Term Information

Effective Term: Autumn 2016
Previous Value: Spring 2014

Course Change Information

What change is being proposed? (If more than one, what changes are being proposed?)
Course will be moved to the senior year (4000 level). Additionally, Food Service course (3720) would be included as a prerequisite. Course objectives are updated.

What is the rationale for the proposed change(s)?
Beverage management course deals extensively with alcoholic beverages. Currently most of the students are under 21 and this is a problem considering the topic. Students should be in their final year when they take this course.

What are the programmatic implications of the proposed change(s)?
(e.g. program requirements to be added or removed, changes to be made in available resources, effect on other programs that use the course)?
Hotel Management course will become 2000 level course to replace Beverage Management

Is approval of the request contingent upon the approval of other course or curricular program request? No
Is this a request to withdraw the course? No

General Information

Course Bulletin Listing/Subject Area: Consumer Sci: Hospitality Mgt
Fiscal Unit/Academic Org: Department of Human Sciences - D1251
College/Academic Group: Education & Human Ecology
Level/Career: Undergraduate
Course Number/Catalog: 4610
Previous Value: 2610
Course Title: Beverage Management
Transcript Abbreviation: Bev Mgmt
Course Description: A discussion of the varieties, merchandising and management control of alcoholic and non-alcoholic beverages served in the hospitality industry.
Semester Credit Hours/Units: Fixed: 2

Offering Information

Length Of Course: 14 Week, 7 Week, 4 Week (May Session), 12 Week (May + Summer)
Flexibly Scheduled Course: Never
Does any section of this course have a distance education component? No
Grading Basis: Letter Grade
Repeatable: No
Course Components: Lecture
Grade Roster Component: Lecture
Credit Available by Exam: No
Admission Condition Course: No
Off Campus: Never
Campus of Offering: Columbus
# Prerequisites and Exclusions

<table>
<thead>
<tr>
<th>Prerequisites/Corequisites</th>
<th>Prereq: 2600 (230), 3720 or enrollment in Culinary Science major.</th>
<th>Senior Standing</th>
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<tbody>
<tr>
<td>Previous Value</td>
<td>Prereq: 1600 (230), or enrollment in Culinary Science major.</td>
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**Exclusions**

Not open to students with credit for 400.

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## Cross-Listings

Cross-Listings

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## Subject/CIP Code

<table>
<thead>
<tr>
<th>Subject/CIP Code</th>
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<td>Baccalaureate Course</td>
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<tr>
<td>Intended Rank</td>
<td>Senior</td>
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<tr>
<td>Previous Value</td>
<td>Sophomore, Junior, Senior</td>
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</table>

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## Requirement/Elective Designation

Required for this unit's degrees, majors, and/or minors

The course is an elective (for this or other units) or is a service course for other units

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## Course Details

**Course goals or learning objectives/outcomes**

- Obtain an understanding of the various aspects of the beverage field: marketing and sales, restaurants, bars, mixology, sanitation, risk management, purchasing, inventorying, providing superior service, liability challenges, entertainment, etc.
- Develop a comprehensive business plan for a beverage establishment of a student’s choice (bar, lounge, nightclub, tavern) – an exercise in writing business plans, team building and presentation skills.
- Review the goals and realities of various departments, job descriptions of key players and revenue and cost centers that support beverage management.
- Explore the tangible and intangible aspects (high touch, high tech) of the field, which frequently determine the fate of industry organizations.
- Analyze the challenges of communicating to and coordinating with maintenance, legal, sales, accounting, vendors, owners, accounts receivables/payables, and local authorities (building department, health department, and law enforcement).

