

Central Texas College
RSTO 1301
Hospitality Beverage Management

Semester Hours Credit: 3

INSTRUCTOR: _____

OFFICE HOURS: _____

I. INTRODUCTION

- A. A study of the beverage service of the hospitality industry including spirits, wines, beers, and nonalcoholic beverages. Topics include purchasing, resource control, legislation, marketing, physical plant requirements, staffing, service, and the selection of wines to enhance foods.

- B. RSTO 1301, Hospitality Beverage Management, is a required course for an Associate in Applied Science Degree in Hotel Management, Food and Beverage Management, and Restaurant and Culinary Management. This course is also required for Certificates of Completion in Property Management Advanced, Culinary Arts, and Rooms Division.

- C. Alphanumeric coding used throughout this syllabus denotes integration of the Secretary's Commission on Achieving Necessary Skills (**SCANS**) occupational competencies (**CA, C1, 2 B, etc.**) and foundation skills (**B, C1, 2 FA, etc.**) for this course. The instructor will ensure the designated **SCANS** competencies and skills are addressed in this course. A detailed description of each competency/skill is contained in "A **SCANS** Report for America 2000," Executive Summary, is furnished.

II. LEARNING OUTCOMES

Upon successful completion of this course, Hospitality Beverage Management, the student will be able to:

- A. Identify the historical importance of alcohol and how it was created. (**C1, C5, C9, C12, C14, C15, F1, F2 F5, F6, F7, F8, F9, F13, F15, F17**)

- B. Recognize the effects of alcohol in the human body and be familiar with the alcohol. (**C5, C9, C10, C11, C12, C14, C16, F5, F6, F8, F9, F13, F14, F15, F17**)

- C. Describe the various pieces of equipment and how to design a

complete pouring station. **(F1, F2, F3)**

- D. Identify and distinguish between fermented and distilled beverages and become familiar with the various spirits and how to serve them correctly and profitably. **(C4, C5, C6, F1, F5, F6, F17)**
- E. Identify and classify wines according to their types and recognize some of their distinguishing characteristics to include the different grapes and the wine making process. **(C5, C15, F1, F2, F6)**
- F. Learn how to taste wine so that you can adequately assess its characteristics and describe them to customers and how to correctly open and store wines. **(C4, C5, F1, F2, F6, F8)**
- G. Describe the components of making beer and recognize and describe the various types and styles of beer. **(C1, C5, C8, C12, F1, F2, F6, F8, F13)**
- H. Understand how to set, teach and maintain sanitation standards in a bar set up. **(C1, C5, C8, C12, F1, F2, F6, F8, F13)**
- I. Determine the mixes, garnishes, condiments, and accessories needed and how to set them up. **(C1, C5, C8, C12, F1, F2, F6, F8, F13)**
- J. Understand the relationship between glass size and amounts of liquor, ice, and mix and decide on the method, equipment, ingredients, and garnish(es) to be used for the drink served. **(C5, C12, C13, C14, F1, F2, F5, F6, F7, F9, F13)**
- K. Explain the different methods of drink mixing and how to prepare cocktails and specialty drinks. **(F1, F2, F7, F9, F12)**
- L. Define the different jobs in the beverage industry to include job specification and job description. **(C1, C5, C9, C12, C14, F1, F2, F5, F6, F7)**
- M. Decide what, when, where, and how much liquor, beer and wine to buy and how to select suppliers for each. **(F1, F2, F6)**
- N. Explain the concept of a budget and how it is used to create profit and how to price each drink. **(F1, F2, F6)**
- O. Create a workable business plan and how to position a beverage business favorably amongst competition using marketing tools. **(C1, C4, C9, C12, C14, F1, F5, F6, F7, F8, F9, F13)**
- P. Research your state and local regulations to include licensing, registration, and code requirements. **(C4, C9, C12, C14, F1, F2, F5, F6, F7, F8, F9, F13)**
- Q. Evaluate the laws for working with alcohol. **(C4, C9, C12, C14, F1, F2, F5,**

F6, F7, F8, F9, F13)

III. INSTRUCTIONAL MATERIALS

The instructional materials identified for this course are viewable through <http://www.ctcd.edu/books>

IV. COURSE REQUIREMENTS

- A. Reading Assignments: Read text assignments prior to class and be prepared to discuss the text material, answering instructor questions orally with well-organized thoughts and ideas.
- B. Class Attendance: (Refer to CTC Catalog, Page 63, for detailed policy). You are expected to attend each class period, be on time and stay the full class period or be counted absent. You are responsible for all course material missed due to absence. The instructor does not provide class notes for classes missed.

