

**EFFECTIVE: JANUARY 2012  
CURRICULUM GUIDELINES**

**A.** Division: Academic Effective Date: **January 2012**

**B.** Department / Commerce & Business Admin.  
Program Area: Hospitality Management

Revision

New Course

If Revision, Section(s)  
Revised:

**A, B, C, H**

Date of Previous Revision:

**January 2011**

Date of Current Revision:

**January 2012**

**C:**

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**M: Course Objectives / Learning Outcomes:**

Students will be able to:

- Identify the physical components of a beverage operation including the bar itself, and the equipment, tools, staff and ambience and layout considerations
- Define and classify various types of spirits, liqueurs, wines and beers
- Prepare and serve different kinds of beers, wines, mixed drinks and spirits common to bar operations in appropriate glassware and garnish
- Explain the production process of alcoholic beverages
- Describe the role, function and activities of marketing within the beverage department
- Describe BC Liquor law and regulations and the principles of responsible beverage service
- Develop, plan, and evaluate beverage menus and wine lists
- Define the role of management within the beverage department
- Communicate the principles and procedures involving purchasing, receiving, storing issuing and inventory of alcoholic beverages

**N: Course Content:****Theory**

- "Serving it Right" Server certification
- The manufacturing process of wine, beer and spirits.
- Management practices for an effective beverage service operation, with emphasis on directing, supervising, scheduling, disciplining and controlling.
- Wine production, classification, service and pairings
- Marketing and merchandising strategies in the beverage department
- Effective bar operation and management

**Practical**

- Proper use of bar tools, equipment and glassware.
- Preparation and service of a variety of cocktails purchasing, g, g

**R:**