**Previous Value**

- Describe alcohol awareness from a service standpoint
- Describe the Ohio laws related to the service of alcohol
- Describe the various types of alcoholic and non-alcoholic beverages
- Describe the development of a restaurant bar and equipment needs
- Relate the service of beverages to the development of the menu as well as marketing tools used and understand how to purchase, receive, store, and inventory beverages
Content Topic List

• Course orientation
• Responsible Alcohol Service
• Creating and Maintaining a Bar Business, Customer Service
• Bar Equipment, Ergonomics, Work Flow
• Sanitation, Bar Setup/Breakdown, Sustainability
• Employee Management, Training and Conflict Resolution
• Spirits (types, production, occasions, serving)
• Mixology
• Beer
• Purchasing, Receiving, Storage, and Inventory
• Planning for Profit
• Managing Your Bar Business, Control Mechanisms
• Regulations and Legal Issues
• Business Plan Development

Previous Value

• Course orientation
• History of beverage
• The basics of beverage service
• Beverage service responsibilities
• Serving alcohol with care
• Creating and maintaining a bar business
• Bar equipment, sanitation
• Managing your business
• Wine fundamentals
• Wines of France, Italy, Germany, Spain, Portugal, United States
• Food and wine pairing
• Beer, distilled spirits
• The basics of mixology
• Purchasing, receiving, storage, and inventory

Attachments

• 7 Syllabus Beverage Management Spring 2017 Feb 11.pdf: Fall 2016 Syllabus

(Syllabus. Owner: Bujisic,Milos)

Comments

Workflow Information

<table>
<thead>
<tr>
<th>Status</th>
<th>User(s)</th>
<th>Date/Time</th>
<th>Step</th>
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<td>Bujisic,Milos</td>
<td>02/11/2016 08:19 PM</td>
<td>Submitted for Approval</td>
</tr>
<tr>
<td>Approved</td>
<td>Folden Jr,H Eugene</td>
<td>02/17/2016 02:35 PM</td>
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<td>Odum,Sarah A. Zircher,Andrew Paul Warnick,Bryan R. Achterberg,Cheryl L</td>
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CSHSPM 4610

Beverage Management

<table>
<thead>
<tr>
<th>Credit Hours:</th>
<th>2</th>
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<tr>
<td>Semester:</td>
<td>Spring 2017</td>
</tr>
<tr>
<td>Date/Time:</td>
<td>Monday 12:10 pm - 2:00 pm</td>
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<tr>
<td>Classroom:</td>
<td>Journalism Building 300</td>
</tr>
<tr>
<td>Instructor:</td>
<td>Dr. Milos Bujisic</td>
</tr>
<tr>
<td>Office Hours:</td>
<td>Monday 2:10 am - 3:50 pm or by appointment</td>
</tr>
<tr>
<td>Office:</td>
<td>115B Campbell Hall</td>
</tr>
<tr>
<td>Telephone:</td>
<td>(814)-753-2900</td>
</tr>
<tr>
<td>E-mail:</td>
<td><a href="mailto:bujisic.1@osu.edu">bujisic.1@osu.edu</a></td>
</tr>
</tbody>
</table>

Syllabus Guidelines and Support

- Please read this syllabus it contains important information. When you are in the course click in the News as well as review documents in Content. Syllabus elements:
  - Course Description
  - Prerequisites
  - Objectives
  - Communication
  - Course Materials
  - Rules/Policies for Exams/Quizzes
  - Expectations for Student Conduct and Participation
  - Calendar
- Course is organized in weekly modules that can be accessed through Carmen.
  - www.carmen.osu.edu
- Each module will contain all of the materials for that week (e.g. assignments, power point slides).
- All assignments are submitted through Carmen and all communication is done electronically.
• Academic Support
  o YouTube video on Studying tips https://youtu.be/I1U-zDU6aQ0
  o Getting started with Carmen: https://resourcecenter.odee.osu.edu/carmen/getting-started-student
  o How to navigate in Carmen: https://resourcecenter.odee.osu.edu/carmen/tips-navigate
  o Carmen Content Support: https://resourcecenter.odee.osu.edu/carmen/content-students

Course Description

A discussion of the varieties, merchandising and management control of alcoholic and non-alcoholic beverages served in the hospitality industry.

Prerequisites

• 1600 (230) or enrollment in Culinary Science major
• 3720
• Senior Standing
• Not open to students with credit for 400.
  o This course brings advanced training in Food and Beverage management.

Relationship to other courses and curriculum

• This course brings advanced training in Food and Beverage management.
• It is advised that students take 3720 course prior to this course.

