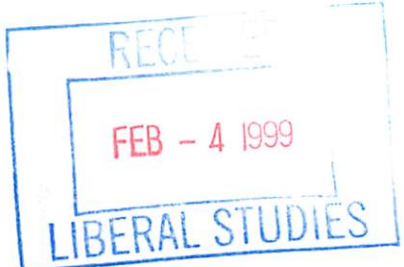


LSC Use Only  
Number: \_\_\_\_\_  
Submission Date: \_\_\_\_\_  
Action-Date: \_\_\_\_\_



UWUCC USE Only  
Number: 98-45c  
Submission Date: App 4/20/99  
Action-Date: Senats App 5/4/99

**CURRICULUM PROPOSAL COVER SHEET**  
University-Wide Undergraduate Curriculum Committee

**I. CONTACT**

Mr. Jeffrey Miller  
Contact Person Dr. Lincoln Marshall Phone 4440  
Department Hotel, Restaurant, and Institutional Management

**II. PROPOSAL TYPE (Check All Appropriate Lines)**

       **COURSE** Beverage Management  
Suggested 20 character title

       New Course \* \_\_\_\_\_  
Course Number and Full Title

XX Course Revision HR 306 Food and Beverage Management  
Course Number and Full Title

       Liberal Studies Approval + \_\_\_\_\_  
for new or existing course Course Number and Full Title

       Course Deletion \_\_\_\_\_  
Course Number and Full Title

XX Number and/or Title Change HR 306 Food and Beverage Management  
Old Number and/or Full Old Title

       HR 402 Beverage Management  
New Number and/or Full New Title

XX Course or Catalog Description Change HR 306 Food and Beverage  
Course Number and Full Title Management

**PROGRAM:**        Major        Minor        Track

       New Program \* \_\_\_\_\_  
Program Name

       Program Revision \* \_\_\_\_\_  
Program Name

       Program Deletion \* \_\_\_\_\_  
Program Name

       Title Change \_\_\_\_\_  
Old Program Name

\_\_\_\_\_ New Program Name

**III. Approvals (signatures and date)**

[Signature]  
Department Curriculum Committee

[Signature]  
Department Chair

Mary E. Swenkin 2/1/99  
College Curriculum Committee

[Signature]  
College Dean

+ Director of Liberal Studies (where applicable)      \*Provost (where applicable)



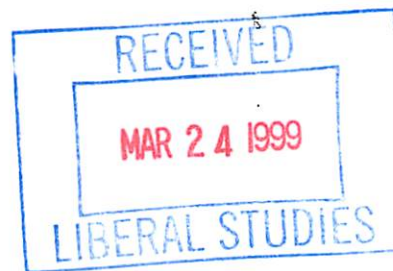
I. **Catalog Description**

HR 402 Beverage Management

3c-01-3sh

Prerequisites: Verifiable Proof of 21 Years of Age

Examines the principles, processes, and theories of beverage service. Analysis of methods of alcoholic beverage production and examination of categories of spirits, malt beverages, and wine as well as legal concerns of service. Development and marketing of beverage operations are discussed.



## Part II. Description of the Curriculum Change

### B. Summary of Proposed Changes

(1) Old Course Number / Title: HR 306 Food and Beverage Management

New Course Number / Title: HR 402 Beverage Management

(2) Old Prerequisite: FN 150 or equivalent

New Prerequisite: Verifiable Proof of 21 Years of Age

(3) Old Course / Catalog Description:

Examines principles, processes, beverage laws, and food and beverage service, sales, promotions, and menu design as functions of the food and beverage department.

New Course / Catalog Description:

Examines the principles, processes, and theories of beverage service. Analysis of methods of alcoholic beverage production and examination of categories of spirits, malt beverages, and wine, as well as legal concerns of service. Development and marketing of beverage operations are discussed.

(4) Objectives Revised.

### C. Justification / Rationale for Revision

Emphasis of this course is on beverage management. Food service and menu design are adequately addressed in other existing HR courses. Increase in course number to senior-level support the revised prerequisite which has been implemented to enable voluntary tasting and evaluation of beverage products.

## **PROPOSED SYLLABUS OF RECORD**

### **I. Catalog Description**

HR 402 Beverage Management

3 credits  
3 lecture hours  
0 lab hours  
(3c-0l-3cr)

Prerequisites: Verifiable Proof of 21 Years of Age

Examines the principles, processes, and theories of beverage service. Analysis of methods of alcoholic beverage production and examination of categories of spirits, malt beverages, and wine, as well as legal concerns of service. Development and marketing of beverage operations are discussed.

### **II. Course Objectives**

1. Students will identify the major equipment necessary for beverage operations.
2. Students will be able to state the proper safety and sanitation principles required for beverage operations.
3. Students will name the basic types of wine, malt beverages, and spirits, and identify their manufacturing techniques.
4. Students will identify and explain relevant state laws concerning underage drinking, liquor liability, and general dram shop principles.
5. Students will identify marketing and merchandising techniques used by the beverage industry.
6. Students will identify basic mixology skills utilized in beverage operations.

