Fall 2015
Beverage Management and Service for the Hospitality Industry
HTMT 310-06-Education Center 115

August 25 September 1, 8, 15, 22, 29 October 6, 13, 27 November 3, 10, 17, 24 Dec 1
5:30-8:15pm
Instructor: Michael Cohen
Telephone: 908-770-2587
e-mail: orthowine@gmail.com, cohenmm@cofc.edu
Office hours: By appointment.

Course prerequisites: Junior standing; HTMT 210 or instructor’s permission

Course description:
The course was created to introduce the student to the concepts of the beverage industry with an emphasis on management. Standards of hospitality operation will be covered as well as a brief overview of the products of the alcohol industry: wine, beer, and spirits. The course will teach the student how to analyze alcoholic products and identify basic styles. Additionally, revenue management, price development, marketing, taxation, legal issues, operations, and future trends will be covered.

Course objectives:
Topics:
- Understand how a beverage establishment works, whether it is a restaurant, catering facility or a resort
- Inventory and storage concepts with an emphasis on profit enhancement
- Sensory analysis of wines, beers, and spirits
- Regulatory, taxation and legal issues in the alcoholic industry
- Creation of product lists and price structure
- Management concepts to maximize profit and eliminate loss

Learning methods: The class has 3 sections: wine, beer, and spirit. Class lecture is the core context of teaching. Gaming theory will be utilized to stimulate interest in content as well as developing interest in outside reading to reinforce the concepts developed in class. Gaming theory also will develop team working concepts. There will be a class held at Holy City Brewery for one of the sessions during the beer section. There will be a class at Stripped Pig Distillery for one of the sessions during the spirit section. Additionally, Event Doctors will be providing their expertise on spirits along with the Stripped Pig. Case study analysis will be done during 2 class sessions. The owner of Social Wine Bar will discuss wine management principles as they pertain to his establishment. The owner of Xiao Bao Biscuit will discuss spirit management as they pertain to his establishment. A professor of law from Charleston School of Law will supplement the lectures on the legal aspects of the beverage industry. During the course, the student will be asked for their impressions of concepts and facts and asked to give their opinion. This oral participation will be considered in the final grade.

The course will support the School of Business learning goals:

- Effective Communications: Students will write professional documents that are technically correct and concise utilizing relevant HTM discipline specific knowledge.
- **Ethical Awareness**: Students will recognize and be able to appraise ethical dilemmas involved in HTM decisions.

- **Global Awareness**: Students will recognize and examine the global implications of HTM industry decisions.

- **Problem Solving Ability**: Students will demonstrate critical thinking skills in identifying and evaluating problems and opportunities in the HTM environment.

**Recommended text:**

*The Wine, Beer, & Spirits Handbook*

Joseph LaVilla, Ph.D  Wiley & Sons


**Academic Integrity**: The College of Charleston’s Honor Cof C is in effect in this course. Any student caught cheating will receive a failing grade in the course and additional action may be taken. Cheating includes copying someone else’s work in exams, quizzes, and assignments. It includes using notes and other aides during exams when not authorized to do so, collaborating with others for take-home exams, using someone else’s idea’s without referencing them, or turning in an assignment for this class that was submitted, in whole or in part, for another class. Cheating also includes the allowing of one’s work to be copied by another and doing work for another student. If you are unclear about what constitutes cheating, please see the Instructor.

- **Students Needing Access Parity (SNAP)** – We provide services and accommodations for students with disabilities (physical, psychological, learning or attentional) that have been documented by a qualified MD or psychologist. Documentation must meet criteria published in the SNAP brochure and on our website http://disabilityservices.cofc.edu. Accommodations are decided on a case-by-case basis and are determined by the type and severity of the disability and the essential elements of the course the student is taking. Accommodations are designed to provide access to education and to circumvent or reduce the effect of the disability as much as possible, not to give advantage or guarantee success.

**Grades:**

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<thead>
<tr>
<th>Grade</th>
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<tbody>
<tr>
<td>A</td>
<td>92-100</td>
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<td>A-</td>
<td>89-91.9</td>
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<td>B+</td>
<td>86-88.9</td>
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<td>B</td>
<td>81-86</td>
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<tr>
<td>B-</td>
<td>79-80.9</td>
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<td>C+</td>
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<td>D+</td>
<td>67-69.9</td>
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<td>D</td>
<td>60-66.9</td>
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<td>F</td>
<td>59 or less</td>
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**Factors in Grading**: there will be 2 ‘mid-term’ exams. One at the end of the wine section, around week 6, and one at the end of the beer section, around week 11. They each count 30% towards the final grade. The final exam will have an emphasis on the last section of the course which is spirit, but the final exam will be COMPREHENSIVE for the entire course. The final exam will count 40% towards the final grade.

Class participation, attitude, teamwork and demeanor will be noted by the instructor and used to swing grades up or down.

**Class attendance and participation**: Attendance is important. Due to the in depth coverage of the subject matter, missing one class can be difficult to make up on your own. Additionally, the student
has a responsibility to team mates for group work activity. Research indicates that class discussion/participation fosters enhanced learning for all members of the class.

- Anyone missing more than 2 classes may be deemed ineligible for a grade of ‘A’
- Anyone missing more than 3 classes may be deemed ineligible for a grade of ‘B’
- Anyone missing more than 4 classes may be deemed ineligible for a grade of ‘C’
- Anyone missing more than 5 classes may be deemed ineligible for a grade of ‘D’

Attendance is only excused for medical or other serious and legitimate reasons. Students MUST submit documentation for any absence considered for excuse.

Class I.
- Introductory remarks
- Beverage world insights
- Standard practices/behavior in the beverage world
- The history of Alcohol
- Wine history/culture
- Wine and health

Class II.
- Case study: Social Wine Bar with Brad Ball, AS
- Wine service and glassware
- Wine list creation and value parameters
- Wine by the glass program

Class III
- The world of wine: product description and important factors
- Wine sensory analysis

Class IV
- Wine inventory management
- Revenue development
- Profiting in the wine business
- How to make all of this come together

Class V
- Wine logistics
- Wine laws and regulations with Wendy Keefer
- Taxation
- Price structure in the wine market

Class VI
- Wine exam
- Introduction to beer
- Beer history/culture
- Beer and health

Class VII
- Beer Sampling with Palmetto

Class VIII
- Beer service and glassware
- Establishing a beer menu
- Beer sensory analysis I
- Making beer work in a beverage program
Class IX
  • Beer sensory analysis II

Class X
  • Beer inventory
  • Beer storage and quality control
  • Beer revenue management and profit
  • Creating and maintaining your beer program

Class XI
  • Beer logistics
  • Beer regulatory issues with Wendy Keefer
  • Beer taxation
  • Beer pricing structure

Class XII
  • Beer exam
  • Introduction to spirits
  • Spirit history/culture
  • Sprits and health

Class XIII
  • Spirit service, a case history with Brooks Reitz
  • Spirit menu/list
  • Establishing a spirit establishment: pitfalls and success

Class XIV
  • Spirit production descriptions/analysis with Johnny Pieper on site at Striped Pig Distillery, N Charleston, SC
  • Spirit bar management and marketing with Boris Van Dyke, on site at Event Doctors, N Charleston, SC

Class XV
  • Inventory management
  • Revenue management
  • Price structure for profit
  • Making it work

Class XVI
  • Spirit logistics
  • Spirit regulatory issues with Wendy Keefer
  • Taxation
  • The future of the beverage market