



HOSP-135 – Beverage Operations

Business

Effective Term & Year: Fall 2022
Course Outline Review Date: 2026-04-01

Program Area: Tourism, Recreation, & Hospitality

Description:

This introductory course explores the tools and equipment needed within a beverage operation. Followed by an in-depth discussion on the characteristics and preparation methods of alcoholic and non-alcoholic beverages including, but not limited to beer, wine, spirits, coffee and tea. Key concepts in the operation and management of a beverage business will be explored to ensure profitability and success. Students will get practical experience in preparing and serving beverages.

Program Information:

This course is required for the completion of the Hospitality Management Diploma.

Delivery Methods: On-campus (Face-to-Face)

Credit Type: College of the Rockies Credits

Credits: 3

Instructional Activity and Hours:

Activity	Hours
Classroom, Directed Studies or Online Instruction	45
Seminar/Tutorials	
Laboratory/Studio	15
Practicum/Field Experience	
Co-op/Work Experience	

Other

Total	60
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Course Requisites:

- Complete all of the following
 - Earned a minimum grade of C- (55%) in at least 1 of the following:
 - [HOSP115](#) – Food and Beverage Service (3)
 - Earned a minimum grade of C- (55%) in at least 1 of the following:
 - [ACCT261](#) – Introductory Financial Accounting 1 (3)
 - [ACCT263](#) – Financial Accounting for Tourism Majors (3)
 - Earned a minimum grade of C- (55%) in at least 1 of the following:
 - [ENGL100](#) – English Composition (3)
 - [COMC101](#) – Technical and Professional Writing (3)
 - [COMC110](#) – Communication for Hospitality Industry (3)
- Serving it Right certificate.

Flexible Assessment: Yes

In some cases students may be able to apply for recognition of prior learning outside the classroom. This flexible assessment process provides equivalent course credit. It is a rigorous process that may include external evaluation, worksite assessment, demonstration, standardized test, self-assessment, interview, products/portfolio, and challenge exam, or other measures as appropriate. Tuition fees apply. Contact an education advisor for more information.

Course Transfer Credit:

For information about receiving transfer credit for courses taken at either British Columbia or Alberta institutions, please see <https://www.bctransferguide.ca/> or <https://transferalberta.alberta.ca> . For more transfer credit information, please visit <https://www.cotr.bc.ca/Transfer>

All requests for course transfer credit from institutions in British Columbia or elsewhere should go to the College of the Rockies Enrolment Services office.

Textbook Resources:

Textbook selection varies by instructor and may change from year to year. At the Course Outline Effective Date the following textbooks were in use:

Lalogan, J. P. & Schmid, A. W. A. (2018). *Beverage Manager's Guide to Wines, Beers, and Spirits*, The (4th ed). Pearson.

Please see the instructor's syllabus or check COTR's online text calculator <https://textbook.cotr.bc.ca/> for a complete list of the currently required textbooks.

Learning Outcomes:

Upon the successful completion of this course, students will be able to:

- Identify and use the functional tools and equipment in beverage operations, including the effective use of point of sales systems (POS).
 - Classify beverages (alcoholic and non-alcoholic) into categories according to ingredients and preparation methods.
 - Describe the basic characteristics of beverages, including a selection of standardized recipes and variations.
 - Execute guests' beverage requests by preparing and serving a variety of alcohol and non-alcohol beverages according to acceptable industry standards.
 - Apply beverage product knowledge to suggest suitable beverages to complement a guest's food choices.
 - Summarize the principles of beverage product management throughout the product cycle, in a beverage operation.
 - Research and describe basic financial principles to ensure profitability and accountability within the beverage operation.
 - Investigate current regulatory requirements for a beverage operator in British Columbia, Canada, and summarize the key points applicable to a restaurant operation.
 - Explore and list various marketing strategies that could be used to increase product awareness, guest satisfaction, as well as profitability of a beverage operation.
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Course Topics:

- Introduction to beverage management
 - Types of beverage operations
 - The right ambiance
 - Current beverage trends and food pairing
 - Management principles
 - Beverage staff positions
- Tools and equipment
 - Bar layout and design
 - Bar setup and preparation
 - Equipment selection

- Small Tools
- POS operations
- Alcoholic beverages
 - Beer
 - Wine
 - Spirits
- Non Alcoholic beverages
 - Coffee
 - Tea
 - Soft drinks and juice
 - Healthy drinks
 - Water
- Beverage management
 - Product selection
 - Purchasing
 - Receiving
 - Storage
 - Issuing
- Financial principles
 - Inventory control
 - Beverage profitability
- Legislation
 - Business licencing
 - BC liquor law
 - Serving it right
- Marketing
 - Marketing beverage trends
 - Guest loyalty
 - Responsible advertising

See instructor's syllabus for the detailed outline of weekly readings, activities and assignments.

Evaluation and Assessments

Assessment Type: On-Campus (face-to-face)

Assessment Type	% of Total Grade
Class discussion and participation	10%
Beverage service operations assignment	20%
Beverage product knowledge assignment	20%
Midterm Exam	25%
Final Exam	25%
Total	100%

Grade Scheme

A+	A	A-	B+	B	B-	C+	C	C-	D	F
>=90	89-85	84-80	79-76	75-72	71-68	67-64	63-60	59-55	54-50	<50

Pass requirements: None

Evaluation Notes: A minimum grade of C (60%) is required for credit towards a diploma in Hospitality Management.

Exam Attendance:

Students must attend all scheduled exams at the appointed time and place. Instructors may approve an alternate exam to accommodate an illness or personal crisis. Department heads will consider other written requests. Any student who misses a scheduled exam without prior approval will receive a "0" on the exam.

Academic Policies:

College of the Rockies policies related to courses can be found at <https://cotr.bc.ca/about-us/college-policies/> and include the following:

- Policy 2.4.3 Students with Documented Disabilities
- Policy 2.4.4 Student Conduct (plagiarism, other cheating, behavioral misconduct)
- Policy 2.5.8 Academic Performance
- Policy 2.5.3 Grade Appeal
- Policy 2.4.9 Student Concerns Re Faculty

Course Changes:

The College of the Rockies updates course outlines regularly to meet changing educational, employment and marketing needs. The instructor will notify students in writing of any updates to this outline during the semester. The instructor reserves the right to revise, add or delete material while meeting the learning outcomes of this course outline.