

Beverage Management Service (RSTO 1301)

Credit: 3 semester credit hours (3 hours lecture)

Prerequisite/Co-requisite: CHEF1305, RSTO 1401



Course Description

A study of the Beverage Service of Hospitality Industry including spirits, wines, beers, and non alcoholic beverages. Topics include purchasing, resource control, legislation, marketing, physical plant requirements, staffing, service, and the selection of wines to enhance foods.

Required Textbook and Materials

1. The Bar & Beverage Book 5th Edition by Katsigris and Thomas.
ISBN: 978-0-470-24845-4
2. A package of #882 Scranton and #2 pencils.

Course Objectives (with SCANS skills documented)

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

- Relate local, state, and federal laws pertaining to the service and purchase of alcoholic beverages to include the Dram Shop Act and liquor law liability, identify levels of intoxication and methods to control consumption by guests. (SCANS:C5.4, C7.3, F17.4)
- Discuss the opening and closing procedures of a beverage operation. (SCANS:F6.4, C7.4)
- Explain the procedures for internal beverage control; and recognize equipment and glassware used for beverage preparation and service. (SCANS:F6.4, C5.4, C7.4)
- Demonstrate the preparation, presentation, and service of alcoholic and non-alcoholic beverages; evaluate the relationship of beverages to food; explain the production processes for distilled spirits, liquors, beer, and brandies; and demonstrate knowledge of wines by grape and other fruit variety, country, growing region, and production process. (SCANS: C5.4, C7.4, F17.4)

SCANS Skills and Competencies

Beginning in the late 1980's, the U.S. Department of Labor Secretary's Commission on Achieving Necessary Skills (SCANS) conducted extensive research and interviews with business owners, union leaders, supervisors, and laborers in a wide variety of work settings to determine what knowledge workers needed in order to perform well on a job. In 1991 the Commission announced its findings in *What Work Requires in Schools*. In its research, the Commission determined that "workplace know-how" consists of two

elements: foundation skills and workplace competencies. The three-part foundation skills and five-part workplace competences are further defined in the SCANS attachment.

Course Outline

1. THE BEVERAGE INDUSTRY, YESTERDAY AND TODAY
 - a. The Earliest Wines
 - b. History of Beer
2. RESPONSIBLE ALCOHOL SERVICE
 - a. Alcohol and Human Health
 - b. Crises Management
3. CREATING AND MAINTAINING A BAR BUSINESS
 - a. Targeting your Clientele
 - b. Location and Market Feasibility
4. BAR EQUIPMENT
 - a. Under-bar and Back-bar Equipment
 - b. Glassware
 - c. Refrigeration needs
5. THE BEVERAGES: SPIRITS
 - a. Types of Alcoholic Beverages
 - b. Selecting Spirits for the Bar .
6. WINE APPRECIATION
 - a. Types of Wine.
 - b. How Wines are named
7. WINE SALES AND SERVICE
 - a. Tasting Wines
 - b. Creating a Wine List
8. BEER
 - a. A brief History of Beer
 - b. Beer-Making Basics
9. SANITATION AND BAR SETUP
 - a. Sanitation
 - b. Liquor Supplies
10. MIXOLOGY, PART ONE
 - a. Brief History
 - b. Mixed Drinks
11. MIXOLOGY PART TWO
 - a. Tropical Drinks
 - b. Cream Drinks
12. EMPLOYEE MANAGEMENT
 - a. Staff Positions
13. PURCHASING RECEIVING, STORAGE, AND INVENTORY
14. PLANNING FOR PROFIT
 - a. Managing the Numbers
15. MANAGING YOUR BAR BUSINESS

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- a. Creating a business Plan
 - b. Marketing a Bar business
16. REGULATIONS
- a. An Overview
 - b. Getting ready to Open

Grade Scale

| | |
|----------|---|
| 90 – 100 | A |
| 80 – 89 | B |
| 70 – 79 | C |
| 60 – 69 | D |
| 0 – 59 | F |

Course Evaluation

Final grades will be calculated according to the following criteria:

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|--|----|---|
| Quizzes | 20 | % |
| Midterm Exam | 25 | % |
| Final Exam | 30 | % |
| Attendance/Class participation/Special functions | 25 | % |

Course Policies

1. No food, drinks, or use of tobacco products in class.
2. Do not bring children to class.
3. No late assignments will be accepted.
4. Tests. Students that miss a test are not allowed to make up the test. Students that miss a test will receive a grade of '0'.
5. If you wish to drop a course, the student is responsible for initiating and completing the drop process. If you stop coming to class and fail to drop the course, you will earn an 'F' in the course.
6. As instructor I maintain the right to maintain and govern my class
7. Inform the instructor if you are going to miss a class.
8. Class participation is encouraged, but disruptive talking is not. You will be warned once and if you persist you will be asked to leave for the remainder of the class. If you continue to disrupt the class in following classes you will be expelled from class and not allowed to return.
9. Turn off all pagers and phones before entering class. You will receive a warning on the first disruption, you will be asked to leave for any other disturbances.
10. The only people allowed to attend class are those who are enrolled in the class.

11. Office hours are posted on my office door or by Appointment.
12. Assignments are due on the date specified. If it is not turned in on time I reserve the right not to grade or remove 10 points per late class day
13. Removal of all material from the top of the desk during Testing.
14. The instructor has the right to assign seats or change seats at any time during the semester. The instructor also has the right to add other policies that maybe appropriate as needed
15. Other class assignments may be added to your assignment as they come up.

Disabilities Statement

The Americans with Disabilities Act of 1992 and Section 504 of the Rehabilitation Act of 1973 are federal anti-discrimination statutes that provide comprehensive civil rights for persons with disabilities. Among other things, these statutes require that all students with documented disabilities be guaranteed a learning environment that provides for reasonable accommodations for their disabilities. If you believe you have a disability requiring an accommodation, please contact the Special Populations Coordinator at (409) 880-1737 or visit the office in Student Services, Cecil Beeson Building.

Course Schedule

| Week | Topic | Reference |
|-------------|--|------------------|
| 1 | THE BEVERAGE INDUSTRY, YESTERDAY AND TODAY | Pg. P1-30 |
| 2 | RESPONSIBLE ALCOHOL SERVICE | Pg. 31-72 |
| 3 | CREATING AND MAINTAINING A BAR BUSINESS | Pg. 73-122 |
| 4 | BAR EQUIPMENT | Pg. 123-170 |
| 5 | THE BEVERAGES: SPIRITS | Pg. 171-228 |

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|----|---|--------------|
| 6 | WINE APPRECIATION | Pg. 229--274 |
| 7 | WINE SALES AND SERVICE | Pg. 275-308 |
| 8 | BEER | Pg. 309-356 |
| 9 | SANITATION AND BAR SETUP | Pg. 357-398 |
| 10 | MIXOLOGY, PART ONE | Pg. 399-432 |
| 11 | MIXOLOGY, PART TWO | Pg. 433-470 |
| 12 | EMPLOYEE MANAGEMENT | Pg. 471--520 |
| 13 | PURCHASING, RECEIVING, STORAGE, AND INVENTORY | Pg. 521-562 |
| 14 | PLANNING FOR PROFIT | Pg. 563-618 |
| 15 | MANAGING YOUR BAR BUSINESS | Pg. 619-650 |
| 16 | REGULATIONS | Pg. 651 |