



Syllabus

HOS 160 Bar and Beverage Management

General Information

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Department Business

Course Prefix HOS

Course Number 160

Course Title Bar and Beverage Management

Course Information

Catalog Description This Class is designed to give food and beverage students knowledge in the operation of beverage based hospitality enterprises ranging from coffee houses to bars and taverns. Identifying and serving target markets purchasing and inventory controls, and risk management as well as basic of mixology are topics of study. Students will also study current market trends as well as laws concerning sales and service of alcoholic beverages.

Credit Hours 1

Lecture Contact Hours 1

Lab Contact Hours 0

Other Contact Hours 0 (This course will be changed from to meeting twice a week for 7 weeks to once a week for 7 weeks. This will require this course to be reduced from 2 credits to 1 credit)

Grading Scheme Letter

Prerequisites

None

Co-requisites

None

First Year Experience/Capstone Designation

This course DOES NOT satisfy the outcomes applicable for status as a FYE or Capstone.

SUNY General Education

This course is designated as satisfying a requirement in the following SUNY Gen Ed categories

None

FLCC Values

Institutional Learning Outcomes Addressed by the Course

None

Course Learning Outcomes

Course Learning Outcomes

1. Identify the primary target market for a beverage establishment.
2. Create a functional Wine, beer and cocktail list to serve a target market.
3. Describe the three tier distribution system and its effects on purchasing and inventory control functions.

Outline of Topics Covered

Week 1-

The Legal Aspects of Alcoholic Beverage Service
Beverage Managers' Responsibilities When Serving Alcohol
Recognized Standards of Care
Regulations Related to Alcoholic Beverage Service
Understanding Legal Liability
Dram Shop (Third-Party Liability) Legislation

Week 2-

The Professional Service of Alcoholic Beverages
The Importance of Serving Alcohol Responsibly
The Importance of Training
Management Steps for the Safe Service of Alcohol
Professional Guest Intervention Procedures

Week 3-

Beer

Beer Production
Styles of Beer
Beer Packaging
Non-alcoholic (NA) Beers
Wine
Wine Characteristics
Wine Production
Wine-Growing Regions of the World
Wine Packaging
Creating Wine Lists
Wine Service

Week 4-
Spirits
Spirit Production
Spirit Products
Mixology

Week 4-
Bar Management
Bar Equipment and Supplies
Bar Staffing
8 Purchasing, Receiving, Storing, and Issuing
Professional Beverage Management Practices
Beverage Inventory Assessment
Purchasing Beverages
Receiving Beverages
Storing Beverages
Issuing Beverages

Week 5-
Controlling Bar Costs
Forecasting Beverage Usage
Calculating Beverage Cost of Goods Sold (COGS)
Controlling Preproduction Beverage Product Costs
Controlling Beverage Production and Revenue Loss
Marketing Beverage Products Responsibly
The Manager's Role in Beverage Marketing

What Customers Want in a Beverage Operation

Identifying the Target Market

Marketing Plans

Pricing as a Marketing Tool

On-Premise Selling

Week 6-

Facilitating Performance of Production Staff

Develop Job Standards

Use Job Descriptions

Train Employees to Attain Job Standards

Use Checklists

Evaluate Employees against Job Standards

Control Labor Costs during Production

Week 7 Final Exam and Final Project due