



**Arkansas Tech University**  
**Department of Parks, Recreation, and Hospitality Administration**  
**HA 4063 Beverage Management**  
**Fall 2014**

**Hospitality Administration Mission Statement:**

The mission of the Hospitality Administration Program is to provide quality education in Hospitality Administration, build a foundation for professional growth and development, and encourage lifelong learning.

<b>Program Learning Outcome</b>	<b>Course Specific Learning Outcome</b>	<b>Performance Measure or Tools</b>
<b>At the conclusion of the program, students will be able to distinguish guest needs specific to operational settings.</b>	Analyze guest needs specific to operational settings.	Field Trip Reports
		Target Market Project
<b>At the conclusion of the program, students will be able to understand and analyze the function of food and beverage operations.</b>	Distinguish the functions of food and beverage operations.	Course Exams

**Program Learning Outcomes**

At the conclusion of the program, students will be able to:

1. Exhibit professional hospitality administration knowledge, skills, and abilities.
2. Execute core management concepts in the areas of hospitality accounting, finance, human resources, marketing, operations, and technology.
3. Describe the fundamental principles of leadership and demonstrate successful leadership skills.
4. Utilize critical thinking, problem solving, written and oral communication, and investigative skills specific to hospitality administration.
5. Apply experiential learning experiences acquired through courses, work experience, and internship to become a successful professional.
6. Demonstrate best practices to meet ever changing guest needs and expectations.

**Food and Beverage Management Emphasis Learning Outcomes**

At the conclusion of the program, students will be able to:

1. Understand and analyze the function of food and beverage operations.
2. Manage the entire operation; coordinate and evaluate all aspects of food and beverage services.

**Instructor:** Lee Green  
479-970-8852 Cell  
E-Mail: leegreen.postwinery@gmail.com  
**Office Hours:** By appointment

**Class Times:** Lecture & Labs Tuesday 2:30-6:50 (may be later if traveling out of town)

**Location:** Lectures: Williamson Dining Room (unless otherwise specified)  
Labs: Site specific as listed in this syllabus

**Required Text(s)/ Materials:**

- **ServSafe Alcohol** Fundamentals of Responsible Alcohol Service, National Restaurant Association Educational Foundation, ISBN 0-471-71135-7
- *The Bar & Beverage Book*, Fifth Edition, John Wiley & Sons, Inc., Costas Katsigris, Chris Thomas, ISBN 978-0-470-24845-4

**TO TAKE THIS COURSE YOU MUST BE 21 YEARS OF AGE  
WE MUST HAVE PROOF OF YOUR AGE ON RECORD FOR THIS CLASS  
YOUR DRIVER'S LICENSE WILL BE PHOTOCOPIED IN THE OFFICE**

**Catalog Description: Prerequisite(s):** 21 years of age, an HA major or permission of the instructor. Selection, storage, and service of beverages with emphasis on controls, merchandising, pricing, history, social and legal concerns. Successful completion of standardized exam results in ServSafe Alcohol certification from the National Restaurant Association Educational Foundation. Lecture two (2) hours, lab two (2) hours. \$50.00 Lab fee required.

**Special Needs:** Anyone who has special needs or considerations to assist in learning or test taking should speak with the instructor privately so that adjustments may be made. This should be done within the first two weeks of classes or as soon as the need arises. Student with special needs must register with the Disability Coordinator/University Testing Center at 479-968-0302.

**Your Role as a Student/Participant:** I request that you come to class on time. Coming to class late is disruptive to me as well as your peers. If you leave class before class is dismissed and you have not made prior arrangements with me; you will be counted as absent. Discussions will be held periodically in class and I encourage full class participation. During class participation I will NOT tolerate inappropriate language including negative terms regarding ones ethnicity, gender, sexual preference, age, or physical or mental difference. I expect you to manage your time well and keep abreast of all important dates and assignments. In return for your cooperation I will be on time for class, be well prepared and will treat you with mutual respect and encourage and help you in any way possible. Attend lecture and labs. **If you miss a lecture it is the instructor's option whether you participate in that week's lab.** There will be no make-up labs. The only way to be excused from a lab is with a TECH activity excuse, a physician's note or legal documentation. Review material before each class meeting. Turn in assignments on due date. **No late assignments will be accepted.**

**Course Requirements:** The following are course requirements for Beverage Management:

- Completion of Abstracts and other class assignments.
- Participation in lab and lab exercises. This includes set-up, breakdown, and cleaning up of the lab/classroom.
- Lab evaluations are due the class period following the lab! **NO LATE WORK ACCEPTED!  
NO EXCEPTIONS!**

**Exams:** There are four (4) exams for this course and one (1) comprehensive final exam. The exams will cover no more than five (5) chapters and related topics. The exams will each weigh 100 points. The final will be comprehensive and weigh 200 points. The instructor has the right to make any/all exams using multiple choice, true/false, fill-in-the-blank, short answer or essay. No exam will be made up without a written medical or judicial excuse.

**Academic Honesty:** Any questions in reference to academic honesty can be found in the Arkansas Tech Faculty and Student Handbooks. Be advised that any of your work including papers/reports may be reported to [www.turnitin.com](http://www.turnitin.com) for plagiarism.

**Classroom Procedures and Field Trips:** Classroom procedures for this class may include any or all of the following formats: lecture, discussions, group assignments, class demonstrations, readings, field trips, and/or guest speakers.

