

FBM A140: BAR MANAGEMENT AND PROFITABILITY

Item	Value
Curriculum Committee Approval Date	10/19/2022
Top Code	130710 - Restaurant and Food Services and Management
Units	1.5 Total Units
Hours	27 Total Hours (Lecture Hours 27)
Total Outside of Class Hours	0
Course Credit Status	Credit: Degree Applicable (D)
Material Fee	No
Basic Skills	Not Basic Skills (N)
Repeatable	No
Open Entry/Open Exit	No
Grading Policy	Standard Letter (S)

Course Description

This course examines the management of beverage operations and provides a brief history and function of wines, beer, spirits, and non-alcoholic beverages in the foodservice industry. The California State required Responsible Beverage Service (RBS) Training Program and Certification Exam will be administered. Formerly FSM A275. Transfer Credit: CSU.

Course Level Student Learning Outcome(s)

1. Demonstrate basic knowledge of beers, wines, and spirits, formulate effective bar management practices relating to design, presentation, service, and sales and identify laws and control methods pertaining to the service and consumption of alcoholic beverages.

Course Objectives

- 1. Identify the areas of operational responsibility and procedures for internal beverage control.
- 2. Discuss and analyze current trends in the beverage industry.
- 3. Describe efficient bar layout and design.
- 4. Demonstrate preparation, presentation, and service of alcoholic and non-alcoholic beverages.
- 5. Identify proper techniques for pricing, selling and serving beverages.
- 6. Explain local, state, and federal laws pertaining to the service and purchase of alcoholic beverages to include the Dram Shop Act and liquor law liability.
- 7. Explain the basic production processes of fermented and distilled beverages.
- 8. Complete The California State required Responsible Beverage Service (RBS) Training Program and Certification Exam.

Lecture Content

Introduction to the Beverage Industry History of beverage industry Scope of the alcoholic beverage industry. Alcohol Service Blood Alcohol

Content (BAC) Compare civil and criminal liability Dram Shop Law Wine Identify the varieties of red and white grapes and describe which grapes make which wines. Compare the various classifications of wine. Plan the procedure for executing a proper wine tasting experience. Spirits Calculate the proof of distilled spirits. Methods of distillation and identify the types of stills. Differentiate between white and brown spirits Compare the various types of spirits identify major attributes describe how each are distilled how each are aged Determine what type of spirits to stock. Beer History of beer from its inception to present day Differentiate between the types of beer. Compare the various ingredients that go into the brewing of beer. Steps in the brewing process Characteristics of a lager beer examples of the types of lager Types of ale Beer Inventory Purchasing Bar Equipment Determine the pieces of equipment needed in the planning of a new beverage outlet. Explain how the various pieces of equipment work and how this interrelates to the selection of equipment that will do the job properly. Select the proper piece of equipment for the job and write a specification for that specific piece of equipment. Bar Layout and Design Explain the components of planning for the layout of a bar. Design a bartender's work station for maximum utilization of space with minimum travel and worker effort. Execute a conceptual bar layout Draw a bar layout showing where each piece of equipment is to go. Employment Law Fair Labor Standards Act to the management functions of a beverage outlet. Organization Structures of different types of beverage outlets Production and Mixology Components that make up a bartending workstation Various styles of glassware Tools that bartenders use to prepare drinks and garnishes Popular cocktails Selling to a Profit Bar's product mix Calculate a selling price Controlling to a Profit Write a product specification for alcoholic and non alcoholic beverages Develop a par stock figure for each beverage item in inventory Establish a set of controls that assure that all beverages that are served are suitably paid for. Marketing Design a marketing plan for a beverage outlet. Compare the advantages and disadvantages of happy hour promotions. The Entrepreneur in You Design, write, and execute a business plan for a beverage outlet. Execute a plan for determining what food and drink to offer the customer.

Lab Content

See Course Content.

Method(s) of Instruction

- Lecture (02)
- DE Live Online Lecture (02S)
- DE Online Lecture (02X)

Instructional Techniques

Lecture, demonstration, video presentation and actual hands-on arranged hours.

Reading Assignments

1.5 hours per week on chapter readings and additional materials provided by the instructor.

Writing Assignments

2.0 hours per week: Assignments will require students to research, visit and assess on-going bar operations. Apply knowledge learned to successful completion of comprehensive assignments, midterm and final exams. Application of skills in the arranged hour portion of the class.

Out-of-class Assignments

Demonstration of Critical Thinking

Quizzes, assignments, midterm, final exam and arranged hour evaluations. Class participation and arranged hours. Completion of ServSafe Alcohol exam.

Required Writing, Problem Solving, Skills Demonstration

Assignments will require students to research, visit and assess on-going bar operations. Apply knowledge learned to successful completion of comprehensive assignments, midterm and final exams. Application of skills in the arranged hour portion of the class.

Eligible Disciplines

Culinary arts/food technology (food service, meat cutting, baking, waiter/w...: Any bachelor's degree and two years of professional experience, or any associate degree and six years of professional experience.

Restaurant management: Any bachelor's degree and two years of professional experience, or any associate degree and six years of professional experience.

Textbooks Resources

1. Required Lalogan, John Peter; Schmid, Albert W.A.. Beverage Manager's Guide to Wines, Beers, Spirits, 4 ed. Pearson , 2018

Rationale: Drysdale's Profitable Beverage Management is a concise yet comprehensive new text covering both the knowledge required for tending bar and the management skills necessary to ensure successful and profitable beverage service. Chapters impart knowledge of wines, spirits, and beers; responsible beverage service; purchasing equipment; and effective beverage management. Freshly written for today's market, the text is up to date with the most recent laws, regulations, and issues concerning beverage management. Emphasis is placed on beverage controls and the legal and business aspects of beverage management.