

CRM R113: BAR AND BEVERAGE MANAGEMENT

Originator

ahart

College

Oxnard College

Discipline (CB01A)

CRM - Culinary Arts & Restaurant Mgt

Course Number (CB01B)

R113

Course Title (CB02)

Bar and Beverage Management

Banner/Short Title

Bar and Beverage Management

Credit Type

Credit

Start Term

Fall 2021

Catalog Course Description

This course covers all facets of bar and beverage products management including Mixology, wineries, breweries, balancing marketing and cost control, business planning, and employee management and training. Course also covers alcohol service responsibility, and essential information on a wide range of beverage products, including non-alcoholic beverages. This course is required for National Restaurant Management (NRA) Certification.

Taxonomy of Programs (TOP) Code (CB03)

1307.00 - *Hospitality

Course Credit Status (CB04)

D (Credit - Degree Applicable)

Course Transfer Status (CB05) (select one only)

B (Transferable to CSU only)

Course Basic Skills Status (CB08)

N - The Course is Not a Basic Skills Course

SAM Priority Code (CB09)

C - Clearly Occupational

Course Cooperative Work Experience Education Status (CB10)

N - Is Not Part of a Cooperative Work Experience Education Program

Course Classification Status (CB11)

Y - Credit Course

Educational Assistance Class Instruction (Approved Special Class) (CB13)

N - The Course is Not an Approved Special Class

Course Prior to Transfer Level (CB21)

Y - Not Applicable

Course Noncredit Category (CB22)

Y - Credit Course

Funding Agency Category (CB23)

Y - Not Applicable (Funding Not Used)

Course Program Status (CB24)

1 - Program Applicable

General Education Status (CB25)

Y - Not Applicable

Support Course Status (CB26)

N - Course is not a support course

Field trips

May be required

Grading method

Letter Graded

Alternate grading methods

Student Option- Letter/Pass

Pass/No Pass Grading

Does this course require an instructional materials fee?

No

Repeatable for Credit

No

Is this course part of a family?

No

Units and Hours

Carnegie Unit Override

No

In-Class

Lecture

Minimum Contact/In-Class Lecture Hours

52.5

Maximum Contact/In-Class Lecture Hours

52.5

Activity

Laboratory

Total in-Class

Total in-Class

Total Minimum Contact/In-Class Hours

52.5

Total Maximum Contact/In-Class Hours

52.5

Outside-of-Class

Internship/Cooperative Work Experience

Paid

Unpaid

Total Outside-of-Class

Total Outside-of-Class

Minimum Outside-of-Class Hours

105

Maximum Outside-of-Class Hours

105

Total Student Learning

Total Student Learning

Total Minimum Student Learning Hours

157.5

Total Maximum Student Learning Hours

157.5

Minimum Units (CB07)

3

Maximum Units (CB06)

3

Student Learning Outcomes (CSLOs)

Upon satisfactory completion of the course, students will be able to:

- | | |
|---|-----------------------------------------------------------------------------------------------------------------------|
| 1 | Students will be able to explain the procedures related to Bar management. i.e. pour costs, set up, inventory systems |
| 2 | Students will be able to list the laws related to responsible alcohol service. |

Course Objectives

Upon satisfactory completion of the course, students will be able to:

- | | |
|---|---------------------------------------------------------|
| 1 | Identify different types of spirits. |
| 2 | Recognize specialized equipment used in bar operations. |
| 3 | Recognize staffing needs in various bar operations. |
| 4 | Utilize various controls used in bar management. |
| 5 | Identify the bar set up for a given operation. |
| 6 | Recognize government regulations for bar operations. |

Course Content

Lecture/Course Content

1. Responsibility in Alcohol Services
2. Architecture and Interior Design
3. The Development of Bars
4. The Role of the Bartender
5. The Art of Mixology
6. Service Procedures and Selling Techniques
7. Marketing Bar and Beverage Operations
8. The Purchasing Process
9. Bar Control Systems

10. The Legal Systems
11. Customer Care in Bar Operations
12. Alcoholic and Non-Alcoholic Beverages
13. Distilled Spirits
14. Beers, Ales, and Malt Liquor
15. Wine Fundamentals
16. Wines of the World

Laboratory or Activity Content

None

Methods of Evaluation

Which of these methods will students use to demonstrate proficiency in the subject matter of this course? (Check all that apply):

Written expression

Methods of Evaluation may include, but are not limited to, the following typical classroom assessment techniques/required assignments (check as many as are deemed appropriate):

Essays

Problem-Solving Assignments

Instructional Methodology

Specify the methods of instruction that may be employed in this course

Audio-visual presentations

Class discussions

Distance Education

Group discussions

Lecture

Describe specific examples of the methods the instructor will use:

1. Instructor will use powerpoint presentations as well as open sourced resources like youtube videos for audio-visual presentations.
2. Virtual discussions will be utilized in distance education scenarios and guided topic discussions will be used while in person lectures are conducted.
3. Guest speakers like local chefs and restaurateurs will be used either via zoom for DE or in person for onsite lectures.
4. Students will view demos in labs and replicate dishes as laboratory activities
5. Lectures via zoom will be used for DE scenarios or on site lectures following the most recently adopted book.

Representative Course Assignments

Writing Assignments

1. A student may be asked to answer questions and define key terms at the end of each assigned chapter in text such as terminology used in by a mixologist, bar and beverage options, and point of sale systems.

