Washtenaw Community College Comprehensive Report

CUL 245 Beverage Management
Effective Term: Fall 2018

Course Cover
Division: Business and Computer Technologies
Department: Culinary and Hospitality Management
Discipline: Culinary Arts
Course Number: 245
Org Number: 13510
Full Course Title: Beverage Management
Transcript Title: Beverage Management
Is Consultation with other department(s) required: No
Publish in the Following: College Catalog , Time Schedule , Web Page
Reason for Submission: Course Change
Change Information:
   Consultation with all departments affected by this course is required.
   Course discipline code & number
   Course title
   Course description
   Credit hours
   Total Contact Hours
   Pre-requisite, co-requisite, or enrollment restrictions
   Outcomes/Assessment
   Objectives/Evaluation
Rationale: This course is being reativated and the course number changed. It was previously CUL 250. Credit hours were reduced and a new course number was required.
Proposed Start Semester: Fall 2018
Course Description: This course is designed to introduce students to beverage identification, production, and service strategies for effective management and operational controls. Emphasis will be placed on familiarizing students with the wine and food affinity, alcoholic and non-alcoholic beverages and responsible alcohol service to the dining public. ServSafe Alcohol certification exam is administered in this course. This course contains material previously taught in CUL 250.

Course Credit Hours
Variable hours: No
Credits: 2
Lecture Hours: Instructor: 30 **Student:** 30
Lab: Instructor: 0 **Student:** 0
Clinical: Instructor: 0 **Student:** 0

Total Contact Hours: Instructor: 30 **Student:** 30
Repeatable for Credit: NO
Grading Methods: Letter Grades
Audit
Are lectures, labs, or clinicals offered as separate sections?: NO (same sections)

College-Level Reading and Writing
College-level Reading & Writing

College-Level Math
   No Level Required

Requisites
   Prerequisite
   CUL 110 minimum grade "C"
   and
   Prerequisite
   CUL 145 minimum grade "C"

General Education

Request Course Transfer
   Proposed For:
      Eastern Michigan University
      Ferris State University
      Grand Valley State University
      Michigan State University
      University of Michigan
      Wayne State University
      Western Michigan University

Student Learning Outcomes

   1. Master competencies required to take third party subject area exam in ServSafe Alcohol.
      Assessment 1
         Assessment Tool: National standardized third-party exam (Servesafe Alcohol)
         Assessment Date: Fall 2020
         Assessment Cycle: Every Two Years
         Course section(s)/other population: All students
         Number students to be assessed: All students
         How the assessment will be scored: Externally scored standardized test
         Standard of success to be used for this assessment: 70% of students will score 70% or higher
         Who will score and analyze the data: NRAEF will score the data. Departmental faculty will
         analyze the data.

   2. Recognize and apply laws and procedures related to responsible alcohol service and operational
      beverage management.
      Assessment 1
         Assessment Tool: National standardized third-party exam (ManageFirst)
         Assessment Date: Fall 2020
         Assessment Cycle: Every Two Years
         Course section(s)/other population: All students
         Number students to be assessed: All students
         How the assessment will be scored: Externally scored standardized test
         Standard of success to be used for this assessment: 70% of all students will score 70% or higher
         Who will score and analyze the data: Data will be externally scored, departmental faculty will
         analyze data

Course Objectives
   1. Identify local, state, and federal laws pertaining to the purchase and service of alcoholic beverages.
   2. Discuss the basic production process for distillation and fermentation.

3. Distinguish wines by grape and/or other fruit variety, country, growing region and production process.
4. Evaluate the relationship of beverages to food.
5. Identify and discuss the presentation and service of alcoholic, non-alcoholic and de-alcoholized beverages, including coffee and tea.
6. Identify equipment and glassware used for the beverage preparation and service.
7. Discuss opening and closing procedures of a beverage operation.
8. Discuss the fundamentals and importance of responsible alcohol service.
9. Identify levels of intoxication and methods to control excessive consumption by guests.
10. Discuss Dram Shop Act and liquor law liability.
11. Explain procedures for implementing internal beverage controls.
12. Recognize and apply server responsibility and the law related to responsible alcohol service.
13. Recognize the signs of intoxication and discuss the methods to prevent and manage the over-consumption of alcohol.
14. Discuss how to verify identification.
15. Describe methods used to handle difficult situations with intoxicated guests.

New Resources for Course

Course Textbooks/Resources
Textbooks
National Restaurant Association, ManageFirst. *Bar and Beverage Management*, 2 ed. Chicago: Pearson, 2013, ISBN: 13-272549-1.
NRAEF ServSafe Program. *ServSafe Alcohol: Fundamentals of Responsible Alcohol Service*, 2 ed. Chicago: Prentice Hall, 2009, ISBN: 1582802596.
Manuals
Periodicals
Software

Equipment/Facilities
Level III classroom

Reviewer	Action	Date
Faculty Preparer:		
Alice Gannon Boss	*Faculty Preparer*	*Jan 09, 2018*
Department Chair/Area Director:		
Derek Anders Jr	*Recommend Approval*	*Jan 10, 2018*
Dean:		
Eva Samulski	*Recommend Approval*	*Jan 16, 2018*
Curriculum Committee Chair:		
David Wooten	*Recommend Approval*	*Mar 05, 2018*
Assessment Committee Chair:		
Michelle Garey	*Recommend Approval*	*Mar 06, 2018*
Vice President for Instruction:		
Kimberly Hurns	*Approve*	*Mar 07, 2018*