Course Objectives

Following successful completion of this course, the student should be able to:

• CO1: Obtain an understanding of the various aspects of the beverage field: marketing and sales, restaurants, bars, mixology, sanitation, risk management, purchasing, inventorying, providing superior service, liability challenges, entertainment, etc.
• CO2: Develop a comprehensive business plan for a beverage establishment of a student’s choice (bar, lounge, nightclub, tavern) – an exercise in writing business plans, team building and presentation skills.
• CO3: Review the goals and realities of various departments, job descriptions of key players and revenue and cost centers that support beverage management.
• CO4: Explore the tangible and intangible aspects (high touch, high tech) of the field, which frequently determine the fate of industry organizations.
• CO5: Analyze the challenges of communicating to and coordinating with maintenance, legal, sales, accounting, vendors, owners, accounts receivables/payables, and local authorities (building department, health department, and law enforcement).
Communication

Email Etiquette:
• Please utilize buckeyemail (per university standards)
• Please reference the course number in the subject line
• Please allow 2 business days for a response (note: if your email question is sent at the last minute it may not be possible to send you a response before an assignment is due or a test is given)
• If there is no response to an email after 2 days please send another email as a reminder.
• If emailing about a grade, please note grades and feedback will be posted within 2 weeks of due date listed in Carmen

Netiquette (do’s and don’ts of online communication):
• Be thoughtful that others can and will view discussion posts; please refrain from using inappropriate language
• Respect opinions of others
• Do not plagiarize… ensure you represent your own thoughts and use your own words. Any student that plagiarizes will be reported to Committee of Academic Misconduct.

Technology
• This class will require internet access and access to Carmen
• Students must be proficient with navigating Carmen and posting discussions and taking exams on Carmen; Carmen tutorials can be found online at https://resourcecenter.odee.osu.edu/carmen/getting-started-students
• Carmen technical support can be reached via email at 8help@osu.edu or via telephone at 614-688-HELP
• You will need access to MS Word or similar word processing software and working knowledge regarding formatting of professional documents.

Accessibility of course technology
• This online course requires use of Carmen (Ohio State’s learning management system) and other online communication and multimedia tools. If you need additional services to use these technologies, please request accommodations with your instructor.
• Carmen (Desire2Learn) Accessibility Statement
• CarmenConnect (Adobe Connect) accessibility
• Accessibility in Microsoft Office 2010

Required Course Materials:
This book will provide information required to take quizzes and work on assignments. Additionally book can be used as a reference and provide valuable information for the development of final project and class assignments.

**Beverage establishment visitations**

- A beverage establishment visitation may be organized during the semester
- Visitations will be organized outside of class time and are not mandatory
- Students need to register with professor at least a week before the visitation and should keep their promise of showing up after registering.

**Rules/Policies for Exams/Quizzes**

- **LATE SUBMISSION CRITERIA:**
  Late submissions of activities without legitimate reasons or not informing the instructor beforehand will not be accepted. The grades will be lowered by a letter grade for each day after the deadline
- **GRADING CRITERIA:**
  Final grades will be based on a student's weighted average using the following scale:

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>A</td>
<td>93-100</td>
</tr>
<tr>
<td>A-</td>
<td>90-92</td>
</tr>
<tr>
<td>B+</td>
<td>87-89</td>
</tr>
<tr>
<td>B</td>
<td>83-86</td>
</tr>
<tr>
<td>B-</td>
<td>80-82</td>
</tr>
<tr>
<td>C+</td>
<td>77-79</td>
</tr>
<tr>
<td>C</td>
<td>73-76</td>
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<tr>
<td>C-</td>
<td>70-72</td>
</tr>
<tr>
<td>D+</td>
<td>67-69</td>
</tr>
<tr>
<td>D</td>
<td>60-66</td>
</tr>
<tr>
<td>E</td>
<td>59% or less</td>
</tr>
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</table>

- **GRADES:**
  The course grade percentage is determined by the combined scores obtained in the following:

