

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:

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. 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