

COURSE APPROVAL DOCUMENT
Southeast Missouri State University

Department: Management _____

Course No. HM250

Title of Course: Introduction to Beverage Management

Date: 9/13/2018

Please check: New
 Revision

I. Catalog Description (Credit Hours of Course): A study of the production, distribution, and responsible sale of alcoholic and non-alcoholic beverages, as well as industry history and trends. (3 credit hours).

II. Prerequisite(s): N/A

Co-requisite(s): N/A

III. Purposes or Objectives of the Course (optional):

A. Demonstrate an understanding of evaluation methods and tools, as well as the production, distribution, and responsible sale of wine, spirits, beer, and non-alcoholic beverages.

B. Demonstrate an understanding of the history, trends, and cultural impact of alcoholic and non-alcoholic beverages.

C. Utilize publications from academic, trade, government, and professional organizations, and identify their roles in the beverage management industry.

IV. Course Learning Outcomes (Minimum of 3):

A. Identify, define and explain key terms related to the evaluation, production, distribution and responsible sale of wine, spirits, beer, and non-alcoholic beverages.

B. Describe and discuss the organizational structure, history, trends, and cultural impact of the wine, spirits, beer, coffee, and tea industries.

C. Demonstrate an understanding of how to develop and market a beverage product and retail operation.

V. Names of Faculty Qualified to Teach the Proposed Course:

A. Nicholas Johnston

B. Quantella Noto


VI. Course Content or Outline (Indicate number of class hours per unit or section):

	<u>Hours</u>
A. An Introduction to Alcoholic Beverages	
1. The evolution of alcoholic beverages	4
2. Responsible service and sale of beverages	2
B. An Exploration of Wines	
3. Viticulture: Outside in the vineyard	3
4. Enology: Inside the winery	3
5. Wine regulations and labeling methods	3


6. The wine styling approach	3
7. Other wines: Sparkling, fortified and dessert	3
C. An Exploration of Beers	
8. The brewery: Beer production and other fermented beverages	3
9. Ales and lagers of the world	3
D. An Exploration of Spirits	
10. The distillery: Spirits and liqueurs of the world	4
11. Mixology: The art and science of the cocktail	3
A. An Exploration of Non-Alcoholic Beverages	
12. History and production of non-alcoholic beverages	4
E. An Exploration of Bar and Beverage Management	
13. Constructing the beverage concept	3
14. Marketing in the beverage industry	4
<u>Total</u>	<u>45</u>

Attach the following:

- copy of example class syllabus and course schedule.
- memo from Library Dean assessing available and needed library holdings and resources.
- memo(s) from Department Chairs in affected departments stating possible issues and/or conflicts are resolved.

Signature: 
Chair

Date: 11/14/18

Signature: 
Dean

Date: 11/15/18

HM250: INTRODUCTION TO BEVERAGE MANAGEMENT
COURSE SYLLABUS

CONTACT INFORMATION

Course Instructor: Nicholas E. Johnston, PhD, CC

Office: DH 267

Office Hours: MWF 10 – 11am (or by appointment)

E-mail: njohnston@semo.edu

O: 573-651-5087

COURSE INFORMATION

Course/Section: HM250-001

Prerequisites: None

Room: TBD

Class Meeting Time: MWF

REQUIRED TEXT

Drysdale, J.A. (2015). *The Beverage Manager's Guide to Wines, Beers, and Spirits*. Upper Saddle, N.J.: Pearson Education, Inc. ISBN#: 0-13-465530-3

ADDITIONAL TEXT

Laloganes, J.P. (2010). *The Essentials of Wine: With Food Paring Techniques*. Upper Saddle River, N.J.: Prentice Hall. ISBN#: 978-0-13-235172-0

COURSE OVERVIEW

A study of the production, distribution, and responsible sale of alcoholic and non-alcoholic beverages, as well as industry history and trends. (3 credit hours). **This is a 3 credit hour course.**

PURPOSE AND OBJECTIVES OF THE COURSE

- A. Demonstrate an understanding of evaluation methods and tools, as well as the production, distribution, and responsible sale of wine, spirits, beer, and non-alcoholic beverages.
- B. Demonstrate an understanding of the history and cultural impact of alcoholic and non-alcoholic beverages.
- C. Utilize publications from academic, trade, government, and professional organizations, and identify their roles in the beverage management industry.

STUDENT LEARNING OUTCOMES

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

- A. Identify, define and explain key concepts related to the evaluation, production, distribution and responsible sale of wine, spirits, beer, and non-alcoholic beverages.
- B. Describe and discuss the organizational structure, history, and cultural impact of the wine, spirits, beer, coffee, and tea industries.
- C. Demonstrate an understanding of how to develop and market a beverage product and retail operation.

COURSE COMMUNICATION

Communication concerning course updates and announcements will be delivered primarily in class and through e-mail. It is the student's responsibility to attend class and check their SEMO e-mail account regularly. If you have questions about this course please contact Dr. Johnston, first. If Dr. Johnston is unable to answer your question or if you have a complaint about Dr. Johnston then please contact your academic advisor and/or the department chair, Dr. Kevin Dickson (kdickson@semo.edu). Please allow for a reasonable amount of time for response.

