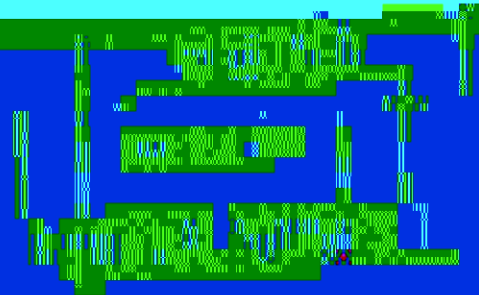


Examines the principles, processes, and theories of service. Analyzes for categories of social policy, and the role of social workers in the development of social policy.



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.

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

Course Description: This course covers the principles, processes, and theories of beverage service. Analysis

B. The Bar (3 lectures)

1. Targeting your clientele
2. Atmosphere, décor, layout, and design
3. Bar layout and structure

3. Bar layout and structure

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. How spirits are made

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

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

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, 2nd 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.

Lincoln, D., and Lincoln, K. (1996) Professional Beverage Management, John

FN 306

Food and Beverage:
Sales, Service and Menu Design

3 s.h.

I. Catalog Description

~~Food and Beverage: Sales, Service and Menu Design~~

- a. captive and noncaptive
- b. factors affecting the market
 - (1) age
 - (2) sex
 - (3) ~~race~~

- (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 ~~sales~~

D. Beverages

1. History of

Part III. Letters of Support

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