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Points:</th>
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<tbody>
<tr>
<td>Mid Term Exam 1</td>
<td>150</td>
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<tr>
<td>Mid Term Exam 2</td>
<td>150</td>
</tr>
<tr>
<td>Attendance &amp; Class Participation</td>
<td>200</td>
</tr>
<tr>
<td>Class project I</td>
<td>100</td>
</tr>
<tr>
<td>Business plan and presentation</td>
<td>400</td>
</tr>
<tr>
<td><strong>Total possible points</strong></td>
<td><strong>1000</strong></td>
</tr>
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</table>

- **Exams**
  - There will be TWO mid-term exams during the course. Each mid-term exam is worth 150 points. The presented exam dates are only tentative. The final dates for exams will be announced during class time. Students are expected to maintain the university honor code.
Total 300 points.
- A typical exam format consists of multiple-choice, true/false and short answer questions. Some questions may involve basic math and may require use of calculator. All of the questions come from the class notes and the textbook. It is VERY helpful to come to classes as exam questions reflect class notes.
- **First mid-term** exam will cover materials from the first 5 weeks of class from the assigned book and from Power Point slides that are posted on Carmen.
- **Second Mid-term** exam will cover materials from week 6 - 10 from the assigned book and from Power Point slides that are posted on Carmen.
- **NO MAKE-UP EXAMS WILL BE GIVEN WITHOUT A VERIFIABLE MEDICAL NOTE.** All make-up exams have to be scheduled in consultation with the class instructor.

### Attendance & Class Participation:
- Students are REQUIRED to attend classes and participate constructively in class discussions. Attendance will be taken periodically. Students with excessive **UNEXCUSED absences (2 or more) will lose points according to the table below.** Students that come to class regularly and participate in class discussions could earn **UP TO 200 points maximum.**
- If you need to miss a class for a justifiable reason please inform instructor ahead of time.
- Just showing up in a class does not guarantee maximum grade for attendance and participation. Additional points will be deducted if a student does not regularly participate in class discussions. Students are expected to engage in the discussion and actively participate in class activities.
- **After each week of discussions students need to post a short (3 to 4 sentences) post with discussion points to Carmen discussion board for the respective week.** These posts will be used to evaluate participation. Posts are due on Friday at 6pm each week.
- Participation & attendance - **200 points**

<table>
<thead>
<tr>
<th>Absences</th>
<th>Points deducted</th>
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<tbody>
<tr>
<td>0, 1 or 2</td>
<td>0</td>
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<tr>
<td>3</td>
<td>40</td>
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<td>4</td>
<td>80</td>
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<td>5</td>
<td>120</td>
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<tr>
<td>6</td>
<td>160</td>
</tr>
<tr>
<td>7 and more</td>
<td>200</td>
</tr>
</tbody>
</table>

### Class project I
- Class projects are done in teams of up to **5 people.**
- **Create a team/group in the first week of classes and keep the same team for the rest of semester.**
- The first class project is due the fifth week of classes.
The objective of this project is to visit a bar/tavern/nightclub and to evaluate their service.

A formal report and PowerPoint presentation should be created and presented during a class (about 8 minutes).

- Power point should focus only on important details and should not have more than 8-10 slides. Have a Power point ready on a flash drive.

Project is worth 100 points

Project specifications:

- Select a beverage establishment (bar, tavern, nightclub...)
- Find out as much information about a venue prior to visit
- Visit a venue and observe their service.
- Evaluate quality of beverage, service, ambiance and prices.
- Create a formal 2 page report (double spaced)
- Create a PowerPoint presentation that should last about 10 minutes
- Presentation and report should include
  - Description of the beverage establishment
  - Evaluation of services
  - Suggestions for the management

Rubric elements:

- Information about establishment
- Evaluation of products
- Evaluation of ambiance
- Evaluation of service
- Evaluation of prices
- Recommendation for management
- Presentation quality

Reports and PowerPoint presentations should be submitted online to Carmen

All team members need to submit Peer Evaluations to Carmen - grades for the project will depend on them - Template for peer evaluations is available in Carmen

One Person per Team should submit this assignment

Report should be in Word or pdf format

PowerPoint presentation should be in MS PowerPoint format

Business plan and presentation

Worth 400 points!

One vehicle for acquiring an understanding of management principles is creating a start-up business plan. The focus of this experience is to select a concept and
create a complete and persuasive business plan that, among other things, will
effectively accomplish the goal of acquiring financing.