V. Examinations

- A. There will be two examinations
 - Exam 1 (Mid-Term)
 - Exam 2 (Final)
- B. A student must be present for all examinations. No makeup examinations will be given. Students who know in advance they will be absent from an examination due to valid reasons must arrange to take an early examination. Unexpected absences due to illness or extenuating circumstances will require the student to see the instructor about individual makeup work in lieu of the missed examination.
- B. Students without excused absences will be given a zero for the examination missed.

VI. Grade Computation

Total points earned will determine course grade:

1000- 900	A
899 – 800	B
799 – 700	C
699 - 600	D
Below 599	F

VII. Notes and Additional Instructions

- A. Course Withdrawal: It is the student's responsibility to officially withdraw

from a class if circumstances prevent attendance. Any student who desires to, or must, officially withdraw from a course after the first scheduled class meeting must file a Central Texas College Application for Withdrawal (CTC Form 59). The withdrawal form must be signed by the student.

CTC Form 59 will be accepted at any time prior to Friday, the 12th week of classes during the 16-week fall and spring semesters. The deadline for sessions of other lengths is:

10-week session	Friday of the 8 th week
8-week session	Friday of the 6 th week
5-week session	Friday of the 4 th week

The equivalent date (75% of the semester) will be used for sessions of other lengths. The specific last day to withdraw is published each semester in the Schedule Bulletin.

A student who officially withdraws will be awarded the grade of “W,” provided the student’s attendance and academic performance are satisfactory at the time of official withdrawal. Students must file a withdrawal application with the College before they may be considered for withdrawal.

A student may not withdraw from a class for which the instructor has previously issued the student a grade of “F” or “FN” for nonattendance.

- B. Administrative Withdrawal: An administrative withdrawal may be initiated when the student fails to meet College attendance requirements. The instructor will assign the appropriate grade on CTC Form 59 for submission to the registrar.
- C. Incomplete Grade: The College catalog state, “An incomplete grade may be given in those cases where the student has completed the majority of the course work but, because of personal illness, death in the immediate family, or military orders, the student is unable to complete requirements for a course.” Prior approval from the instructor is required before the grade of “I” is recorded. A student who merely fails for the final examination will receive a zero for the final and an “F” for the course.
- D. Cellular Phones and Electronic Devices: Cellular phones and electronic devices will be turned off while the student is in the classroom or laboratory. The use of a laptop computer in the classroom must be approved by the instructor.
- E. Americans with Disabilities Act (ADA): Disability Support Services provide services to students who have appropriate documentation of a disability. Students requiring accommodations for class are responsible for contacting the Office of Disability Support Services (DSS) located on the central

campus. This service is available to all students, regardless of location. Review the website at www.ctcd.edu/disability-support for further information. Reasonable accommodations will be given in accordance with the federal and state laws through the DSS office.

- F. Instructor Discretion: The instructor reserves the right of final decision in course requirements.
- G. Civility: Individuals are expected to be cognizant of what a constructive educational experience is and respectful of those participating in a learning environment. Failure to do so can result in disciplinary action up to and including expulsion.
- H. Honesty and Integrity: All students are required and expected to maintain the highest standards of scholastic honesty in the preparation of all course work and during examinations. The following will be considered examples of scholastic dishonesty:
 - 1. *Plagiarism*: The taking of passages from writing of others without giving proper credit to the sources.
 - 2. *Collusion*: Using another's work as one's own; or working together with another person in the preparation of work, unless joint preparation is specifically approved in advance by the instructor.
 - 3. *Cheating*: Giving or receiving information on examinations.

Students guilty of scholastic dishonesty will be administratively dropped from the course with a grade of "FX" and will be subject to disciplinary action.

- I. Feedback:
 - 1. *Instructor*: As your instructor I will organize and present the course material in a manner designed to facilitate the learning process. I will evaluate your progress periodically via writing assignments and exams and provide feedback on your performance via exam scores, exam critiques, and critique of your writing assignments, etc. I am also available before and after each class period and during office hours to discuss your performance and answer questions.
 - 2. *Student*: **As the student you are ultimately responsible for your success in this course.** It is your responsibility to attend class regularly, prepare for class by reading assigned text material, participate in class discussions, ask questions when required to improve your understanding, prepare for and complete exams, and complete all other assignments.

