

PELLISSIPPI STATE COMMUNITY COLLEGE  
MASTER SYLLABUS

**PROFESSIONAL BEVERAGE MANAGEMENT  
HSP 2100**

**Class Hours: 3.0**

**Credit Hours: 3.0**

**Laboratory Hours: 0.0**

**Date Revised: Fall 2012**

**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.

**Prerequisites:**

HSP 1200

**Co-requisites:**

None

**Textbook(s) and Other Course Materials:**

Katsigris, C. and Porter, M. The Bar and Beverage Book: Basics of Profitable Management, 5th Ed., John Wiley and Sons, New York (2012). ISBN 978-0-470-24845-4

**I. Week/Unit/Topic Basis:**

<b>Week</b>		<b>Topic</b>
1	1	The Industry, Past and Present
2	3	Creating and Maintaining a Bar Business
3	4	The Equipment
4	12	The Staff
5	5	The Beverages: Spirits
6	6, 7	The Beverages: Wines
7	8	The Beverages: Beers
8	9	Sanitation and Setting up the Bar
9	10	Mixology One
10	11	Mixology Two

11	13	Purchasing and Storage
	14	Planning for Profit
12	15	Marketing
13	16	Regulations
14	2	Laws and Legal liabilities
15		Final Exam Period

## **II. Course Goals\*:**

The course will:

- A. Expand student understanding of the history of alcohol consumption throughout human history. (I, II, VI)
- B. Enhance student knowledge concerning the various types of beverages. (I, VI, VII, VIII)
- C. Guide students to understand how different types of beverages appeal to specific market segments. (I, II, III, VII)
- D. Expand student understanding of the role of legal and ethical managerial behavior concerning beverage management. (I, II, III, VII)
- E. Enhance student knowledge of the current consumer trends for beverage consumption within the hospitality industry. (II, VI, VIII)
- F. Guide students to be able to illustrate effective means to promote and market beverages. (I, II, III, VI)
- G. Enhance student knowledge of the basic vocabulary associated with the beverage management. (I, II, VII)

\*Roman numerals after course objectives reference goals of the Hospitality program (Career Program Goals and General Education Goals are listed [http://www.pstcc.edu/departments/curriculum and instruction/syllabi/](http://www.pstcc.edu/departments/curriculum_and_instruction/syllabi/))

## **III. Expected Student Learning Outcomes\*:**

Students will 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)

\* Capital letters after Expected Student Learning Outcomes reference the course goals listed above.

#### **IV. 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

#### **V. Policies:**

##### A. Attendance Policy:

Pellissippi State expects students to attend all scheduled instructional activities. As a minimum, students in all courses (excluding distance learning courses) must be present for at least 75 percent of their scheduled class and laboratory meetings in order to receive credit for the course. Individual departments/programs/disciplines, with the approval of the vice president of Academic Affairs, may have requirements that are more stringent. In very specific circumstances, an appeal of the policy may be addressed to the head of the department in which the course was taken. If further action is warranted, the appeal may be addressed to the vice president of Academic Affairs.

#### B. Academic Dishonesty:

Academic misconduct committed either directly or indirectly by an individual or group is subject to disciplinary action. Prohibited activities include but are not limited to the following practices:

- Cheating, including but not limited to unauthorized assistance from material, people, or devices when taking a test, quiz, or examination; writing papers or reports; solving problems; or completing academic assignments.
- Plagiarism, including but not limited to paraphrasing, summarizing, or directly quoting published or unpublished work of another person, including online or computerized services, without proper documentation of the original source.
- Purchasing or otherwise obtaining prewritten essays, research papers, or materials prepared by another person or agency that sells term papers or other academic materials to be presented as one's own work.
- Taking an exam for another student.
- Providing others with information and/or answers regarding exams, quizzes, homework or other classroom assignments unless explicitly authorized by the instructor.
- Any of the above occurring within the Web or distance learning environment.

#### C. Accommodations for disabilities:

Students who need accommodations because of a disability, have emergency medical information to share, or need special arrangements in case the building must be evacuated should inform the instructor immediately, privately after class or in her or his office. Students must present a current accommodation plan from a staff member in Services for Students with Disabilities (SSWD) in order to receive accommodations in this course. Services for Students with Disabilities may be contacted by going to Goins 127, 132, 134, 135, 131 or by phone: 539-7153 or TTY 694-6429. More information is available at <http://www.pstcc.edu/sswd/>.

#### D. Other Policies:

##### **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 Online Catalog*)