- To understand the related entrepreneurial process, students will take a hands-on
  approach. Working in teams of up to **FIVE participants**, students will mutually
decide upon a concept and develop a feasibility study. Exceptions can be made
with professor’s permission. You may request an exception providing a good
reason and a strong rationale.

- Based on team consensus, teams will develop a comprehensive business plan. In
  most cases, the primary objective of your team’s business plan will be to receive
  funding. Your plan will be prepared in THREE major phases and your team will
  present the plan as a written document and present it to the class.

- **Phase I – Concept and Menu (worth 150 points)**
  - **Part 1 – Beverage operations business idea (50 Points)**
    - The initial task of your team is to select and propose a business
      idea to the instructor for approval. You may bring more than one
      concept to the discussion table. Once the decision is made, the
      team MUST stick with the project. This is the LAST chance for
      any of the team members to leave or rejoin other teams without a
      penalty.
    - Concept specifications and rubric:
      - General information about the establishment
        - Concept
        - Location
        - Name
        - Size
        - Ambiance
        - Products
        - Service
        - Price
      - Potential customers
      - Potential competition
      - Potential investment
  
  - **Part 2 – Beverage Menu (100 points)**
    - Menu planning and menu design.
    - The objective is to create a beverage menu that would include
      spirits, beer, wine, cocktails and soft drinks.
    - Menu specifications:
      - Based on the business plan concept and the material
        covered in the class each student team (max 5 per team)
will develop a menu for the beverage establishments that they plan to develop.

- Menu should reflect the nature and the concept of the beverage establishment that a team plans to develop.
- Menu could include (depending from the concept teams should adjust this list):
  - Spirits
  - Cocktails
  - Beer
  - Wine
  - Other

- Menu should be created in the appropriate visual form (use of design software (CorelDraw, Photoshop...) is strongly encouraged but it is not mandatory.
- Menu rubric (other things could be added as well)
  - Appropriate information about the establishment
  - List of drinks
  - Prices
  - Recipes (if cocktails are present on the menu)
  - Design

- Menu can but does not have to include food.
- Pricing and organization of the menu should reflect the principles discussed in the class.
- Menu in an electronic form (pdf, word, jpeg...) should be created and posted to an appropriate Carmen assignments.

- Written concept and menu should be submitted online to Carmen
- There will be no in-class presentations!
- One Person per team should submit this assignment
- Report should be in Word or PDF format
- You can submit concept and menu either as one file or two separate files.

- Phase II - PowerPoint presentation of the final business plan (worth 100 points)
  - Power Point presentations should be submitted online to Carmen
  - All team members need to submit Peer Evaluations
  - One Person per Team should submit this assignment
  - PowerPoint presentation should be in MS PowerPoint 2003/2007/2010 format
- Should last about 15 minutes
- Panel of judges will assess each presentation
- Teams should try to "sell" their presentation to judges
  - Professional appearance and presentation skills are important
  - Maintain steady flow and the dynamics of the presentation so judges would be excited about your project

- **Phase III – Final plan (worth 150 points)**
  - 10 - 15 pages (including Concept)
  - Should include minimum:
    - Executive summary
      - (2 page summary of the market, opportunity, product, pricing, distribution, and promotional programs including your expected results and critical financial information).
    - Objectives, mission statement and keys to success
    - Marketing plan
      - SWOT analysis
      - Marketing Mix
        - Product (Description of product, Objectives for product, Features and Benefits, Product Quality Strategy, Product Service Strategy, Competitive positioning of product, Estimated Costs)
        - Price
        - Promotion
        - Placement (Distribution strategy)
      - Analysis of competition, suppliers and customers
    - Start-up strategy
    - Management and personnel plan
    - Financial plan
      - Startup requirements and startup funding
      - P & L statement (sales and cost forecast)
      - Balance sheet and Cash-flow are not mandatory but add bonus points

- **Final Business Plan should be submitted online to Carmen**
- **Report should be in Word 2003/2007/2010 or pdf format**
- **One Person per Team should submit this assignment**