VIII. COURSE OUTLINE

A. Lesson One: Chapters 1 & 2; The beverage Industry, Yesterday and Today & Responsible Alcohol Service.

1. **Learning Outcomes:** Upon successful completion of this lesson, the Student will:
 - a. Learn the historical importance of alcohol in religious rites ceremonies, and medical treatment; in meal; in fellowship; and in humankind's search for wisdom and truth.
 - b. Learn about how wine, beer and distilled spirits were created.
 - c. Trace the history of the tavern in Europe and America and recount the roll that taverns played in the American Revolution.
 - d. Examine the impact of Prohibition on the bar industry.
 - e. Compare and contrast the types of businesses that make up today's beverage service industry.
 - f. Understand the effects of alcohol in the human body.
 - g. Understand the impact of alcoholism in today's society.
 - h. Become familiar with the alcohol-related laws.
 - i. Learn the importance of responsible alcohol service.
 - j. Become proactive on behalf of the beverage service industry to educate consumers.
 - k. Value the responsibility of keeping up to date on the latest health benefits.

2. Learning Activities:

Classroom lecture and discussion (C5, C6, C9, F1, F5, F6-8, F11, F12, F15)

3. Unit Outline:

Follow the sequence of the unit objectives.

B. Lesson Two: Chapters 3 & 4; Creating and Maintaining A Bar Business & Bar Equipment

1. **Learning Outcomes:** Upon successful completion of this lesson, the Student will:
 - a. Develop an overall concept and tailor it to meet the needs and desires of a particular clientele.
 - b. Study the market, choose an appropriate location, and determine financial feasibility.
 - c. Plan an atmosphere and décor suitable to a concept and its intended clientele.
 - d. Plan the efficient use of available space.
 - e. Analyze the design and space needs of the bar itself.
 - f. Weigh the pros and cons of hiring professional design consultants.

- g. Examine the major factors before investing in a specific location or building.
- h. Plan a complete pouring station.
- i. Choose among various methods of measuring and pouring liquors and carbonated mixers.
- j. Determine the kind of ice and the size of the ice machine.
- k. Determine the required equipment for washing glasses.
- l. Provide for the special needs of draft-beer service.
- m. Determine the space needed for refrigeration, dry storage, liquor stock, and glassware.
- n. Assemble the hand tools and equipment.
- o. Select glassware appropriate to the drinks to be served.
- p. Choose a point-of-sales (POS) system.

2. Learning Activities:

Classroom lecture and discussion (C5, C6, C9, F1, F5, F6-8, F11, F12, F15)

3. Unit Outline:

Follow the sequence of the unit objectives.

C. Lesson Three: Chapters 5 & 6; The beverages: Spirits & Wine Appreciation

1. Learning Outcomes: Upon successful completion of this lesson, the Student will:

- a. Distinguish between fermented and distilled beverages.
- b. Select the types and price ranges of spirits.
- c. Define “proof” and relate it correctly to alcohol content.
- d. Understand the variables in distillation and their importance to the finished product.
- e. Become familiar with each of the spirit types commonly served from today’s bar.
- f. Define and explain bar terms.
- g. Serve each type of spirit correctly.
- h. Increase sales of after dinner drinks.
- i. Classify wines according to type and recognize their distinguishing characteristics.
- j. Learn about the grapes used to make wine, and the winemaking process.
- k. Familiarize yourself with the world’s leading wine regions and the types of wine they produce.
- l. Read and understand wine labels.

2. Learning Activities:

Classroom lecture and discussion (C5, C6, C9, F1, F5, F6-8, F11, F12, F15)

3. Unit Outline:

Follow the sequence of the unit objectives.

D. Lesson Four: Chapters 7 & 8; Wine Sales and Service & Beer

1. Learning Outcomes: Upon successful completion of this lesson, the Student will:

- a. Learn how to taste a wine so that you can adequately assess its characteristics and describe them to customers.
- b. Create a wine list by selecting and pricing the wines you want to sell.
- c. Train your service staff to recommend and serve wines.
- d. Increase your wine sales.
- e. Open and store wine properly.
- f. Understand the market trends affecting today's brewing industry.
- g. Learn how beer is made and the role of each of its ingredients.
- h. Recognize and describe the various types and styles of beer.
- i. Learn how to take proper care of a draft-beer system and why each step is important.
- j. Learn to properly store canned and bottled beer.
- k. Correctly choose and clean beer glasses.
- l. Sell beer profitably in a bar or restaurant setting.
- m. Train and motivate staff members to sell beer.

