

# **Jackson Community College**

## **Principles of Beverage Service**

### **Fall Semester 2016**

**CUL 250 -72 (069198) Food Service Management**

**Mondays 6:15 p.m. - 9:15 p.m.**

**Dates: 9/12/16 – 12/19/16**

**3 Credit Hours**

**Syllabi**

**Fall 2016**

**Classroom: JCC @ LISD TECH, Room 209**

**Classroom: JCC @ LISD TECH, Room 105**

**Classroom: JCC @ Lenawee Country Club**

**Instructor: Kyle Mitchell BA**

**Contact info: 517-281-2669**

**E-Mail: Mitchelkylea@jccmi.edu**

**Office Hours: See Jetnet for virtual office information**

#### **Required Texts:**

Beverage Manager's Guide to Wines, Beers and Spirits, The

Author(s): Albert W.A. Schmid

Publisher: Pearson

Copyright year: © 2013

Edition: 3rd

Print ISBN: 9780132706728, 0132706725

eText ISBN: 9780133073409, 0133073408

**Pre-Requisites Required:** CUL 111, ENG 085\*, ENG 090\* and MAT 020\* or higher

**Note:** A 2.0 is a passing grade. Only courses with a passing grade count toward graduation. Other colleges transfer in only courses with passing grades. Many financial aid sources, including most employers, require passing grades. Earning less than a 2.0 in a class results in not being able to participate in the next level of courses in a discipline.

**Course Description:** This course focuses on the study of the beverage service in the hospitality industry which includes spirits, wines, beers and nonalcoholic beverages. Topics include purchasing, resource control, legislation, marketing, physical plant requirements, staffing, service and the selection of wines to enhance foods. Students complete the ServSafe Alcohol training and national examination. Must have Culinary Arts and Hospitality Management Associate's degree (CUR.AAS) as active program of study to enroll.

**Learning Goals:**

1. Understand the importance of beverage management to the profitability of hospitality organizations
2. Develop an appreciation for the best practices used to purchase, store and issue different types of beverages including:
  - ✓ Distilled spirits
  - ✓ Wine
  - ✓ Beer
3. Understand different types of beverage control procedures including theft prevention
4. Develop basic product knowledge of assorted beverages.
5. Develop a basic understanding of responsible alcoholic beverage management
6. Understand the social issues associated with the consumption of alcoholic beverages
7. Develop an understanding of effective bar design
8. Recognize the vocabulary of beverage management
9. Develop an understanding of security issues respective to a bar environment

**IMPORTANT CLASS REQUIREMENTS:**

- A. Current certification in TIPS, ServSafe Alcohol, or a comparable alcohol awareness training program is required to pass this class. An opportunity will be provided for students to obtain certification during the semester at a reduced cost.
  
- B. This course involves tasting alcoholic beverages. All enrolled students are expected to participate in the tastings. It is perfectly legal for students who are 18, 19 and 20 years old to participate. Those students who object to consuming alcoholic beverages are invited to “swish and spit” as do professional tasters, but they may not decline to taste. Any allergies must be brought to the attention of the instructor during the first week of class.

**ANYONE UNWILLING TO COMPLY WITH THE TWO ABOVE REQUIREMENTS SHOULD IMMEDIATELY WITHDRAW FROM THE COURSE.**

**Expectations:**

This is a 200-level course with several prerequisites. It is an advanced elective course in beverage management. Thus, the expectations of your work are high. I am looking for something more than a sophomore-level cursory exploration of the topics. You are studying a topic in depth and should demonstrate a superior understanding of the information (versus an introductory level understanding). In this class, “C” is truly average and it takes something more than average to earn a “B” or better.

Please also remember that while this course tends to be more “fun” than certain other courses, we are still in the business of education and thus you are expected to learn something. In fact, you are expected to learn quite a bit.

Information regarding the course is available online in the University’s Jetnet System.  
**You will receive information from me about the course through JetNet. In order to**

**receive email messages, you need to be certain that the University has your current email address.** Your registered email address is indicated in the student profile in JetNet. It is recommended that you use Firefox or Google Chrome to access JetNet. Other browsers are not as compatible and Chrome is the preferred browser for maximum functionality of JetNet.

### **Attendance Policy for CUL 250:**

Students are expected to attend classes. Attendance will be taken at each class meeting. Missing more than two classes throughout the semester will affect your participation grade. To receive credit for attending class, you must be present during the majority of the class period. Repeated tardiness will also affect your participation grade.

### **GRADE DETERMINATION:**

*An excused absence will allow the student to make-up an Exam before the next class period. It is the student's responsibility to contact the instructor to schedule the Exam. Attendance for the Final Exam is mandatory.*

### **Academic Dishonesty:**

Plagiarism, cheating, or any other form of academic dishonesty will not be tolerated. If academic dishonesty is committed students will be referred to the Dean at Jackson Community College.

### **Learning Support Services:**

Please contact me or Learning Support Services if you would like to discuss a documented disability or other learning concerns.