**Expectations for Student Conduct and Participation:**

- **Classroom Professionalism**
Understand that the classroom environment has a structure, and Professors and students have roles and responsibilities. The Professor will respect the rights of students and asks for the same respect from students. The Professor requests that each student adhere to the following guidelines:

It is the expectation that all students will treat each other student and the Professor with respect and dignity, which includes but is not limited to: Timely attendance, unobtrusive entry and/or exit while class is in session; non-use of cell phone, blackberry, laptop or ipad, or ipod (place on the floor or in your closed purse); non-use of newspaper or other unrelated reading material; body language that indicates a state of conscious awareness, i.e., stay alert (and awake) during classroom time with attention directed at the designated speaker (Professor or fellow students)

- **Class Preparation**
  The Professor works under the premise that students read the assigned chapters, articles, review questions and online PowerPoints in advance of class. Sharing your thoughts in-class and demonstrating that you read the chapter will improve your participation grade. Therefore, **please be prepared to discuss/answer questions pertaining to assigned chapters: key terms and concepts, review questions, internet exercises and case studies (when assigned)**. The professor will not cover all assigned readings in their entirety, but will supplement the textbook material by relating real world circumstances to the academic assignments, and providing clarifications at your request. While the Professor will make strong efforts to acquaint himself with each student, it is the student's responsibility to "present her/himself" during class to the Professor and to fellow students in order to earn a higher participation grade (A or B).

- **Academic Misconduct**
  The Ohio State University’s *Code of Student Conduct* (Section 3335-23-04) defines academic misconduct as: “Any activity that tends to compromise the academic integrity of the University, or subvert the educational process.” Examples of academic misconduct include (but are not limited to) plagiarism, collusion (unauthorized collaboration), copying the work of another student, and possession of unauthorized materials during an examination. Ignorance of the University’s code of student conduct is never considered an “excuse” for academic misconduct.

- **Course Accommodations**
  Any student who feels s/he may need an accommodation based on the impact of a disability should contact one of the instructors privately to discuss specific needs. The Office of Disability Services is relied upon for assistance in verifying the need for accommodations and developing accommodation strategies. Please contact the Office for Disability Services in Room 150 Pomerene Hall to coordinate reasonable accommodations.

- **Grievances and Solving Problems**
  According to University Policies, available from the Division of Student Affairs, if you
have a problem with this class, You should seek to resolve a grievance concerning a grade or academic practice by speaking first with the instructor or professor, then, if necessary, with the Department Chairperson, College Dean, and Provost, in that order. Specific procedures are outlined in Faculty Rule 3335-7-23 which is available from the Office of Student Life, 208 Ohio Union.

- **Statement on Diversity**
The Department of Consumer Science affirms the importance and value of diversity in the student body. Our programs and curricula reflect our multicultural society and global economy and seek to provide opportunities for students to learn more about persons who are different from them. Discrimination against any individual based upon protected status, which is defined as age, color, disability, gender identity or expression, national origin, race, religion, sex, sexual orientation, or veteran status, is prohibited.

- **FERPA and Privacy:**
As a student, your educational records are considered confidential. Under FERPA (Family Educational Rights and Privacy Act), your records are confidential and protected. Under most circumstances your records will not be released without your written and signed consent. However, some directory information may be released to third parties without your prior consent unless a written request to restrict this is on file.

- **Class Flexibility:**
To allow flexibility for chapter discussions during the term, the instructor reserves the right to alter topic dates (announced in-class to all students at least one week in advance).

- **Academic Honesty**
Cases of academic impropriety of any type will be dealt with in accordance with the Code of Student Conduct of the Ohio State University

- **Intellectual property**
**Course Audio and Video Recording:** Video or audio recording of classes without the explicit written permission of the instructor/professor is a violation of the Code of Student Conduct or Students who wish to record their classes must first obtain written permission of the instructor/professor. Otherwise, such recording constitutes a violation of the Code of Student Conduct

**Statement of Student Rights:** “Any student with a documented disability who may require special accommodations should self-identify to the instructor as early in the semester as possible to receive effective and timely accommodations.” (http://ods.osu.edu/)

**Student Generated materials:** Any material generated by a student(s) is copyrighted. Permission must be obtained to use these materials other than the intended purpose inside the course.

