CULINARY ARTS INSTITUTE
FOOD SERVICE MANAGEMENT/CULINARY ART PROGRAM
FSMGMT 116 - BEVERAGE MANAGEMENT
SYLLABUS
SPRING 2013

Section: 3267
Units: 3
Location: Culinary Arts Institute Building – Rm. 232
Hours: Tuesday
Lecture – 3:30pm-6:40pm
Texts:

- The Bar and Beverage Book, Fifth Edition, ISBN: 978-0-47024-8454
- ServSafe Alcohol with Official ScanTron Mandatory, ISBN: 978-1-58280-2596

Chef Instructor: Chef Louis Eguaras, CPFC
Phone: 818.364.7706
Email: eguaralj@lamission.edu
Office Location: Culinary Arts Institute Building, Faculty Offices – Rm. 215
Office Hours: By Appointment or Before Class

PREREQUISITE: None

WHAT ARE STUDENT LEARNING OUTCOMES?

- Student Learning Outcomes (SLO's) focus on designing curriculum around answering this question:
- What will a student be able to DO in his/her multiple roles with what he/she learns in the course?
- When instruction focuses on SLO's the learning process is more learner centered and more relevant to a student's life.

STUDENT LEARNING OUTCOMES:

1. Students will analyze procedures within the hospitality industry and determine cost values for restaurant operations. Students will demonstrate and design operational promotional program to increase market segment and revenues. Evaluation: Identification of various costs within the industry will be examined and explained. Portfolio, standardized test (nationally and locally developed), course based assessment will be used.

2. Students will identify various aspects of prime costs within hospitality industry operations. Evaluation: Standards and guidelines will be used to evaluate various components of labor management within the industry.

3. Student will evaluate and explain various aspects and techniques for operational profit and lost in relationship to a Profit and Loss Statement. Evaluation: Standards and guidelines will be used to evaluate various aspects of an Income and Profit and Loss Statement.

COURSE DESCRIPTION:

This course highlights the specific management opportunities and challenges in managing a bar, lounge, or food service establishments serving alcoholic beverages. Significant product knowledge orientation and sampling as well as cost control, purchasing, production and service issues are addressed. Topics addressed will be spirits, mixed drinks, merchandising liquor, micro-brewed beers, wines, beverage controls, storing and valuing alcoholic beverages, the contribution of alcoholic beverages to profits, and the liability and consumer dimensions of alcohol service. Guest speakers will be invited to discuss knowledge in Wine and Wine Pairing items as well.

Course Competencies: Upon completion of the course, the student should be able to:

- Calculate beverage cost percentages
- Forecast sales
- Complete the responsible alcohol awareness component in keeping with state regulations
- Explain laws and procedures related to responsible alcohol service
- Identify and describe the various wine-producing regions and various wines
- List the characteristics of various wines and beers
- Match a variety of foods with appropriate beverages
- Identify state and federal laws pertaining to the purchase and service of alcoholic beverages.
- Identify the preparation, presentation and service of alcoholic and non-alcoholic beverages including coffees and teas. Identify the equipment and glassware used for beverage preparation and service.
- Discuss opening and closing procedures in a beverage operation.

COURSE READINGS:

Additional readings may be brought to class or distributed by the chef instructor. Students are expected to read these materials and integrate them with the textbook's context. The chef instructor may invite guest speakers for a real experience in the field of beverage management in the private and retail sector.

Recommended Reading:

World Wine Education – Author: DiMaggio Washington – ISBN:978-1-4490-9155-2

101 Things I Learned™ in Culinary School – Author: Louis Eguaras - ISBN: 978-0-446-55030-7

Materials and Supplies: Calculator, Scantron for National Restaurant ServSafe Alcohol Exam

UNIFORM CODE: Students must be in proper CAI school uniform at all times. Hats and aprons are necessary only if food is being prepared. By law, students must wear appropriate attire in the food production laboratory. It is the student's responsibility to be dressed in clean, proper attire for all lab periods. If you are not dressed appropriately/complete uniform, you will not be admitted to class, and you will be given an absence for the day. NO EXCUSES!