**Field Trips:** For the successful completion of HA 4063 participation in labs and field trips are critical. Students are expected to attend all field trips however; it is Arkansas Tech University policy that students are not required to attend field trips. In lieu of a field trip, a research project/paper may be required to be completed by the student not attending the field trip. Please see “Alternate Assignments” for the requirements of the project/ paper. The instructor will determine the length of the paper and the topic of the paper. University transportation will be provided for most out of city trips and if provided all students are required to use the university transportation both to and from the field trip. For some field trips carpooling will be permitted and every student will have the opportunity to attend. NOTE: If university transportation is provided you **MUST** use this form of transportation.

**Field Trip Etiquette:** **The instructor expects all students to dress in a professional manner (business casual).** No shorts or tank tops will be accepted. Shoes must be clean and polished. Please note personal hygiene, you are representing Arkansas Tech University, the Hospitality Department and yourself. You only get one chance to make a good first impression. **If you are not dressed appropriately for lab you will not be allowed to participate.**

**Abstracts:** Four (4) two page abstracts, worth fifty (50) points each will be required. These abstracts should cover topics that interest you, are relevant to this course and deal with the beverage industry. Look for industry trends, changes in the industry, safe selling, marketing trends, drinking trends, etc. You will be given topic areas from which to choose.

**Lab Format:**

- Behave like mature adults in labs and on field trips.
- No one is allowed to leave early without the instructor’s permission.
- We are to leave the lab area as we found it, which may entail some cleaning.
- Lab evaluations are due at the beginning of the class period following the lab.
- Most field trip transportation outside of Russellville will be provided by ATU and all those attending these field trips are required to travel in the University sponsored transportation vehicle. **No Exceptions!**
- Each student will be required to taste each product that is provided in labs. You are required to taste, not swallow all beverages. If you have allergies or medical problems that might hinder tasting, bring proof of this from a physician ASAP to the instructor.

**ATU Attendance Policy:** 2012-2013 Online Undergraduate Catalog: Regular class attendance is considered essential if students are to receive maximum benefit from any course. Control of class attendance is vested in the teacher, who has the responsibility of defining early in each course his/her standards and procedures. A student accumulating an excessive number of unjustifiable absences in a course may be dropped from the course by the instructor with a grade of “FE.” A student who is dropped from three courses in a semester for unsatisfactory class attendance may be immediately suspended.

**Alternate Assignments:** The instructor reserves the right to add and/or delete assignments from this syllabus. For projects/papers a rubric will be provided outlining details.

**Methods of Evaluation:**

<b>Four (4) exams @ 100 points</b>	<b>= 400</b>
<b>One (1) comprehensive final</b>	<b>= 200</b>
<b>Lab Evaluations (4) @ 50 points</b>	<b>= 200</b>
<b>Abstracts (4) @ 50 points</b>	<b>= 200</b>
<b>Total Points</b>	<b>= 1000</b>

**Grading Scale:**

A = 90% and above
B = 80 – 89%
C = 70 – 79%
D = 60 – 69%
F = 59% or below

**Schedule of Classes**

<b>Date</b>	<b>Lecture/Lab/Test</b>	<b>Topic/Chapter</b>
Sept 02	Orientation/Lecture	Syllabus & General Information Chapter 1, The Beverage Industry, Yesterday & Today Chapter 2, Responsible Alcohol Service
Sept 9	<b>Abstract #1</b>	Chapter 3, Creating & Maintaining a Bar Business Chapter 4, Bar Equipment <b>Topics may include: industry trends, safe selling, marketing trends, drinking trends, etc.</b>
<b>Sep 16</b>	<b>Exam #1</b> Lecture	<b>Ch 1,2,3,4,</b> Chapter 9
Sept 23	Lecture	Chapter 5, The Beverages: Spirits Chapter 10, Mixology Part One Chapter 11, Mixology Part Two
Sept 30	Lab #1	Arka Valley Liquor
<b>Oct 07</b>	<b>Exam #2</b> lecture <b>Abstract #2</b>	<b>Ch 5,9,10,11</b> Chapter 8, Beer <b>Topics may include: industry trends, safe selling, marketing trends, drinking trends, etc.</b>
Oct 14	Lab # 2	Diamond bear brewery
Oct 21	Lecture	Chapter 6, Wine Appreciation Chapter 7, Wine Sales and Service Ports, Brandies, Liqueurs, Champagne, & Sparkling

Oct 28	Lab #3 <b>Abstract #3</b>	Post winery <b>Topics may include: industry trends, safe selling, marketing trends, drinking trends, etc.</b>
<b>Nov 04</b>	<b>Exam#3</b> Lecture	<b>Ch 6, 7</b> Chapter 12, Employee Management Chapter 13, Purchasing, Receiving, Storage, and Inventory Chapter 14, Planning for Profit Chapter 15, Managing Your Bar Business
Nov 11 <b>Nov 11</b>	Lab#4 <b>Abstract #4</b>	Little Rock, river market (tentative) <b>Topics may include: industry trends, safe selling, marketing trends, drinking trends, etc.</b>
Nov 18 <b>Nov 18</b>	Lecture <b>EXAM#4</b>	Chapter 16, Regulations <b>CHAPTERS: 12, 13, 14, 15</b>
<b>Nov 25</b>	<b>ServSafe</b>	<b>ServSafe Alcohol Course</b>
<b>Dec 2</b>	<b>ServSafe TEST</b>	<b>ServSafe Alcohol Certification TEST (1-3pm)</b>

**COMPRHENSIVE FINAL CHAPTERS 1-11 ONLY TO BE ANNOUNCED**