### **Cell Phones:**

Please turn off or set your cell phone on vibrate during class. If you need to accept a call please leave the classroom and let the instructor know you are leaving.

### **Disruptive Behavior:**

It is important to provide all students with an environment that will not interfere with the learning experience of others. A student demonstrating disruptive or disrespectful behavior will be asked to stop. Failure to do so will result in removal from the classroom following the established JCC policies and procedures.

**Possible points available for the semester:**

The assessment of your learning will result from a number of different sources of information.

1. Class Participation and Preparation	15 @ 10 pts	15%
2. 3 Product Knowledge papers	3 @ 100 pts	20%
3. 3 Product Knowledge presentations	3 @ 50 pts	20%
4. Exams	5@ 50 pts	25%

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Total.....850 pts

**FINAL GRADE SCALE**

- 4.0 = 94-100
- 3.5= 89-93
- 3.0= 84-88
- 2.5= 78-83
- 2.0= 72-77
- 1.5= 66-71
- 1.0= 60-65
- 0.5= 55-59
- 0.0= 0-54

\*Please feel free to ask questions, state opinions, express concerns, and offer suggestions, etc. at any time. It is the intent of this instructor that this class be a comprehensive, enjoyable learning experience.

**Assignments:**

**1. Class Participation and Preparation**

This section of your grade will be assessed based on how prepared you are for class and the level of your participation. This includes having completed the reading and homework (if assigned), positive and verbal participation in tastings, in-class assignments, discussions, team work, etc.

**2. Product Knowledge Paper**

Working alone or with one other student, you will research a category of spirits/beer/wine and write a chapter for an introductory book on spirits/beer/wine. The chapter should be 6-8 pages long, typed and must be formatted similar to normal textbook chapters.

You will address:

- a. legal definition of the spirit/beer/wine

- b. description and history of the category of spirits
- c. variations of the product and levels of quality
- d. countries of origin and production
- e. key producers
- f. pricing practices
- g. popularity/sales/production statistics
- h. analysis of advertising history
- i. how the spirit is normally consumed, including several key drink recipes
- j. anything else relevant to educating readers on this category of spirits

You should arrange the topics in a logical manner, designed to familiarize the reader with the basic information before moving on to details.

- ✓ Minimum of 8 sources; no more than 4 website sources; no Wikipedia – all web/electronic sources must be reliable and properly cited using APA format.

**The paper is to be submitted via JetNet. You must also turn in a printed copy of the paper the day it is due.**

### **3. Product Knowledge Presentation**

Working again with your partner, you will educate the class on the category of spirits you have been assigned. You will be providing the “lecture” on this product and the professor will provide the tasting (if applicable). You should be prepared to cover the topics addressed in your book chapter. Your audience will potentially be making decisions about including this product (in one or more forms) in their beverage operation. You want to educate them and provide them with important, relevant information. Presentation style should be designed to capture the attention and interest of your audience and to maximize learning. Be creative! Your students will be tested on the basic aspects of this spirits/beer/wine category and their success is, in part, a measure of how well you present the information.

Your presentation should be approximately 20 minutes, leaving 5-10 minutes for questions.

You should also be prepared to answer questions from the class and the professor on the product category and related aspects. **You must post a copy of your Powerpoint on Discussion Board the day of your presentation. You must use Powerpoint, not other types of presentation software. This will assure the presentation will run properly on the classroom computer and that all students can open it from Discussion Board. The**

**campus computer labs have the software available.**

#### **4. Exams**

There will be five exams during the semester and no final exam. Further information on the exams will be provided approximately a week before each exam. *It will be important for you to take notes in class to perform well on the exams. Notes on tastings and guest speakers are equally important to notes on lectures.*

**STUDENTS ARE RESPONSIBLE FOR RETAINING COPIES OF ALL SUBMITTED AND RETURNED WORK UNTIL THEY RECEIVE THEIR COURSE GRADES FROM THE UNIVERSITY.**

#### **Source Citations and Plagiarism:**

Although APA paper citation format is not normally used in book chapters, you are required to do so for this paper. Style manuals are available in print and online. Failure to use proper APA format will result in the paper being returned (ungraded) for correction with the corresponding penalties for lateness.

Any ideas or materials taken from another source for either written or oral presentation must be fully acknowledged. Offering the work of someone else as one's own is plagiarism. Any student who fails to give credit in written or oral work for the ideas or materials that have been taken from another is guilty of plagiarism. If any instance of academic dishonesty is discovered by an instructor, he/she will notify the student and discuss the incident. After discussion, the instructor will take one of, but not limited to the following actions: impose additional course work, ask the student to repeat the work in question, give a failing grade for the assignment, examination or the entire course.

