

## HRM214 : Beverage And Bar Operations

### General Information

Author:	<ul style="list-style-type: none"><li>Andrew Feldman</li></ul>
Course Code (CB01) :	HRM214
Course Title (CB02) :	Beverage And Bar Operations
Department:	HRM
Proposal Start:	Summer 2025
TOP Code (CB03) :	(1307.10) Restaurant and Food Services and Management
CIP Code:	(12.0504) Restaurant, Culinary, and Catering Management/Manager.
SAM Code (CB09) :	Clearly Occupational
Distance Education Approved:	No
Will this course be taught asynchronously?:	No
Course Control Number (CB00) :	CCC000653843
Curriculum Committee Approval Date:	09/11/2024
Board of Trustees Approval Date:	11/19/2024
Last Cyclical Review Date:	09/11/2024
Course Description and Course Note:	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.
Justification:	Mandatory Revision
Academic Career:	<ul style="list-style-type: none"><li>Credit</li></ul>
Mode of Delivery:	No value
Author:	<ul style="list-style-type: none"><li>Andrew Feldman</li></ul>
Course Family:	No value

### Academic Senate Discipline

Primary Discipline:	<ul style="list-style-type: none"><li>Cullnary Art/Food Technology (Food service, meat cutting, baking, waiter/waitressing, bartending)</li></ul>
Alternate Discipline:	No value
Alternate Discipline:	No value

## Course Development

### Basic Skill Status (CB08)

Course is not a basic skills course.

Allow Students to Gain Credit by Exam/Challenge

### Course Special Class Status (CB13)

Course is not a special class.

### Pre-Collegiate Level (CB21)

Not applicable.

### Grading Basis

- Grade with Pass / No-Pass Option

### Course Support Course Status (CB26)

Course is not a support course

## General Education and C-ID

### General Education Status (CB25)

Not Applicable

### Transferability

Not transferable

### Transferability Status

Not transferable

## Units and Hours

### Summary

<b>Minimum Credit Units (CB07)</b>	3
<b>Maximum Credit Units (CB06)</b>	3
<b>Total Course In-Class (Contact) Hours</b>	90
<b>Total Course Out-of-Class Hours</b>	72
<b>Total Student Learning Hours</b>	162

### Credit / Non-Credit Options

#### Course Type (CB04)

Credit - Degree Applicable

#### Noncredit Course Category (CB22)

Credit Course.

#### Noncredit Special Characteristics

No Value

#### Course Classification Code (CB11)

Credit Course.

Variable Credit Course

#### Funding Agency Category (CB23)

Not Applicable.

Cooperative Work Experience Education

Status (CB10)

### Weekly Student Hours

	In Class	Out of Class
Lecture Hours	2	4
Laboratory Hours	3	0
Studio Hours	0	0

### Course Student Hours

<b>Course Duration (Weeks)</b>	18
<b>Hours per unit divisor</b>	0
<b>Course In-Class (Contact) Hours</b>	
Lecture	36

Laboratory	54
Studio	0
<b>Total</b>	<b>90</b>

**Course Out-of-Class Hours**

Lecture	72
Laboratory	0
Studio	0
<b>Total</b>	<b>72</b>

**Time Commitment Notes for Students**

No value

**Units and Hours - Weekly Specialty Hours**

Activity Name	Type	In Class	Out of Class
No Value	No Value	No Value	No Value

**Pre-requisites, Co-requisites, Anti-requisites and Advisories**

No Value

**Entry Standards**

Entry Standards	Description
No value	No value

**Course Limitations**

Cross Listed or Equivalent Course	Description
No value	No value

**Specifications**

<b>Methods of Instruction</b>	
Methods of Instruction	Lecture
Methods of Instruction	Laboratory
Methods of Instruction	Discussion
Methods of Instruction	Multimedia
Methods of Instruction	Collaborative Learning
Methods of Instruction	Demonstrations
Methods of Instruction	Field Activities (Trips)
Methods of Instruction	Guest Speakers
Methods of Instruction	Presentations
<b>Out of Class Assignments</b>	
<ul style="list-style-type: none"> <li>• 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</li> </ul>	
<b>Methods of Evaluation</b>	<b>Rationale</b>
Exam/Quiz/Test	Midterm
Exam/Quiz/Test	Final
Exam/Quiz/Test	Weekly Quizzes
Exam/Quiz/Test	Lab exercises
Exam/Quiz/Test	Project, (e.g. developing and pricing a wine list for various retail food and beverage outlets)

### Textbook Rationale

This is the latest edition of the text

### Textbooks

Author	Title	Publisher	Date	ISBN
Katsigris, C.	The Bar and Beverage Book	Wiley	2012	ISBN: 978-0-470-24845-4

### Other Instructional Materials (i.e. OER, handouts)

No Value

### Materials Fee

No value

## Learning Outcomes and Objectives

### Course Objectives

Describe the history and present organization of the alcoholic beverage industry.

List the necessary equipment, mixers and glassware for a particular beverage establishment.

