Fall 2022
Beverage Management and Service for the Hospitality Industry
HTMT 310-06-Tate 315
August 23, 30 September 6, 13, 20, 27 October 4, 11, 18, 25 November 1, 15, 22, 29
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. A new segment to the course is the addition of blind taste exams for wine to enhance their sensory experience.

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. If the environment permits, we will take class trips to local breweries to reinforce product knowledge. During the course, the student will be asked for their impressions of concepts and facts and asked to give their opinion. Additional work will be made available for students needing additional instruction to facilitate passing the course. Of note is that this year, the learning concepts will focus on short term memory with techniques to help with memory and knowledge recall.

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:
Beverage Management for the Hospitality Industry
Michael Cohen
Available this year from TopHat as a download

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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Factors in Grading: during lectures, questions will be posed online that the students will answer and receive point credit for each answer. Attendance also generates points. Points will then be used as a guideline for final grades. Students will be able to monitor their point progress and determine if they are in need of extra work to increase their point total. A final project will be submitted as a video interview of owner/manager of an alcohol beverage establishment as chosen by the student. The student will be graded on 5 areas to be covered in the interview: service, wine, beer, spirit, and marketing and branding. Students will be provided with guidelines of issues to cover in each section and will graded on their ability to extract information and synthesize this for more indepth discovery through the interview. By using knowledge gained through the course, the student will be able to conduct a detailed interview of the industry.

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.
- Wine service and glassware
- Wine list creation and value parameters

Class III
- Wine management for profit
- Alternative pricing for wine
- Wine regulations and labeling
- Future wine trending

Class IV
- Wine viticulture
- Making wine and fermentation
- How to taste wine: education of the palate
- Wine tasting: Burgundy and Bordeaux

Class V
- Blind taste test #1 if permitted
- Wine tasting: Loire Valley, Champagne, Rhone Valley, US, Australia, New Zealand, Germany

Class VI
- Blind taste #2 if permitted
- Wine tasting: Spain, Fortified wine, Portugal, Argentina, Chile, Italy, South Africa

Class VII
- Blind taste test #3 if permitted
- The world of beer
- Beer history
- Beer and health
- Creating a beer program
- Beer service
- Beer glassware
- How beer is made

Class VIII
- Ales and lagers of the world
- Beer tasting: beers from around the world
- Beer storage

Class IX
- Beer inventory management
- Beer purchasing
- Beer planning for profit
- Beer regulatory issues
- Beer trends

Class X
- History of spirits
- Glassware for spirits
- Making spirits
- Classes of spirits

Class XI
- Spirits continued
- Liqueurs
- Spirit inventory management
- Spirit storage
- Spirit profitability and price structure

Class XII
- Spirit regulatory issues
- Spirit trends
- Marketing your concept

Class XIII
- Class trip if permitted

Class XIV
- Class trip if permitted