#### **Quality of Writing:**

Throughout your career as a manager or leader, you will be called upon to express yourself in writing. Whether your words appear on paper or on a screen, they will represent you. Please consider the following expectations when completing this CUL 250 assignment:

1. Overall Organization
  - ✓ Clarity of the paper's point or thesis (proper introduction)
  - ✓ Division into logical sections (clearly labeled)
  - ✓ Logical flow of ideas and information
  - ✓ Use of appropriate examples
  - ✓ Appropriate content that complies with the assignment
  - ✓ Suitable concluding paragraph(s)
2. Mechanics and Style

- ✓ Clear and precise language
  - ✓ Freedom from grammatical, punctuation and spelling errors
  - ✓ Clear and concise sentence structure; no sentence fragments
  - ✓ Smooth transitions
3. Use of Sources of Information
- ✓ Clear recognition/citation of the use of others' ideas and information within text of paper
  - ✓ Proper APA format bibliography reflecting all sources cited within the text of the paper (and no sources NOT cited within the text of the paper)

## **How Can I get an “A”?**

### **The “A” Paper**

This paper clearly demonstrates hard work, as well as an appreciation for the complexities of the issue. The excellence of a paper is established in a variety of ways. Overall, ideas are presented in a meaningful sequence. In addition, the writer provides substantial support for her ideas through the use of relevant, cited references, and other evidence and logic. The writer uses appropriate and relevant examples where needed and furnishes the reader with definitions of terminology as deemed appropriate. Overall, the prose of an excellent paper is quite readable. The writer also proposes ideas that challenge the reader to think about the topic.

Specifically and properly complies with all the various specifics of the assignment.

### **The “B” Paper**

The author of a “B” level paper also goes beyond the basic expectations of the assignment. The basic thesis of the paper is clear and the organization is sound. The writer uses multiple citations from different sources. In addition, the paper is devoid of too many errors in grammar, punctuation and spelling.

Complies with all of the various specifics of the assignment.

### **The “C” Paper**

The “C” paper conforms to the basic expectations established in an assignment. An overall thesis or topic is readily apparent. References are cited, and the paper is readable. However, the level of quality in the paper is not equal to those with higher grades. For examples, some flaws in the overall organization or mechanics may be present. The paper often appears to meet only the bare minimum requirements.

Complies with nearly all of the specifics of the assignment.

### **The “D” Paper**

In a paper that receives a grade of D, the overall quality of writing is determined to be poor. In many cases, parts of the assignment may not be completed. A “D” paper will often lack a central theme or thesis, however, it is apparent that an attempt was made to satisfactorily complete the assignment. References in a “D” paper may also be inadequate or inappropriate. Finally, the basic reasoning of a “D” paper may be flawed.

Failure to comply with aspects of the assignment.

### **The “F” Paper**

The writer of an “F” paper has missed important elements of the assignment. The paper may also be plagiarized. The writing quality is poor and may contain a substantial amount of errors in grammar, punctuation and spelling, or may ignore the basic formatting expectations for assignments (e.g. typed, numbered pages, etc).

### **CLASS SCHEDULE** (Subject to Change)

<b>Date</b>	<b>In class Lecture</b>	<b>Homework/Class Activities</b>
9/12	Introduction Chapter 1: The evolution of Alcoholic Beverages	
9/19	Chapter 2 Alcohol Safety and Professional Beverage Service Unit 1 Exam	Homework: Wine Research Assignment
9/26	Chapter 3 Viticulture: Outside in the Vineyard Wine Research Project Topic Due	In Class: Wine Tasting Homework: Wine Research Assignment
10/3	Chapter 4 Enology: Inside the Winery	In Class: Wine Tasting Homework: Wine Research Assignment,
10/10	Chapter 5 Wine Regulations and Labeling Methods	In Class: Wine Tasting Homework: Wine Research Assignment

10/17	Chapter 6 The Wine Styling Approach	In Class: Wine Tasting Homework: Beer Research Assignment
10/24	Chapter 7 Other Wines: Sparkling, Fortified and Dessert Wines Unit 2 Exam	In Class: Wine Tasting Homework: Beer Research Assignment
10/31	Chapter 8 The Brewery: Beer Production and Other Fermented Beverages Beer Research Project Topic Due	In Class: Beer Tasting Homework: Beer Research Assignment
11/7	Chapter 9 Ales and Lagers of the World Beer Presentations Unit 3 Exam	In Class: Beer Tasting Homework: Beer Research Assignment
11/14	Chapter 10 The Distillery: Spirits and Liqueurs of the World Spirit Research Project Topic Due	In Class: Spirit Tasting Homework: Spirit Research Assignment
11/21	Chapter 11 Mixology: The Art and Science of the Cocktail Unit 4 Exam	In Class: Spirit Tasting Homework: Spirit Research Assignment
11/28	Chapter 12 Constructing the Beverage Concept	In Class: Spirit Tasting Homework: Spirit Research Assignment
12/5	Chapter 13 Managing for Profit Presentations (Beer/wine/spirit)	In Class: Miscellaneous Tasting
12/12	Chapter 14 Marketing the Beverage Establishment Presentations (Beer/wine/spirit) Unit 5 Exam	In Class: Miscellaneous Tasting
12/19	Presentations (Beer/wine/spirit)	In Class: Miscellaneous Tasting