Describe the use of bar purchasing and cost control procedures.

Formulate beverage pricing for a food and beverage retail outlet.

Explain the legal requirements for responsible alcoholic beverage service as it relates to the hospitality industry.

### SLOs

**Demonstrate the process of formulating standardized beverage recipes.**

Expected Outcome Performance: 70.0

ILOs  
Core  
ILOs

Analyze and solve problems using critical, logical, and creative thinking; ask questions, pursue a line of inquiry, and derive conclusions; cultivate creativity that leads to innovative ideas.

Demonstrate depth of knowledge in a course, discipline, or vocation by applying practical knowledge, skills, abilities, theories, or methodologies to solve unique problems.

**Qualify for the National Restaurant Association's ServSafe Alcohol Certification by passing the ServSafe Alcohol Advanced Examination Certification.**

Expected Outcome Performance: 70.0

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ILOs      Demonstrate depth of knowledge in a course, discipline, or vocation by applying practical knowledge, skills, abilities, theories, or methodologies to  
Core      solve unique problems.  
ILOs

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**Explain the process of producing spirits, wines, beers and nonalcoholic beverages.**

Expected Outcome Performance: 70.0

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ILOs      Demonstrate depth of knowledge in a course, discipline, or vocation by applying practical knowledge, skills, abilities, theories, or methodologies to  
Core      solve unique problems.  
ILOs

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**Describe the use and purpose of various bar equipment and bar design elements.**

Expected Outcome Performance: 70.0

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ILOs      Demonstrate depth of knowledge in a course, discipline, or vocation by applying practical knowledge, skills, abilities, theories, or methodologies to  
Core      solve unique problems.  
ILOs

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## Additional SLO Information

**Does this proposal include revisions that might improve student attainment of course learning outcomes?**

No

**Is this proposal submitted in response to learning outcomes assessment data?**

No

**If yes was selected in either of the above questions for learning outcomes, explain and attach evidence of discussions about learning outcomes.**

No Value

**SLO Evidence**

No Value

## Course Content

### Lecture Content

**Understanding and Knowing your Product: Beer (2 hours)**

- Beer and the bottom line
- History of beer
- Beer ingredients
- Styles of Beer
- Beer and Food Pairing
- Serving Beer: sanitation, pouring techniques and temperature

**Understanding and Knowing your Product:Alcoholic Spirits (3 hours)**

- 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

#### **Understanding and Knowing your Product: Non-Alcoholic Beverage and Garnishes (2 hours)**

- 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

#### **Bar Equipment and Organization (2 hours)**

- 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

#### **Keeping the Bar Clean and Safe (4 hours)**

- 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

#### **Hiring Right and Serving Right (3 hours)**

- 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

#### **Promoting Your Bar Operation (2 hours)**

- 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 selling and up selling techniques
- How to utilize the internet to promote your operation

#### **Managing Costs and Profits (2 hours)**

- 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

**ServSafe Alcohol Training and Certification (16 hours)**

- Alcohol law and your responsibility
- Checking identification
- Recognizing and preventing intoxication
- Handling difficult situations
- Evaluating real world scenarios

**Total Hours: 36**

**Laboratory/Studio Content**

**Understanding and Knowing your Product: Beer (5 hours)**

- Beer and the bottom line
- History of beer
- Beer ingredients
- Styles of Beer
- Beer and Food Pairing
- Serving Beer: sanitation, pouring techniques and temperature

**Understanding and Knowing your Product:Alcoholic Spirits (5 hours)**

- 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

**Understanding and Knowing your Product: Non-Alcoholic Beverage and Garnishes (5 hours)**

- 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

**Bar Equipment and Organization (6 hours)**

- 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

**Keeping the Bar Clean and Safe (5 hours)**

- 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

**Hiring Right and Serving Right (2 hours)**

- 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

**Promoting Your Bar Operation (6 hours)**

- 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 selling and up selling techniques
- How to utilize the internet to promote your operation

**Managing Costs and Profits (6 hours)**

- 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

**ServSafe Alcohol Training and Certification (14 hours)**

- Alcohol law and your responsibility
- Checking identification
- Recognizing and preventing intoxication
- Handling difficult situations
- Evaluating real world scenarios

**Total Hours: 54****Additional Information**

Is this course proposed for GCC Major or General Education Graduation requirement? If yes, indicate which requirement in the two areas provided below.

No

**GCC Major Requirements**

No Value

**GCC General Education Graduation Requirements**

No Value

**Repeatability**

Not Repeatable

**Justification (if repeatable was chosen above)**

No Value

## **Resources**

**Did you contact your departmental library liaison?**

No

**If yes, who is your departmental library liaison?**

No Value

**Did you contact the DEIA liaison?**

No

**Were there any DEIA changes made to this outline?**

No

**If yes, in what areas were these changes made:**

No Value

**Will any additional resources be needed for this course? (Click all that apply)**

- No

**If additional resources are needed, add a brief description and cost in the box provided.**

No Value