

proposal and for each program proposal.

for each course

Proposals (check all that apply)

New Course

Course Prefix Change

Course Deletion

1. Course

X

Course Revision

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Syllabus of Record

HRIM 404 Brew Pub and Brewery Operations

3 class hours
0 lab hours
3 credits
(3c – 01 – 3cr)

Prerequisites: Verifiable proof of 21 years of age or older.

Addresses the art of brewing beer, beer styles, brewing equipment requirements, responsible alcohol service, beer and food pairing, sales and marketing. Students will visit local breweries and brew pubs. Students are required to attend 3 day long field

trips.

II. Course Outcomes:

Students will be able to:

1. Understand the different types of beer.
2. Explain the production of lagers and ales.
3. Describe the characteristics of a beer and how to pair this with a particular menu item.

5. Show how to properly store, serve, taste and pair beer with meals.
6. Explain responsible alcohol service.

D. Beer Styles (10 hours)

1. Lager
 - a. Pilsner
 - b. Malt Liquor
 - c. Bock Beer
 - d. Steam Beer

e. Seasonal Beer

2. Ales
 - a. British Ale
 - b. Porter
 - c. Stout
 - d. Lambic

E. History of Beer (4 hours)

1. Egyptians
2. Greeks
3. English
4. Germans
5. United States

F. (4 hours)

1. Responsible Alcohol Service
2. Visible and Legal Intoxication
3. Preventing Intoxication
4. Refusing Service
5. Liability for Serving Visibly Intoxicated Person
6. Pennsylvania Liquor Code

G. Beer Service (2 hours)

1. Types of Glassware
2. Handling Glassware
3. Pouring Beer
4. Sanitation

H. Alcohol Abuse and Alcoholism (2 hours)

1. Definitions of Alcohol Abuse and Alcoholism
2. Risk Factors
3. Stages of Alcoholism
4. Treatment
5. Enabling

I. Touring Brew Pubs, Microbrewery and Brewery (4 hours)

1. Red Star Grille and Brewery

2. Marzoni's
3. The Church Brew Works
4. Rock Bottom Restaurant & Brewery
5. North Country Brewing Company
6. East End Microbrewery
7. Iron City Brewing
8. Otto's Pub & Brewery

J. Beer and Food Pairing (4 hours)

1. Sensory Evaluation of Beer
2. Flavor Profiling
3. Aroma Identification
4. Matching Beer & Food

K. Feasibility Study for Brew Pub (4 hours)

1. Location
2. Unique factor
3. Demographics
4. Buying Equipment
5. Pricing Strategies

L. Final Exam - During Final Exam Week

IV. Evaluation Methods

The final grade will be determined as follows:

30% Typed field trip journals

10% Guest Speaker Summary and Reflection Reports The paper will be a one page typed (12 pt.), double-spaced summary after each guest lecture. These reports briefly synthesize the main points of guest speakers discussion with

V. **Grading Scale**

90-100%	= A
80-89%	= B
70-79%	= C
60- 69%	= D
59% and below	= F

VI. **Attendance Policy**

As student learning is enhanced by class attendance and participation in discussions, the instructor encourages regular class room attendance. The attendance policy of this instructor recognizes students' needs to miss class because of illness or personal emergency.

VII. **Required Textbooks, Supplemental Books and Readings**

None

VIII. **Special Resource Requirements:**

None

IV. **Bibliography**

None

Bamforth C. (2008) Standards of Brewing: A Practical Approach to Consistency and Excellence Brewers Publications, Golden, CO.

Calagione S. (2006) Brewing up a Business. Wiley, Hoboken, NJ

Daniels R. (2007) Starting Your Brewery. Brewers Publications, Golden, CO.

Lewis M. & Young T. (2002) Brewing Springer

Oliver, G. (2003) The Brewmaster's Table. Harper Collins Publishers Publishers, New York, NY.

Yenne, B. (2003) The American Brewery. MBI Publishing Co., St. Paul MN.

Magazines:

Brew 8 issues 5515 Main St. Manchester Center VT

All About Beer 6 issues 501 H Washington St. Durham NC

Course Analysis Questionnaire

Section A: Details of the Course

A1 How does this course fit into the programs of the department? For what students is the course designed? (majors, students in other majors, liberal studies). Explain why this content cannot be incorporated into an existing course.

HRIM 404 Brew Pub and Brewery Operations will complement the Department of Hospitality Management curriculum as a senior-level course. This course is not for inclusion in the Liberal Studies Program. This course will be offered as a department elective. Beverage Management offers only a brief overview of beer and beer services. Brew Pub and Brewery Operations offer students in-depth analysis of the brewing and restaurant industry.

A2 Does this course require changes in the content of existing courses or requirements for a program? If catalog descriptions of other courses or department programs must be changed as a result of the adoption of this course, please submit as separate proposals all other changes in courses and/or program requirements

Section B: Interdisciplinary Implications

B1. Will this course be taught by instructors from more than one department? If so, explain

C5 How many sections of this course do you anticipate offering in any single semester?

One section will be taught per offering.

C6 How many students do you plan to accommodate in a section of this course? What is the

justification for this planned number of students?

This course can accommodate 16 to 22 students. This number of students is a maximum for vans. The second week of class the group is divided and each van visited different brew pubs. Space is very limited in most brew pubs.

C7 Does any professional society recommend enrollment limits or parameters for a course of this nature? If they do, please quote from the appropriate documents.

No professional society limits either the enrollment or parameters for this course.

C8 If this course is a distance education course, see the Implementation CD's