2. Learning Activities:

Classroom lecture and discussion (C5, C6, C9, F1, F5, F6-8, F11, F12, F15)

3. Unit Outline:

Follow the sequence of the unit objectives.

E. Lesson Five: Chapters 9 & 10; Sanitation and Bar Setup & Mixology, Part One

1. Learning Outcomes: Upon successful completion of this lesson, the Student will:

- a. Set, teach, and maintain sanitation standards, bar stock, and routines.
- b. Train employees to determine the mixes, garnishes, condiments, and accessories needed, and handle glasses and ice properly.
- c. Set up and close the cash register and train employees to do so.

- d. Coach employees in behind-the-bar behavior.
- e. Understand all drink components and their relationship.
- f. Decide on the method, equipment ingredients used for each drink.
- g. Know how ingredients are measured.
- h. Explain and define various mixing methods.

2. Learning Activities:

Classroom lecture and discussion (C5, C6, C9, F1, F5, F6-8, F11, F12, F15)

3. Unit Outline:

Follow the sequence of the unit objectives.

F. Lesson Six: Chapters 11 & 12; Mixology, Part Two & Employee Management

1. **Learning Outcomes:** Upon successful completion of this lesson, the Student will:
 - a. Explain and define methods of drink mixing, frozen and ice-cream-based drinks.
 - b. Understand how to prepare cocktails from families.
 - c. Take drink orders accurately, fill them efficiently, and train others to do so.
 - d. Develop a suitable drink menu for a limited-menu bar.
 - e. Create signature (specialty) drinks
 - f. Become familiar with the types of jobs in the beverage industry.
 - g. Write job descriptions and interview applicants.
 - h. Develop effective training programs.
 - i. Schedule personnel to meet daily needs.
 - j. Supervise employees to avoid legal pitfalls.
 - k. Meet federal and state compensation and record-keeping requirements.
 - l. Figure wage and overtime amounts for various methods of payment.
 - m. Understand the laws about tips and tip reporting.
 - n. Decide which employee benefits to offer.

2. Learning Activities:

Classroom lecture and discussion (C5, C6, C9, F1, F5, F6-8, F11, F12, F15)

3. Unit Outline:

Follow the sequence of the unit objectives.

G. Lesson Seven: Chapters 13 & 14; Purchasing, Receiving, Storage, and Inventory & Planning for Profit.

1. **Learning Outcomes:** Upon successful completion of this lesson, the Student will:
 - a. Decide what to buy, what to look for in competitive buying.
 - b. Establish par stock for each.
 - c. Know the functions and relationships of purchase orders, invoices, and credit memos.
 - d. Store each type of beverage properly, efficiently, and safely.
 - e. Establish inventory procedures and conduct physical inventories.
 - f. Determine inventory value, bar cost, and inventory-turnover rate.
 - g. Establish a profit goal for a bar business.
 - h. Prepare a budget.
 - i. Price drinks on the basis of beverage cost.
 - j. Use an income statement.
 - k. Forecast cash flow.
 - l. Calculate a break-even point.
 - m. Standardize drink size, recipes, and glassware.
 - n. Establish a control system.
 - o. Use par stock as a control tool.
 - p. Establish a system of sales records and cash control.

2. Learning Activities:

Classroom lecture and discussion (C5, C6, C9, F1, F5, F6-8, F11, F12, F15)

3. Unit Outline:

Follow the sequence of the unit objectives.

H. Lesson Eight: Chapters 15 & 16; Managing Your Bar Business & Regulations

1. **Learning Outcomes:** Upon successful completion of this lesson, the Student will:
 - a. Create and use a workable business plan for a bar.
 - b. Determine the worth of your business.
 - c. Position your business favorably in relation to your competitors' businesses.

- d. Create an atmosphere and menus.
- e. Attract customers through marketing activities.
- f. Use pricing as a merchandising tool.
- g. Make decisions about protecting and expanding a successful bar concept.
- h. Research your state and local regulations.
- i. Meet licensing, registration, and code requirements.
- j. Buy your beverages from licensed suppliers.
- k. Avoid illegal relationships with suppliers.
- l. Observe laws.
- m. Check product labels for legitimacy.
- n. Avoid illegal advertising.
- o. Train employees.

2. Learning Activities:

Classroom lecture and discussion (**C5, C6, C9, F1, F5, F6-8, F11, F12, F15**)

3. Unit Outline:

Follow the sequence of the unit objectives.