Complete Uniform:

- White Chef Coat, neckerchief/cravat, white apron, black skull cap, heavy non-slip black shoes with shoe laces/ties or clogs, black or white socks, and houndstooth/checkered pants. Student will be sent home and marked absent if not in full uniform.
- No nail polish, faux nails or rings. Nails must be trimmed and short. No excuse.
- No earrings (studs ok), nose rings or facial piercings.
- No hoodies or sweaters under the chef coat. If you are cold, wear white thermals under the chef coat.

- Completely clean shave or beard and mustache trimmed neat to ¼ inch in length. You will be sent home if you have not shaved and can only return if you have shaved. If you have a beard you must purchase a beard guard and wear in the kitchen during production times.

ATTENDANCE: Culinary Arts Institute's attendance policy approximates the expectations found in a working situation. It is essential that each student learns the discipline of regular and prompt attendance as well as the skills involved in the culinary arts and hospitality industries. At the time the student moves from training into a career, the employer will be very interested in dependability and punctuality. No matter how skilled the person, an employee is valuable only when present on the job. The faculty and staff of Culinary Arts Institute @ LAMC consider each moment in class imperative for success. When the student is not in the classroom, the information missed cannot be recaptured. If a student misses 3 class days, the chef instructor can and may drop the student from the class.

MISSED WORK: If a student arrives late to class, and a test is still in progress, the student may take the test with no penalty. If a student misses a test or an assignment, the test/assignment will have ten (10) points deducted from the score. The student must contact his/her chef instructor to arrange to make-up the test/assignment prior to his/her return to the next scheduled class. If a student does not contact the chef instructor to make-up the test assignment before the day he/she returns to the next scheduled class, the student will receive a zero (0) for the test/assignment.

ASSIGNMENTS & EVALUATION:

1.	4 Quizzes @ 25 points	=	100
2.	Assignments/Homework	=	200
3.	Midterm/Final Exam	=	200
4.	Special Project (2)	=	200
5.	Attendance	=	300
	Total Points	=	1000

GRADING SCALE:

900-1000	= A
800-899	= B
700-799	= C
600-699	= D
599-below	= F

STUDENTS WITH SPECIAL NEEDS: If you have any health impairments that require regular medication, or any disability that might affect your performance in the class or lab, and would like your chef instructor to make special accommodations, please call our campus Special Services Director at 818-364-7734 as soon as possible. They will help you arrange special accommodations for your classes. The special needs of each student are met, in part, by:

1. Group discussion at the "peer" level, providing for the interchange of ideas
2. Reading materials supplementing the required text material
3. Availability of the teacher for personal interviews and referral to appropriate community resources as indicated.

DIETARY SERVICE SUPERVISOR STUDENTS: FOOD SERVICE MANAGEMENT 101: Students will learn to ensure that all foods are served by methods that conserve nutritive value, flavor and appearance and all foods are prepared in a form designed to meet individual needs. All substitutions should be similar nutritive value. Student's competency will be demonstration and evaluated by the Registered Dietitian/Professor.

COLLEGE RESOURCES FOR STUDENTS

Admissions and Records: Students can register for classes, request transcripts, file petitions for graduation, and drop classes at this office. For more information call 818-833-3322 or visit: http://www.lamission.edu/admissions/

Assessment Center: Offers student assessments in English, English-as-a-Second-Language (ESL) and Mathematics. Please contact the Assessment Center at (818) 364-7613 for more information or visit http://www.lamission.edu/assessment/

Bookstore: For hours of operation, book availability, buybacks, and other information call 818-364-7767 or 7768 or visit http://eagleslanding.lamission.edu/default.asp

Counseling Department Office: For appointments and information call 818-364-7655 or visit http://www.lamission.edu/counseling/

Disabled Students Programs and Services (DSP&S): For appointments, eligibility and information call 818-364-7732 or visit http://www.lamission.edu/dsps/

Extended Opportunity Programs and Services (EOPS): For appointments, eligibility and information call 818-364-7645 or visit http://www.lamission.edu/eops/

Financial Aid: For information and applications call 818-364-7648 or visit http://www.lamission.edu/financialaid/

Library: For information on hours, resources, workshops, and other services contact 818-364-7106 or visit http://www.lamission.edu/library/

Tutoring Services in Learning Center: Laboratories for Learning, Writing, Math &Science. Walk-in and appointment services offered. Call 818-364-7754 or visit www.lamission.edu/learningcenter/

CULINARY ARTS INSTITUTE
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FSMGMT 116 - BEVERAGE MANAGEMENT
TUESDAYS – 3:30pm-6:40pm
Course Outline
Spring 2013

Please note that the schedule below may be subject to change.

