PELLISSIPPI STATE TECHNICAL COMMUNITY COLLEGE
MASTER SYLLABUS

PROFESSIONAL BEVERAGE MANAGEMENT
HSP 2100

Class Hours: 3.0 Credit Hours: 3.0
Laboratory Hours: 3.0 Revised: Fall 2004

NOTE: This course is not designed for transfer credit.

Catalog Course Description:

This course deals with the management of beverages within the hospitality industry context. The course provides students with a history of beverages within the industry as well as knowledge of products, facilities, regulations and mixology.

Entry Level Standards:

Students must be able to read, write, speak, and reason at the college level.

Prerequisite:

HSP 1200

Textbook(s) and Other Course Materials:


I. Week/Unit/Topic Basis:

<table>
<thead>
<tr>
<th>Week</th>
<th>Topic</th>
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<tbody>
<tr>
<td>1</td>
<td>The Industry, Past and Present</td>
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<td>2</td>
<td>Creating and Maintaining a Bar Business</td>
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<td>3</td>
<td>The Equipment</td>
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<td>4</td>
<td>The Staff</td>
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<td>5</td>
<td>The Beverages: Spirits</td>
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<td>6</td>
<td>The Beverages: Wines</td>
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<td>7</td>
<td>The Beverages: Beers</td>
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<td>8</td>
<td>Sanitation and Setting up the Bar</td>
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<td>9</td>
<td>Mixology One</td>
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<td>10</td>
<td>Mixology Two</td>
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<td>11</td>
<td>Purchasing and Storage</td>
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<tr>
<td>12</td>
<td>Planning for Profit</td>
</tr>
<tr>
<td>13</td>
<td>Marketing</td>
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II. Course Objectives*:

A. Demonstrate an understanding of the history of alcohol consumption throughout human history. I, II, VI

B. Exhibit knowledge concerning the various types of beverages. I, VI, VII

C. Understand how different types of beverages appeal to specific market segments. I, II, III, VII

D. Prove an understanding of the role of legal and ethical managerial behavior concerning beverage management. I, II, III, VII

E. Prove knowledge of the current consumer trends for beverage consumption within the hospitality industry. II, VI, VIII

F. Illustrate effective means to promote and market beverages. I, II, III, VI

G. Acquire the basic vocabulary associated with the beverage management. I, II, VII

*Roman numerals after course objectives reference goals of the Hospitality program.

III. Instructional Processes*:

Students will:

1. Refine reading and informational literacy skills by researching the Internet to become aware of new and current mixology ideas. Information Literacy Outcome, Communication Outcome, Personal Development Outcome

2. Trace the history of a beverage company in terms of its origin, leaders, founders, specific offerings, and market strategies. The information will be presented in both written and oral report format. Personal Development Outcome, Communication Outcome, Active learning Strategy

3. Work in groups to research and evaluate different legal liability situations. Active Learning Strategy, Communication Outcome

4. Develop a target market analysis for the differing segments of the beverage segment of the hospitality industry. Active Learning Strategy, Information Literacy Outcome

5. Develop a beverage-related vocabulary that allows effective communication with hospitality industry professionals. Transitional Strategy

6. Write and revise a position paper on the topic of cultural diversity with respect to beverage purchases within the hospitality industry. Cultural Diversity and Social Adaptation Outcome

*Strategies and outcomes listed after instructional processes reference TBR’s goals for strengthening general education knowledge and skills, connecting coursework to experiences beyond the classroom, and encouraging students to take active and responsible roles in the educational process.

IV. Expectations for Student Performance*:

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

1. Explain the history of the beverage industry. A,G
2. Differentiate between various beverage target markets. B,C,F
3. Explain the role of the beverage manager and the bar tender. B,A,E
4. Identify the beverage industry leaders with their respective innovations and product accomplishments. A,F
5. Differentiate between various types of wines and the appropriate service standards and times for each. A,B,G
6. Discuss the impact of service to the various segments of the beverage industry. C,F
7. Explain the impact of governmental regulation on the property owner/operator concerning dram shop laws. A,B,D,E
8. Identify logical customer expectations based on the type of hospitality facility that serves the beverages. B,C
9. Discuss beverage-related professional career opportunities. A,G
10. Explain the significance of cultural diversity on the beverage segment of the hospitality industry. C,E
11. Identify approaches for dealing with beverage over-consumption. D,E
12. Explain the basic types of cost control systems in beverage management. B,D
13. Explain the value of ethical behavior in hospitality management. D,E,G

*Letters after performance expectations reference the course objectives listed above.

V. Evaluation:

A. Testing Procedures:

   Students are evaluated primarily on the basis of tests. A minimum of three exams must be given.

B. Laboratory Expectations:

   N/A

C. Field Work:

   Students will be responsible for two written reports based on information from hospitality professional trade journals.

D. Other Evaluation Methods:

   Class participation, group work, and homework will also comprise the final grade for the course. Each instructor must provide full details the first week of class via a syllabus supplement.

E. Grading Scale:

   92 - 100     A
   89 - 91      B+
   82 - 88      B
   79 - 81      C+
   72 - 78      C
   65 - 71      D
   Below 65     F
VI. Policies:

A. Attendance Policy:

Pellissippi State Technical Community College expects students to attend all scheduled instructional activities. As a minimum, students in all courses must be present for at least 75 percent of their scheduled class and laboratory meetings in order to receive credit for the course. [NOTE: No differentiation is noted for excused/unexcused absences. These will be treated as an absence.] *(Pellissippi State, 2004-2006 Catalog, page 83)*

B. Academic Dishonesty:

Plagiarism, cheating, and other forms of academic dishonesty are prohibited. Students guilty of academic misconduct, either directly or indirectly through participation or assistance, are immediately responsible to the instructor of the class. In addition to other possible disciplinary sanctions which may be imposed through the regular Pellissippi State procedures as a result of academic misconduct, the instructor has the authority to assign an F or a zero for the exercise or examination or to assign an F in the course. *(Pellissippi State, 2004-2006 Catalog, pages 62-63)*

C. Accommodations for disabilities:

If you need accommodation because of a disability, if you have emergency medical information to share, or if you need special arrangements in case the building must be evacuated, please inform the instructor immediately. Privately after class or in the instructor's office. To request accommodations students must register with Services for Students with Disabilities: Goins 127 or 131, Phone: (865) 539-7153 or (865) 694-6751 Voice/TDD.

D. Computer Usage Guidelines:

College-owned or –operated computing resources are provided for use by students of Pellissippi State. All students are responsible for the usage of Pellissippi State’s computing resources in an effective, efficient, ethical and lawful manner. *(Pellissippi State, 2004-2006 Catalog, pages 67-70)*