

CUL 232 - BEVERAGE MANAGEMENT

Course Description

This course will provide comprehensive, detailed information about the origins, production and characteristics of liquor, beer, wine and non-alcoholic beverages. Standard practices in the service and mixology of these items will be discussed and the student will be exposed to the importance of professional management and the application of management functions in the areas of staffing, product control, and legal liability. The course will offer the opportunity to discuss how a beverage management program can support local, plant-based and sustainability initiatives. Students will be instructed on the importance of following state and local guidelines in the safe service of alcohol to guests and will learn procedures for intervening when guests appear to be intoxicated. An opportunity to receive certification in responsible alcohol service training is included. Must be 18 years of age or older. MCL 436.1703 Section 703, (10). Group 2 course.

Credit Hours

2

Contact Hours

4

Lab Hours

4

Required Prerequisites

Departmental signature required.

General Education Outcomes supported by this course

Quantitative Reasoning

Course Learning Outcomes

Knowledge:

- Explain the processes and technologies used to produce beer, wine and spirits.
- Recognize each of the spirit types commonly served from today's bar.

Application:

- Interpret wine labels and online information to become an educated consumer and make informed purchase decisions.
- Recommend a beer, wine or spirit pairing that complements a food course or choice.
- Develop a suitable drink menu for a limited-menu bar.
- Create signature (specialty) drinks.
- Demonstrate how to correctly serve a variety of beers, wines and fortified wines.
- Discriminate beverages by type, style, manufacturing process, age, ingredients and region of production using a deductive evaluation process.

Integration:

- Relate the influences that geography, climate, culture and economies have on fermented and distilled beverage production worldwide.

- Connect the quality of a beverage program to an establishment's prestige and profits.
- Relate ethical principles to management decisions.

Human Dimension:

- Be aware of the impact liquor laws, liability, and enforcement on the beverage industry.
- Become familiar with the alcohol-related laws in effect in most areas, as well as the ongoing controversies they generate.
- Compare and contrast the types of businesses that make up today's beverage service industry.

Caring - Civic Learning:

- Self-assess one's ability to conduct themselves in ways that are consistent with personal and professional codes of behavior.
- Value the responsibility of keeping up-to-date on the latest health benefits and/or dangers of alcohol consumption.

Learning How to Learn:

- Reflect on the environmental impact growing, harvesting and producing crops have on our environment-now and in the future.