WEEK 1	DATE	TOPIC	ASSIGNMENTS
Day 1 TUES	2/5	First Day! • Introductions; Methodology of course study; Class Objectives; Course Outline; Syllabus; Class Assignments & Readings The Culinary Arts Institute@ Los Angeles Mission College welcomes all students for an exciting spring semester 2012! SERVSAFE ALCOHOL (Lecture): - The Beverage Industry - Alcohol Law and Your Responsibility - Lab: In-class exercise.	ServSafe Alcohol - 2nd Edition Readings: Chapter 1 (homework)
WEEK 2	DATE	TOPIC	ASSIGNMENTS
Day 2 TUES	2/12	SERVSAFE ALCOHOL (Lecture): - Beer - Recognizing and Preventing Intoxication - Lab: In-class exercise. Work on Project.	ServSafe Alcohol - 2nd Edition Review: Chapter 1 and Class Dialogue Readings: Chapters 2 (homework)
WEEK 3	DATE	TOPIC	ASSIGNMENTS
Day 3 TUES	2/19	SERVSAFE ALCOHOL (Lecture): - Recognizing and Preventing Intoxication	ServSafe Alcohol - 2nd Edition Review: Chapter 2 and Class Dialogue QUIZ #1 on Chapter 1.
WEEK 4	DATE	TOPIC	ASSIGNMENTS
Day 4 TUES	2/26	SERVSAFE ALCOHOL (Lecture): - Wine Appreciation	ServSafe Alcohol - 2nd Edition Readings: Chapter 3 Guest Speaker: DiMaggio Washington, Sommelier
WEEK 5	DATE	TOPIC	ASSIGNMENTS
Day 5 TUES	3/5	SERVSAFE ALCOHOL (Lecture) - Checking Identification	ServSafe Alcohol - 2nd Edition Review Chapter 3 and Class Dialogue QUIZ #2 on Chapter 2.
WEEK 6	DATE	TOPIC	ASSIGNMENTS
Day 6 TUES	3/12	SERVSAFE ALCOHOL (Lecture) - Handling Difficult Situations	ServSafe Alcohol - 2nd Edition Readings: Chapter 4 QUIZ #3 on Chapter 3.

