



EFFECTIVE: JANUARY 2011
CURRICULUM GUIDELINES

A. Division: **Education** Effective Date: **January 2011**

B. Department / **Commerce & Business Admin.** Revision New Course
 Program Area: **Hotel & Restaurant Management** L

If Revision, Section(s) Revised: **L**

Date of Previous Revision: **October 2009**

Date of Current Revision: **September 2010**

C: **HORM 2255** D: **BEVERAGE MANAGEMENT** E: **3**

Subject & Course No. Descriptive Title Semester Credits

F: Calendar Description::

This course is an overview of the wine, liquor and beer industry as it pertains to the operation and management of a beverage service facility. The course provides a systematic approach to beverage knowledge and operations with emphasis on management, operational controls and the basic skills necessary to assist in a bar operation.

G: Allocation of Contact Hours to Type of Instruction / Learning Settings Primary Methods of Instructional Delivery and/or Learning Settings: Lecture and Seminar Number of Contact Hours: (per week / semester for each descriptor) Lecture: 2 Hours Seminar: 2 Hours Total: 4 Hours Number of Weeks per Semester: 15 Weeks X 4 Hours per Week = 60 Hours	H: Course Prerequisites: (HORM 1135 or HORM 1145) and HORM 1220 and HORM 1235
	I: Course Corequisites: Nil
	J: Course for which this Course is a Prerequisite: Nil
	K: Maximum Class Size: 35

L: PLEASE INDICATE:

Non-Credit

College Credit Non-Transfer

College Credit Transfer:

SEE BC TRANSFER GUIDE FOR TRANSFER DETAILS (www.bctransferguide.ca)

M: Course Objectives / Learning Outcomes:

Students will be able to:

- Identify the physical components of a beverage operation including the bar itself, and the equipment, tools, staff and ambience and layout considerations
- Define and classify various types of spirits, liqueurs, wines and beers
- Prepare and serve different kinds of beers, wines, mixed drinks and spirits common to bar operations in appropriate glassware and garnish
- Explain the production process of alcoholic beverages
- Describe the role, function and activities of marketing within the beverage department
- Describe BC Liquor law and regulations and the principles of responsible beverage service
- Develop, plan, and evaluate beverage menus and wine lists
- Define the role of management within the beverage department
- Communicate the principles and procedures involving purchasing, receiving, storing issuing and inventory of alcoholic beverages

N: Course Content:

Theory

- "Serving it Right" Server certification
- The manufacturing process of wine, beer and spirits.
- Management practices for an effective beverage service operation, with emphasis on directing, supervising, scheduling, disciplining and controlling.
- Wine production, classification, service and pairings
- Marketing and merchandising strategies in the beverage department
- Effective bar operation and management

Practical

- Proper use of bar tools, equipment and glassware.
- Preparation and service of a variety of cocktails using these methods.
- Proper wine service.
- How to taste and analyze wine.

O: Methods of Instruction:

Lecture/Discussion/Seminar
 Field trips
 Labs

P: Textbooks and Materials to be Purchased by Students:

Albert W.A. Schmidt *The Hospitality Managers Guide to Wines, Beers and Spirits.*
 Morelli, Carmine. *A Guide to Bartending Recipes.*

Q: Means of Assessment:

Attendance	0% - 10%
Assignments	10% – 20%
Quizzes	20% - 40%
Labs/Demos	20% - 40%
Final	<u>30%</u>
Total	<u>100%</u>

R: Prior Learning Assessment and Recognition: specify whether course is open for PLAR

Yes

Course Designer: **Mark Elliott**

Education Council / Curriculum Committee Representative

Dean / Director: **Robert Buller**

Acting Registrar