



COURSE OUTLINE : HRM 214
D Credit – Degree Applicable
COURSE ID 001516
Cyclical Review: November 2020

COURSE DISCIPLINE : HRM
COURSE NUMBER : 214
COURSE TITLE (FULL) : Beverage And Bar Operations
COURSE TITLE (SHORT) : Beverage And Bar Operations

CATALOG DESCRIPTION

HRM 214 is an overview of the beverage industry with emphasis on the identification, use, and service of alcoholic beverages. There is an in-depth analysis of the various elements of beverage operations including purchasing, cost control, marketing, and management as well as an understanding of the history and use of wine, beer and spirits. There is an additional emphasis on researching the current trends in the beverage industry, e.g. smoothie concepts, juice bars, coffee and tea bars, etc. The course prepares students for the National Restaurant Association's ServSafe Alcohol Examination.

Total Lecture Units: 2.00

Total Laboratory Units: 1.00

Total Course Units: 3.00

Total Lecture Hours: 36.00

Total Laboratory Hours: 54.00

Total Laboratory Hours To Be Arranged:0.00

Total Contact Hours: 90.00

Total Out-of-Class Hours: 72.00

Prerequisite: None

ENTRY STANDARDS

	Subject	Number	Title	Description	Include
1					Yes



EXIT STANDARDS

- 1 describe the history and present organization of the alcoholic beverage industry;
- 2 list the necessary equipment, mixers and glassware for a particular beverage establishment;
- 3 describe the use of bar purchasing and cost control procedures,
- 4 formulate beverage pricing for a food and beverage retail outlet
- 5 explain the legal requirements for responsible alcoholic beverage service as it relates to the hospitality industry

STUDENT LEARNING OUTCOMES

- 1 Demonstrate the process of formulating standardized beverage recipes
- 2 Qualify for the National Restaurant Association's ServSafe Alcohol Certification by passing the ServSafe Alcohol Advanced Examination Certification
- 3 Explain the process of producing spirits, wines, beers and nonalcoholic beverages
- 4 Describe the use and purpose of various bar equipment and bar design elements

COURSE CONTENT WITH INSTRUCTIONAL HOURS

	Description	Lecture	Lab	Total Hours
1	Understanding and Knowing your Product: Beer <ul style="list-style-type: none"> • Beer and the bottom line • History of beer • Beer ingredients • Styles of Beer • Beer and Food Pairing • Serving Beer: sanitation, pouring techniques and temperature 	2	5	7
2	Understanding and Knowing your Product: Alcoholic Spirits <ul style="list-style-type: none"> • Spirits and the bottom line • History of spirits • Whiskey • Brandy • Vodka • Gin • Rum • Tequila • Liqueurs, Cordials and Bitters • Mixology: the art of mixing alcoholic spirits 	3	5	8



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3	<p>Understanding and Knowing your Product: Non-Alcoholic Beverage and Garnishes</p> <ul style="list-style-type: none"> • Creating profits from non alcoholic beverages • Non alcoholic wines and beer • Mocktails • Mixers • Garnishes and condiments • Coffee • Tea • Other beverages • Mixology: the art of mixing non-alcoholic spirits, e.g. smoothies, juice bars, coffee and tea bars 	2	5	7
4	<p>Bar Equipment and Organization</p> <ul style="list-style-type: none"> • Bar Mis En Place • Opening & closing the bar • Small bar tools • Glassware • Draft beer systems: troubleshooting • Maintaining quality in beer storage • Wine dispensing systems • Bar equipment standards • Utilities: water & electricity 	2	6	8
5	<p>Keeping the Bar Clean and Safe</p> <ul style="list-style-type: none"> • Using and caring for knives • Using equipment safely • Handling and storing glassware • Preventing slips, trips, and falls • Maintaining floors • Safe lifting and carrying • The clean and sanitary bar 	4	5	9
6	<p>Hiring Right and Serving Right</p> <ul style="list-style-type: none"> • Staffing the operation • Determining positions and responsibilities • Recruiting, interviewing, and hiring staff • Effective training • Supervising and retaining employees • Regulations concerning the workplace • Managing excellent beverage services • Teamwork in service • Anticipating customer needs • Recognizing problems and handling customer complaints 	3	2	5



7	Promoting Your Bar Operation <ul style="list-style-type: none"> • The Power of promotions • Preparing a promotional plan • Implementing promotions • Promoting beer and spirits • Holiday and other promotional ideas • Using merchandising and specialty items • Involving employees in promotions • Suggestive and up selling techniques • How to utilize the internet to promote your operation 	2	6	8
8	Managing Costs and Profits <ul style="list-style-type: none"> • Managing the purchasing process • Planning your beverage order • Receiving your beverage order • Storing beverages • Issuing beverages • Inventory management • Portion control • Budgeting for success • Pricing strategies 	2	6	8
9	ServSafe Alcohol Training and Certification <ul style="list-style-type: none"> • Alcohol law and your responsibility • Checking identification • Recognizing and preventing intoxication • Handling difficult situations • Evaluating real world scenarios 	16	14	30
				90

OUT OF CLASS ASSIGNMENTS

- 1 Research project, i.e. students must interview beer, wine, and alcoholic and nonalcoholic spirits industry professionals and report on consumer trends as defined by the retailers

METHODS OF EVALUATION

- 1 Midterm
- 2 Final
- 3 Weekly Quizzes
- 4 Lab exercises
- 5 Project, e. g. developing and pricing a wine list for various retail food and beverage outlets



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METHODS OF INSTRUCTION

- Lecture
- Laboratory
- Studio
- Discussion
- Multimedia
- Tutorial
- Independent Study
- Collaboratory Learning
- Demonstration
- Field Activities (Trips)
- Guest Speakers
- Presentations

TEXTBOOKS

Title	Type	Publisher	Edition	Medium	Author	ISBN	Date
The Bar and Beverage Book	Required	Wiley	5	print	Katsigris, C.	ISBN: 978-0-470-91330-7	2012