WEEK 7	DATE	TOPIC	ASSIGNMENTS
Day 7 TUES	3/19	SERVSAFE ALCOHOL (Lecture) - Review for Midterm Exam	ServSafe Alcohol - 2nd Edition Review: Chapter 4 and Class Dialogue Quiz #4 on Chapter 4.
WEEK 8	DATE	TOPIC	ASSIGNMENTS
Day 8 TUES	3/26	SERVSAFE ALCOHOL -MIDTERM EXAM	ServSafe Alcohol - 2nd Edition Midterm Final – Bring ServSafe Scantron
WEEK 9	DATE	TOPIC	ASSIGNMENTS
Day 9 TUES	4/2	SPRING BREAK – NO CLASS	SPRING BREAK – NO CLASS
WEEK 10	DATE	TOPIC	ASSIGNMENTS
Day 10 TUES	4/9	The Bar and Beverage Book (Lecture): - Chapter 1: The Beverage Industry, Yesterday and Today - Chapter 2: Responsible Alcohol Service - Chapter 3: Creating and Maintaining a Bar Business	The Bar and Beverage Book: Readings: Chapters 1 through 3 FIELD TRIP TO RANCHO SANTIAGO!
WEEK 11	DATE	TOPIC	ASSIGNMENTS
Day 11 TUES	4/16	The Bar and Beverage Book (Lecture): - Chapter 4: Bar Equipment - Chapter 5: The Beverages: Spirits - Chapter 6: Wine Appreciation	The Bar and Beverage Book: Readings: Chapters 4 through 6
WEEK 12	DATE	TOPIC	ASSIGNMENTS
Day 12 TUES	4/23	The Bar and Beverage Book (Lecture): - Chapter 7: Wine Sales and Service - Chapter 8: Beer - Chapter 9: Sanitation and Bar Setup	The Bar and Beverage Book: Readings: Chapters 7 through 9
WEEK 13	DATE	TOPIC	ASSIGNMENTS
Day 13 TUES	4/30	The Bar and Beverage Book (Lecture): - Chapter 10: Mixology, Part One - Chapter 11: Mixology, Part Two - Chapter 12: Employee Management	The Bar and Beverage Book: Readings: Chapters 10 through 12
WEEK 14	DATE	TOPIC	ASSIGNMENTS
Day 14 TUES	5/7	The Bar and Beverage Book (Lecture): - Chapter 13: Purchasing, Receiving, Storage, and Inventory - Chapter 14: Planning For Profit	The Bar and Beverage Book: Readings: Chapters 13 through 14
WEEK 15	DATE	TOPIC	ASSIGNMENTS
Day 15 TUES	5/14	The Bar and Beverage Book (Lecture): - Chapter 15: Managing your bar business - Chapter 16: Regulations	The Bar and Beverage Book: Readings: Chapters 15 through 16

WEEK 16	DATE	TOPIC	ASSIGNMENTS
Day 16 TUES	5/21	Review for Final Exam	
WEEK 17	DATE	TOPIC	ASSIGNMENTS
Day 17 TUES	5/28	Final Exam and class grade	GOOD LUCK!

HOLIDAYS (College CLOSED)

Martin Luther King – January 21 President's Day – February 15-18
Cesar Chavez Day – April 1 Spring Break – March 29-April 5 Memorial Day – May 27

IMPORTANT DATES

Last day to process Audit Add Request ..... February 15
Last day to petition for Credit/No-Credit ..... March 8
Last day for Section Transfer ..... March 8
Deadline to petition for Spring/Summer 2013 Graduation... ..... March 29
Classes end ..... May 25
FINAL EXAMS ..... May 28 - June 3
Graduation Day ..... June 4
PRIORITY Registration Dates - Enrollment is by appointment only, through the Internet
(You may not register before your appointment date and time.)
EOPS, DSPS Foster Youth and Veterans ..... November 26 to 28
Continuing Students ..... Nov. 29 to Dec. 23
New and Re-entering Students ..... December 24
ADD Dates - *Late ADDs are not permitted*
Deadline to add full term (16-week) classes (In Person) ..... February 15
(Short Term Classes Have Different Deadlines-Check with Your Instructor)
DROP Dates (16-week classes)
Drop classes without receiving a "W" with refund (In Person)..... February 18*
Drop classes without receiving a "W" with refund (Internet) ..... February 18*
Drop classes without incurring fees or with a refund
(Registration/parking/non-resident fees – 16-week semester-length classes)
In Person/Internet ..... February 18*
NOTE: Contact the Offi ce of Admissions & Records for deadlines on late start, short-term, and special program classes.
Drop classes with a "W" *(Letter grade is required from this date forward)*
In Person ..... May 3
Internet ..... May 5
**PLEASE NOTE: The District required earlier and revised deadlines starting Summer 2012. A "W" will appear on your transcript record after this date. REMINDER: There is a new LACCD enrollment limit. The limit is now three times to take a class and includes both substandard grades and withdrawals. (See Important Notice, page 3)*

If you stop attending a class (or wish to drop a class), YOU MUST DROP THE CLASS YOURSELF – OFFICIALLY – on or before May 5, 2013 (Internet). Failure to do so may result in a grade of "F" in that class.

NOTE: Remember to check this fall 2013 Schedule and register early! Classes may be cancelled due to low enrollment or classes may be full and closed. There are no "wait lists" available at LA Mission College.