

RARITAN VALLEY COMMUNITY COLLEGE
ACADEMIC COURSE OUTLINE

BEVERAGE MANAGEMENT – FMTC-233

I. Basic Course Information

- A. Course Number and Title: Beverage Management FMTC-233
- B. New or Modified Course: Modified
- C. Date of Revision: September 2015
- D. Effective Date: Fall 2016
- E. Sponsoring Department: Business & Public Service
- F. Semester Credit Hours: 3
- G. Weekly Contact Hours: 3 Lecture 3
Lab 0
Out of class student work per week: 6
- H. Prerequisites: None
- I. Laboratory Fees: \$40.00 for Serve-Safe Certification
- J. Name and Telephone Number of Department Chair: Pattiann Kletz, Business & Public Service Department, (908) 526-1200 x8878

II. Catalog Description

Alcoholic beverages are a complex product category with legal and social issues that require special attention from management. The wide range of products, their high costs, and legal concerns associated with serving alcohol call for unique procurement, inventory and issuing systems. This course examines these issues along with an in-depth study of wine, beer, distilled spirits and non-alcoholic beverages. Other topics related to profitable beverage management that will be discussed include marketing, developing wine lists, staff training and inventory control. Strong emphasis will be placed on pairing food and alcoholic beverages in restaurant establishments. Students are required to take the Serve Safe Certification as part of this class. The cost of the Serve Save Certification is an additional \$40.00.

III. Statement of Course Need

- A. Food service managers need to pay special attention to beverages. Beverages are a source of high profit if managed properly. A well-balanced selection and presentation of beverages enhances guest service and contributes to the guest's overall experience. Certification in alcohol service is required in many states, and students completing this course will achieve that certification.
- B. This course does not require a lab.
- C. This course generally transfers as a Food and Beverage Program elective.

IV. Place of Course in College Curriculum

- A. Free Elective
- B. The course meets a program requirement for the Food and Beverage Management, A.A.S. Degree Program and Certificate.
- C. Course transferability; for New Jersey schools go to the NJ Transfer website, www.njtransfer.org. For all other colleges and universities go to their individual websites.

V. Outline of Course Content

- A. Responsible Alcohol Service
- B. Basics of Bar Service
- C. Fundamentals of Wine and Winemaking
- D. Wine Grape Varietals
- E. Wine Service and Sensory Analysis of Wine
- F. New World vs. Old World Styles
- G. Old World Wines: French, German, Italian and Spanish Wines
- H. New World Wines: The Americas
- I. Other New World Wines
- J. Fortified, Dessert and Sparkling Wines
- K. Developing Wine Lists
- L. Beer
- M. Distilled Spirits
- N. Mixology
- O. Non-Alcoholic Beverages
- P. Purchasing, Receiving and Inventory Control
- Q. Pouring For Profits
- R. Security

VI Educational Goals and Learning Outcomes

A. Educational Goals

At the completion of the course, students will be able to:

1. Apply knowledge to solve problems. (GE-NJ 2)
2. Organize thoughts to communicate effectively. (GE-NJ 1)
3. Evaluate information to predict outcomes. (GE-NJ 2)
4. Interpret information to make judgments concerning ethical issues. (GE-NJ 9)

B. Learning Outcomes

At the completion of the course, students will be able to:

1. Serve alcoholic beverages responsibly.
2. Enhance guest service through proper beverage service.
3. Train employees in proper beverage service.
4. Develop beverage menus and wine lists.
5. Implement control points in a beverage operation.
6. Identify attributes of beverages by understanding labeling, origin, and production methods.

C. Assessment Instruments

1. Attendance and participation
2. Certification
3. Examinations
4. Projects

VII. Grade Determinants

- A. Attendance and participation
- B. Certification
- C. Examinations
- D. Projects

Given the goals and outcomes described above the primary modes of teaching and learning that may be used in the course are:

- A. Lecture
- B. Class Discussion
- C. Guest Speakers

- D. Projects
- E. Computer-assisted instruction

VIII. Texts and Materials

Suggested Materials

Managing Beverage Service. Kotschevar and Cichy. Educational Institute of the American Hotel & Lodging Association. (Latest Edition)

The course outline is intended only as a guide to course content and resources. Do not purchase textbooks based on this outline. The RVCC Bookstore is the sole resource for the most up-to-date information about textbooks.

IX. Resources

None