

Pellissippi State Community College
Master Syllabus

PROFESSIONAL BEVERAGE MANAGEMENT
HSP 2100

Class Hours: 3.0
Credit Hours: 3.0
Revised: April 2011

Instructor:
Office:
Phone :

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

Textbooks and Other Supplies:

Textbook:

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/ASSIGNMENT:

Week	Chapter	Topic
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

II. COURSE GOALS:

This 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, VII)
- 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)

III. EXPECTED STUDENT LEARNING OUTCOMES:

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)

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 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. (*Pellissippi State Online Catalog*)

Maintaining continuous attendance in your classes is very important. If you are considering dropping or withdrawing from a course, please check with the Financial Aid Office before doing so. Dropping or withdrawing from a class can adversely affect your financial aid and/or lottery eligibility.

B. Academic Dishonesty:

Plagiarism, cheating and other forms of academic dishonesty are prohibited. A student guilty of academic misconduct, either directly or indirectly through participation or assistance, is immediately responsible to the instructor of the class. In addition to other possible disciplinary sanctions that 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 Online Catalog*)

C. 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*)

D. Accommodation 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 www.pstcc.edu/departments/swd/.

E. Extended College Closure:

Pellissippi State Community College is committed to the educational process and student learning. In the event of a prolonged college closure (of at least a week), the educational process will continue through the use of the college's on-line learning environment (Desire2Learn). The instructor will post instructions, specific assignments, due dates, etc. in Desire2Learn (D2L). It is the student's responsibility to login to D2L and check posted instructions and assignments.