Critical Thinking Assignments

1. Students are given hypothetical situations regarding high labor and cost of goods percentages and asked to mitigate and bring them back into compliance.

Reading Assignments

1. Students will be asked to do weekly textbook assignments such as techniques on how to increase profits by maximizing service efficiency e.g., "micro-training" your staff, demands of today's guests, legal standards, and effective marketing strategies.

Outside Assignments

Representative Outside Assignments

1. Reading
 - a. Students will be asked to do weekly textbook assignments such as techniques on how to increase profits by maximizing service efficiency e.g., "micro-training" your staff, demands of today's guests, legal standards, and effective marketing strategies.
2. Writing

- a. A student may be asked to answer questions and define key terms at the end of each assigned chapter in text such as terminology used in by a mixologist, bar and beverage options, and point of sale systems.

District General Education

A. Natural Sciences

B. Social and Behavioral Sciences

C. Humanities

D. Language and Rationality

E. Health and Physical Education/Kinesiology

F. Ethnic Studies/Gender Studies

CSU GE-Breadth

Area A: English Language Communication and Critical Thinking

Area B: Scientific Inquiry and Quantitative Reasoning

Area C: Arts and Humanities

Area D: Social Sciences

Area E: Lifelong Learning and Self-Development

Area F: Ethnic Studies

CSU Graduation Requirement in U.S. History, Constitution and American Ideals:

IGETC

Area 1: English Communication

Area 2A: Mathematical Concepts & Quantitative Reasoning

Area 3: Arts and Humanities

Area 4: Social and Behavioral Sciences

Area 5: Physical and Biological Sciences

Area 6: Languages Other than English (LOTE)

Textbooks and Lab Manuals

Resource Type

Textbook

Classic Textbook

No

Description

ManageFirst: Bar and Beverage Management w/ Online Voucher + ManageFirst Exam Prep: Food and Beverage 2nd Edition

ISBN-10 : 0134720350

ISBN-13 : 978-0134720357

Publisher : Pearson; 2nd edition (2017) Boston, MA.

Distance Education Addendum

Definitions

Distance Education Modalities

Hybrid (51%–99% online)
Hybrid (1%–50% online)
100% online

Faculty Certifications

Faculty assigned to teach Hybrid or Fully Online sections of this course will receive training in how to satisfy the Federal and state regulations governing regular effective/substantive contact for distance education. The training will include common elements in the district-supported learning management system (LMS), online teaching methods, regular effective/substantive contact, and best practices.

Yes

Faculty assigned to teach Hybrid or Fully Online sections of this course will meet with the EAC Alternate Media Specialist to ensure that the course content meets the required Federal and state accessibility standards for access by students with disabilities. Common areas for discussion include accessibility of PDF files, images, captioning of videos, Power Point presentations, math and scientific notation, and ensuring the use of style mark-up in Word documents.

Yes

Regular Effective/Substantive Contact

Hybrid (1%–50% online) Modality:

Method of Instruction	Document typical activities or assignments for each method of instruction
Synchronous Dialog (e.g., online chat)	A set time each week may be provided when the instructor is available for synchronous chat to answer questions. Any Live meetings these will be recorded and provided to students in order to give equal access to any students would were not able to attend.
Asynchronous Dialog (e.g., discussion board)	Regular use of asynchronous discussion boards will encourage various types of interaction and critical thinking skills among all course participants. Questions and topics posed will allow students to discuss, compare and contrast, identify, and analyze elements of the course content. Other discussion boards may be used for Q&A and general class discussion by students and instructor to facilitate student success and strengthen student learning outcomes.
Other DE (e.g., recorded lectures)	Lectures can be recorded for later review by students.

Hybrid (51%–99% online) Modality:

Method of Instruction	Document typical activities or assignments for each method of instruction
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Other DE (e.g., recorded lectures)	Lectures can be recorded for later review by students.

100% online Modality:

Method of Instruction	Document typical activities or assignments for each method of instruction
Synchronous Dialog (e.g., online chat)	A set time each week may be provided when the instructor is available for synchronous chat to answer questions. Any Live meetings these will be recorded and provided to students in order to give equal access to any students would were not able to attend.
Asynchronous Dialog (e.g., discussion board)	Regular use of asynchronous discussion boards will encourage various types of interaction and critical thinking skills among all course participants. Questions and topics posed will allow students to discuss, compare and contrast, identify, and analyze elements of the course content. Other discussion boards may be used for Q&A and general class discussion by students and instructor to facilitate student success and strengthen student learning outcomes.
Other DE (e.g., recorded lectures)	Lectures can be recorded for later review by students.

Examinations**Hybrid (1%–50% online) Modality**

Online
On campus

Hybrid (51%–99% online) Modality

Online
On campus

Primary Minimum Qualification

RESTAURANT MANAGEMENT

Review and Approval Dates**Department Chair**

09/15/2020

Dean

09/15/2020

Technical Review

10/28/2020

Curriculum Committee

10/28/2020

DTRW-I

MM/DD/YYYY

Curriculum Committee

12/09/2020

Board

MM/DD/YYYY

CCCCO

MM/DD/YYYY

Control Number

CCC000544064

DOE/accreditation approval date

MM/DD/YYYY

