



Beverage Operations – HOSP 135

Hospitality Management Diploma

Course Outline

COURSE IMPLEMENTATION DATE:	September 2018
OUTLINE EFFECTIVE DATE:	September 2021
COURSE OUTLINE REVIEW DATE:	April 2026

GENERAL COURSE DESCRIPTION:

This introductory course explores the tools and equipment needed within a beverage operation. Followed by an in-depth discussion on the characteristics and preparation methods of alcoholic and non-alcoholic beverages including, but not limited to beer, wine, spirits, coffee and tea. Key concepts in the operation and management of a beverage business will be explored to ensure profitability and success. Students will get practical experience in preparing and serving beverages.

Program Information: This course is required for the completion of the Hospitality Management Diploma.

Delivery: This course is delivered face-to-face.

COTR Credits: 3

Hours for this course: 60 hours

Typical Structure of Instructional Hours:

Instructional Activity	Duration
Lecture Hours	45
Seminars / Tutorials	
Laboratory / Studio Hours	15
Practicum / Field Experience Hours	
Other Contact Hours	
Total	60

Practicum Hours (if applicable):

Type of Practicum	Duration
On-the-Job Experience	
Formal Work Experience	
Other	
Total	N/A

Course Outline Author or Contact:

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Signature

APPROVAL SIGNATURES:

Department Head

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Department Head Signature

Dean Signature

EDCO

Valid from: September 2021 – April 2026

Education Council Approval Date

COURSE PREREQUISITES AND TRANSFER CREDIT:

Prerequisites: A minimum of C- (55%) in ACCT 261 or ACCT 263; and,
A minimum of C- (55%) in HOSP 115; and,
A minimum of C- (55%) in either ENGL 100 or COMC 101 or COMC 110.
Serving it Right certificate.

Co-requisites: None

Flexible Assessment (FA):

Credit can be awarded for this course through FA

☒ Yes☐ No

Learners may request formal recognition for flexible assessment at the College of the Rockies through one or more of the following processes: External Evaluation, Worksite Assessment, Demonstration, Standardized Test, Self-assessment, Interview, Products/Portfolio, Challenge Exam. Contact an Education Advisor for more information.

Transfer Credit: For transfer information within British Columbia, Alberta and other institutions, please visit <http://www.cotr.bc.ca/Transfer>.

Student should also contact an academic advisor at the institution where they want transfer credit.

Textbooks and Required Resources:

Textbook selection varies by instructor and may change from year to year. At the Course Outline Effective Date the following textbooks were in use:

Laloganis, J. P. & Schmid, A. W. A. (2018). *Beverage Manager's Guide to Wines, Beers, and Spirits*, The (4th ed). Pearson.

Please see the instructor's syllabus or check COTR's online text calculator
<http://go.cotr.bc.ca/tuition/tCalc.asp> for a complete list of the currently required textbooks.

LEARNING OUTCOMES:

Upon the successful completion of this course, students will be able to

- identify and use the functional tools and equipment in beverage operations, including the effective use of point of sales systems (POS);
 - classify beverages (alcoholic and non-alcoholic) into categories according to ingredients and preparation methods;
 - describe the basic characteristics of beverages, including a selection of standardized recipes and variations;
 - execute guests' beverage requests by preparing and serving a variety of alcohol and non-alcohol beverages according to acceptable industry standards;
 - apply beverage product knowledge to suggest suitable beverages to complement a guest's food choices;
 - summarize the principles of beverage product management throughout the product cycle, in a beverage operation;
 - research and describe basic financial principles to ensure profitability and accountability within the beverage operation;
 - investigate current regulatory requirements for a beverage operator in British Columbia, Canada, and summarize the key points applicable to a restaurant operation; and
 - explore and list various marketing strategies that could be used to increase product awareness, guest satisfaction, as well as profitability of a beverage operation.
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COURSE TOPICS:

- Introduction to beverage management
 - Types of beverage operations
 - The right ambiance
 - Current beverage trends and food pairing
 - Management principles
 - Beverage staff positions
- Tools and equipment
 - Bar layout and design
 - Bar setup and preparation
 - Equipment selection
 - Small Tools
 - POS operations

- Alcoholic beverages
 - Beer
 - Wine
 - Spirits
- Non Alcoholic beverages
 - Coffee
 - Tea
 - Soft drinks and juice
 - Healthy drinks
 - Water
- Beverage management
 - Product selection
 - Purchasing
 - Receiving
 - Storage
 - Issuing
- Financial principles
 - Inventory control
 - Beverage profitability
- Legislation
 - Business licencing
 - BC liquor law
 - Serving it right
- Marketing
 - Marketing beverage trends
 - Guest loyalty
 - Responsible advertising

See instructor's syllabus for the detailed outline of weekly readings, activities and assignments.

EVALUATION AND ASSESSMENT (Face-to-Face Delivery):

Assignments	% of Total Grade
Class discussion and participation	10%
Beverage service operations assignment	20%
Beverage product knowledge assignment	20%
Midterm Exam	25%
Final Exam	<u>25%</u>
Total:	100%

Please see the instructor's syllabus for specific classroom policies related to this course, such as details of evaluation, penalties for late assignments and use of electronic aids.

EXAM POLICY:

Students must attend all required scheduled exams that make up a final grade at the appointed time and place.

Individual instructors may accommodate for illness or personal crisis. Additional accommodation will not be made unless a written request is sent to and approved by the appropriate Department Head prior to the scheduled exam.

Any student who misses a scheduled exam without approval will be given a grade of "0" for the exam.

COURSE GRADE:

Course grades are assigned as follows:

Grade	A+	A	A-	B+	B	B-	C+	C	C-	D	F
Mark (Percent)	≥ 90	89-85	84-80	79-76	75-72	71-68	67-64	63-60	59-55	54-50	< 50

A course grade of "C-" or better is required for credit towards a diploma in Hospitality Management.

ACADEMIC POLICIES:

See www.cotr.bc.ca/policies for general college policies related to course activities, including grade appeals, cheating and plagiarism.

COURSE CHANGES:

Information contained in course outlines is correct at the time of publication. Content of the courses is revised on an ongoing basis to ensure relevance to changing educational, employment and marketing needs. The instructor endeavours to provide notice of changes to students as soon as possible. The instructor reserves the right to add or delete material from courses.