

**Course Evaluation Measures Menu**

**Course number: HRI 210**

**Course title: Beverage Management**

**Campus location(s): Dover, Georgetown, Stanton, Wilmington**

**Effective semester: 202151**

**Core Course Performance Objectives**

1.Describe the overall beverage industry, including its history and its current state, as well as its future outlook in various hospitality venues. (CCC 1; PGC 4, 6)

2. Summarize the legal controls and the typical issues and consequences that relate to the beverage industry and responsible alcohol service. (CCC 1, 2, 3, 4, 6; PGC 4, 6)

3. Distinguish among the categories of alcoholic beverages, including variety, origin, ingredients, method of production, and trends on menus. (CCC 1, 5; PGC 4, 6)

4. Describe typical bar personnel and management functions, bar operations, bar types, bar equipment, and the creation and maintenance of a bar business. (CCC 1, 2, 3, 6; PGC 1, 3)

5. Analyze and develop beverage purchasing and pricing strategies, and document proper beverage storage techniques. (CCC 1, 2, 5, 6; PGC 4, 6)

6. Describe beverage employee activities related to hiring, training, customer service, inventory, and theft control. (CCC 1, 2, 3, 4, 6; PGC 4, 6)

**Summative Evaluations**

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| **Evaluation Measures:** | **CCPO(s)** |
| 3-5 Tests: 5-40 written/multiple choice/true false, questions and fill-in   * Spirits * Beer and wine * Bar Management * Other current topics | **1, 2, 3, 4, 5, 6** |
| Final Comprehensive Exam: 25-50 written/multiple choice/true false questions and fill-in answer | **1, 2, 3, 4, 5, 6** |
| Research Assignments: (2)   * Beverage Trend article (approx. 750 words or 1.5 pages) * Spirits Presentation | **1, 3, 5** |

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| Beverage Management Project to include:   * An Outline or Concept * Business Proposal * List Mapping Plan * Beverage Menu | **3, 4, 5, 6** |
| * ServSafe® Alcohol certification exam * Delaware Commissioner’s Rules’ Test | **1, 2, 3** |

**FINAL COURSE GRADE**

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| **Evaluation Measure** | **Percentage of final grade** |
| Quizzes, Homework, Journal (Formative) | 5% |
| Tests (Equally Weighted, Summative) | 25% |
| Final Comprehensive Exam (Summative) | 20% |
| Assignments: (Summative)  Beverage Trend  Spirits Presentation | 5%  10% |
| Beverage Management Project (Summative) | 15% |
| ServSafe Responsible Alcohol exam (Summative)  Delaware Commissioner’s Rules’ Test (Summative) | 15%  5% |
| TOTAL | 100% |

(Electronic Signature Permitted)

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| **Submitted by (Collegewide Lead):** | Chala Breen | **Date** | 6/10/19 |
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| **Approved by counterparts** | Celeste Mozeik, Richard Rexrode | **Date** | 6/13/19 |
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| **Reviewed by Curriculum Committee** | | **Date** |  |