### **III. Course Outline**

- A. The Industry, Past and Present (2 lectures)
1. History of alcohol consumption and operations
  2. Third-Party liability
  3. Today's beverage industry

- B. The Bar (3 lectures)
  - 1. Targeting your clientele
  - 2. Atmosphere, décor, layout, and design
  - 3. Bar layout and structure
  
- C. The Equipment (3 lectures)
  - 1. Underbar and backbar equipment
  - 2. Bar tools and small equipment
  - 3. Glassware
  
- D. The Staff (2 lectures)
  - 1. Staff positions
  - 2. Managing personnel
  - 3. Compensation and benefits
  
- E. The Beverages: Spirits (3 lectures)
  - 1. Types of alcoholic beverages
  - 2. Whiskies
  - 3. White spirits
  - 4. Brandies
  - 5. Liqueurs and cordials
  
- F. The Beverages: Wines (3 lectures)
  - 1. Types of wine
  - 2. The grapes
  - 3. How wines are made
  - 4. Tasting wine
  - 5. How wines are named
  - 6. Wines from around the world
  - 7. Selling and serving wine
  
- G. The Beverages: Beers (3 lectures)
  - 1. How beers are made
  - 2. Types of beer
  - 3. Storage and serving of beer
  
- H. Setting Up The Bar (3 lectures)
  - 1. Sanitation
  - 2. Supplies
  - 3. Opening and closing the bar
  
- I. Mixology One (3 lectures)
  - 1. About mixed drinks in general
  - 2. Highballs, Collinses, Fruit Drinks, etc.

- J.     **Mixology Two** (3 lectures)
  - 1. The Martini/Manhattan family
  - 2. Sours and other sweet-sour cocktails
  - 3. Cream drinks
  - 4. Specialty drinks
  
- K.     **Purchasing, Receiving, and Storage** (3 lectures)
  - 1. Planning the purchasing
  - 2. Placing the order
  - 3. Receiving
  - 4. Storage
  - 5. Issuing
  
- L.     **Planning for Profit** (3 lectures)
  - 1. Budgeting
  - 2. Control
  - 3. Pricing
  
- M.     **Marketing** (2 lectures)
  - 1. Planning your marketing approach
  - 2. Promotions
  - 3. Attracting customers
  
- N.     **Regulations** (3 lectures)
  - 1. Pre-opening considerations
  - 2. Sales regulations and concerns
  - 3. Purchasing regulations and concerns
  
- O.     **Examinations** (3 hours)
  
- P.     **Final Examination / Culminating Activity** (2 hours)

**IV. Evaluation Methods**

The final grade will be determined as follows:

- 55% Tests. Three tests consisting of multiple choice and short answer questions. 100 points each.
- 35% Report. Each student will prepare a, 8 – 10 report detailing an instructor-approved topic directly relating to beverage management. Papers will be graded on content and mechanics.
- 10% Class Participation.

**Grading Scale:**

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

**V. Required textbooks, supplemental books and readings**

Katsigris, C., and Porter, M. (1991), The Bar and Beverage Book, 2<sup>nd</sup> Edition, John Wiley and Sons, New York, New York.

**VI. Special resource requirements**

Identification of proof of age.

**VII. Bibliography**

Axler, B., and Litrides, C. (1990), Food and Beverage Service, John Wiley and Sons, New York, New York.

Kotschevar, L., and Tanke, M., (1991) Managing Bar and Beverage Operations, Educational Institute of the American Hotel and Motel Association, East Lansing, Michigan.

Lipinski, R., and Lipinski K., (1996), Professional Beverage Management, John Wiley and Sons, New York, New York.

The Pennsylvania Hospitality Laws, The Pennsylvania Travel Council.

FN 306

Food and Beverage:  
Sales, Service and Menu Design

3 s.h.

I. Catalog Description

Examines principles, processes and theories of service, sales, promotion and menu design as functions of the food and beverage department. (3 hours lecture) Prerequisites: FN 204 and FN 211

II. Competencies: The student will be able to:

- A. develop a menu based on the needs of an operation in the hospitality industry using commonly found term.
- B. define the function of a food and beverage operation.
- C. design a promotional program for the food beverage operation.
- D. define and identify both sale and federal laws effecting beverage sales.
- E. prepare basic beverages as found in the industry.
- F. institute the various services common to the hospitality industry and define their function.
- G. explain fermentation and distillation.
- H. develop job descriptions for food and beverage personnel.
- I. define equipment needs for service of food and beverage.

III. Course Outline

A. Food Services

- 1. Types: French, Russian, American, buffet, self and fast food
- 2. Staff and job descriptions
- 3. Consideration in development of service
- 4. Dining room equipment
- 5. Decor in relation to dining

B. Marketing and Promotions

- 1. Define marketing/promotion



2. Classification of markets
  - a. captive and noncaptive
  - b. factors affecting the market
    - (1) age
    - (2) sex
    - (3) social economic status
    - (4) season
    - (5) type of meal
    - (6) location
    - (7) ethnical/regional preference
    - (8) market mix
3. Merchandising

#### C. Menu Planning and Development

1. History and the development
2. Define
3. Types: advantage and disadvantage
4. Developing and consideration
5. Terms - French, etc.
6. Merchandising and promotion
7. Relationship between menu and personnel
8. Standards - why use them
9. Using sales history
10. Equipment in relation to the menu
11. Pricing to profit
12. Cycle menus
13. Repricing and getting price
14. The beverage menu
15. Menu mechanics, format, type pages, color

#### D. Beverages

1. History of
2. Categories
3. Fermentation
4. Beverage control
5. Common drinks and standard recipes
6. Beverage menu
7. Beverage pricing and portion

#### IV. Evaluation

- A. Tests
- B. Project
- C. Paper

#### V. Text

Kahrl, W. L. 1976. Introduction to Modern Food and Beverage Service.  
Prentice Hall.

VI. Supplementary Material

Handouts developed by instructor.

VII. Special Provisions

Speakers experienced in the hospitality industry are used as resource people.

VIII. John C. Baker

November, 1983

**Part III. Letters of Support**

This course change does not affect other departments, therefore a letter of support was not obtained.