**Course materials:** These materials are copyrighted and are owned by the author. Copyrights have been secured or they are considered fair use inside/for the course but this does not apply to uses outside of the course.

- **Mental Health Statement**
A recent American College Health Survey found stress, sleep problems, anxiety, depression, interpersonal concerns, death of a significant other and alcohol use among the top ten health impediments to academic performance. Students experiencing personal problems or situational crises during the quarter are encouraged to contact the OSU Counseling and Consultation Services (614-292-5766; http://www.ccs.ohio-state.edu) for assistance, support and advocacy. This service is free and confidential.
# Class Calendar – Spring 2017

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<th>Week</th>
<th>Contents</th>
<th>DUE Dates</th>
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<td>Week 1</td>
<td>Objective: CO1</td>
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</tr>
<tr>
<td></td>
<td>January 11 Syllabus &amp; Chap 1 - The Beverage Industry</td>
<td></td>
</tr>
<tr>
<td>Week 2</td>
<td>Martin Luther King Day - no classes, offices closed</td>
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<tr>
<td></td>
<td>January 18</td>
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<td>Week 3</td>
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<td></td>
<td>January 25 Chap 2 - Responsible Alcohol Service</td>
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<tr>
<td></td>
<td>Chap 3 - Creating and Maintaining a Bar Business, Customer Service</td>
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<tr>
<td>Week 4</td>
<td>Objective: CO1, CO4</td>
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<td></td>
<td>February 1 Chap 4 - Bar Equipment, Ergonomics, Work Flow</td>
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<td></td>
<td>Chap 9 – Sanitation, Bar Setup/Breakdown, Sustainability</td>
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<td>Chap 12 - Employee Management, Training and Conflict Resolution</td>
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<tr>
<td>Week 5</td>
<td>Objective: CO4, CO5</td>
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<td></td>
<td>February 8 Class Project I – Power Point presentations</td>
<td>Class project I 100 points - paper and PP due before class In class presentations</td>
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<td>Class project I report paper; post assignments to Carmen + in-class presentations</td>
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<tr>
<td>Week 6</td>
<td>Exam 1</td>
<td>Exam - 150 points</td>
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<td>February 15</td>
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<tr>
<td>Week 7</td>
<td>Objective: CO1, CO4</td>
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<tr>
<td></td>
<td>February 22 Chap 5 – Spirits (types, production, occasions, serving)</td>
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<tr>
<td>Week 8</td>
<td>Objective: CO1, CO4</td>
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<td></td>
<td>February 29 Chap 10 - Mixology, Part One</td>
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<td></td>
<td>Chap 11 - Mixology, Part Two</td>
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<tr>
<td>Week 9</td>
<td>Objective: CO1, CO3, CO4</td>
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<td>March 7 Chap 8 – Beer</td>
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<td></td>
<td>Chap 13 - Purchasing, Receiving, Storage, and Inventory</td>
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<td>Week 10</td>
<td>No Class – Spring Break</td>
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<tr>
<td>Week 11</td>
<td>Exam 2</td>
<td>Exam - 150 points</td>
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<td>March 21</td>
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<tr>
<td>Week 12</td>
<td>Objective: CO1, CO2, CO3, CO4, CO5</td>
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<td>March 28 Chap 14 - Planning for Profit</td>
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<tr>
<td>Week</td>
<td>Objective: CO2</td>
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<tr>
<td>Week 13</td>
<td>Business plan concept and menu (phase I) - post assignment to Carmen</td>
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<td>Week 14</td>
<td>Business plan final presentation – Power Point (Phase II) – Post assignments to Carmen + in class presentations day 1</td>
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<tr>
<td>Week 15</td>
<td>Business plan final presentation – Power Point (Phase II) – in class presentations day 2</td>
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<tr>
<td>Finals Week</td>
<td>Business plan final written report due (Phase III) Post to assignments to Carmen</td>
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BP Concept and Menu 150 points – due

BP presentation 100 points – due on Carmen
In class presentations

BP final 150 points due May 3, 12:00 pm