an introduction to managing a variety of beverage operations including buying, selling and serving both alcoholic and non-alcoholic beverages. Beer, wine, spirits, coffee and tea; businesses serving these products; purchasing, pricing and cost controls; customer service; and the legal and regulatory environment will be discussed.

Prerequisites/Corequisites:**Recommended Preparation:**

Eligibility for ENGL 100 or ESL 100 or equivalent

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

Description: This course gives the student an introduction to managing a variety of beverage operations including buying, selling and serving both alcoholic and non-alcoholic beverages. Beer, wine, spirits, coffee and tea; businesses serving these products; purchasing, pricing and cost controls; customer service; and the legal and regulatory environment will be discussed.
(Grade Only)

Prerequisites/Corequisites:

Recommended: Eligibility for ENGL 100 or ESL 100 or equivalent

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:
CSU Transfer:		Effective:	Inactive:
UC Transfer:		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. Demonstrate industry standards of purchasing, inventory, sales and service of alcoholic and non-alcoholic beverages in compliance with state and federal regulations.

Objectives:

Students 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. Learn professional service practices.
6. Develop various types of promotions and guest merchandising techniques for all types of beverages.
7. Describe considerations affecting the choice of purveyors.
8. Describe the steps in brewing the perfect cup of coffee.
9. Explain the role of purchasing controls.
10. Discuss standards for product quality control.
11. Determine product cost and gross profit.
12. Ensure sales accountability.
13. 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
 - i. Spirits and liquor
 - ii. Beer
 - iii. Wine
 - 2. Alcoholic beverage licensing
 - B. Coffee
 - C. Tea
 - D. Other non-alcoholic beverages
- III. Beverage Service
 - A. Alcoholic
 - 1. Responsible alcoholic beverage service
 - 2. Legal responsibilities
 - 3. Liability and penalties
 - B. Coffee
 - C. Tea
 - D. Other non-alcoholic beverages
- IV. Employee Positions
 - A. Bar manager
 - B. Bartender
 - C. Bar back
 - D. Cocktail server
 - E. Barista
 - F. Sommelier
- V. Employee Training
 - A. Portion control
 - B. Quality control
 - C. Cash management
 - D. Customer service
- VI. Beverage Marketing
 - A. Types of promotions
 - B. Merchandising
 - C. Target marketing
- VII. Purchasing
 - A. Selecting purveyors
 - B. Purchasing controls
 - C. Rotation and storage
 - D. Product quality control
- VIII. Financial Operations
 - A. Product Cost
 - B. Cost controls
 - C. Pricing
 - D. Gross profit
 - E. Sales accountability

Assignment:

1. Reading (5-10 pages per week)
2. Write a weekly summary of the guest speaker's topics, detailing the business operation and the products represented
3. Critique a local food and beverage establishment's beverage sales and service operation in a 2-3 page written summary
4. Perform calculations to determine a beverage's cost, mark up, price, and profit
5. 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 reports; business operation critique

Writing
30 - 50%

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

Calculate beverage's cost, mark up, price, and profit

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
30 - 50%

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