GRADING

Formal student evaluation will be based on the following:

Learning Opportunities	Frequency	Points per Activity	Total Points
Assignments	6	20	100
Quizzes	8	50	400
Exams	3	100	300
Group Project - Presentation/Report	1	100	100
Final Exam (Comprehensive)	1	100	100
Total Points			1000

The course grade will be determined by the following criteria:

A = 1000-900

B = 899-800

C = 799-700

D = 699-600

F = 599 and below

OTHER STUDENT RESOURCES

For tutoring, see http://www.semo.edu/lap/tutorial_services.html

For writing assistance (Writing Lab): http://semo.edu/writing/online_submit.html

For assistance with APA formatting, see <http://www.apastyle.org/> or <https://owl.english.purdue.edu/owl/resource/560/01/>

Counseling and Disability Services: <http://www.semo.edu/ucs/>

Campus Health Clinic: <http://www.semo.edu/healthclinic/>

ACCESIBILITY STATEMENT

SOUTHEAST MISSOURI STATE UNIVERSITY'S ACCESSIBILITY PLAN

Southeast Missouri State University will take such means as are necessary to insure that no qualified disabled person is denied the benefits of, excluded from participation in, or otherwise subject to discrimination because Southeast Missouri State University's facilities are physically inaccessible to, or unusable by disabled persons. The accessibility standard required by Federal law for 'existing facilities' is that the recipient's program or activities when viewed in its entirety, must be readily accessible to disabled persons.

Southeast Missouri State University may meet this standard through such means as reassignment of classes, or other services to accessible locations, redesign equipment, assignment of aides, alterations of existing facilities, and construction of new accessible facilities. Southeast Missouri State University is not required to make structural changes in existing facilities where other methods are sufficient to comply with the accessibility standard described above.

Because scheduling classes, coordinating accommodations, and arranging housing in accessible facilities may require reasonable advance planning, students with disabilities accepted for admission should identify themselves and their disability within five days of the start of the semester of enrollment and indicate the nature of accommodation needed for their disability.

For more information, see the [Disability Support Services](#) page or contact Disability Support Services, room 302, University Center, One University Plaza ms1300, Cape Girardeau, MO 63701; (573)651-2273.

ACADEMIC HONESTY

Policy. Academic honesty is one of the most important qualities influencing the character and vitality of an educational institution. Academic misconduct or dishonesty is inconsistent with membership in an academic community and cannot be accepted. Violations of academic honesty represent a serious breach of discipline and may be considered grounds for disciplinary action, including dismissal from the University.

Academic dishonesty is defined to include those acts which would deceive, cheat, or defraud so as to promote or enhance one's scholastic record. Knowingly or actively assisting any person in the commission of an above-mentioned act is also academic dishonesty.

Students are responsible for upholding the principles of academic honesty in accordance with the "University Statement of Student Rights" found in the Undergraduate or Graduate Bulletin. The University requires that all assignments submitted to faculty members by students be the work of the individual student submitting the work. An exception would be group projects

assigned by the instructor. In this situation, the work must be that of the group. Academic dishonesty includes:

Plagiarism. In speaking or writing, plagiarism is the act of passing someone else's work off as one's own. In addition, plagiarism is defined as using the essential style and manner of expression of a source as if it were one's own. If there is any doubt, the student should consult his/her instructor or any manual of term paper or report writing. Violations of academic honesty include:

1. Presenting the exact words of a source without quotation marks;
2. Using another student's computer source code or algorithm or copying a laboratory report; or
3. Presenting information, judgments, ideas, or facts summarized from a source without giving credit.

Cheating. Cheating includes using or relying on the work of someone else in an inappropriate manner. It includes, but is not limited to, those activities where a student:

1. Obtains or attempts to obtain unauthorized knowledge of an examination's contents prior to the time of that examination;
2. Copies another student's work or intentionally allows others to copy assignments, examinations, source codes or designs;
3. Works in a group when she/he has been told to work individually;
4. Uses unauthorized reference material during an examination; or
5. Have someone else take an examination or takes the examination for another.

General Responsibilities for Academic Honesty. It is the University's responsibility to inform both students and faculty of their rights and responsibilities regarding such important matters as cheating and plagiarism. Most of what is considered unethical or dishonest behavior can be avoided if faculty and students clearly understand what constitutes such practices and their consequences. The University community should also be aware of the procedures to be followed should a breach of academic honesty occur.

The faculty member is responsible for clarification to his/her class of those standards of honesty for class assignments or functions where such standards may be unclear or when such standards vary from the accepted norm. Further, some faculty may choose to utilize preventive measures (multiple exams, alternate seating, etc.) to help insure the maintenance of academic honesty. However, the use of such measures is the prerogative of the individual faculty member and is not a responsibility or requirement of faculty in general.

The fundamental responsibility for the maintenance of honesty standards rests upon the student. It is the student's responsibility to be familiar with the University policy on academic honesty and to uphold standards of academic honesty at all times in all situations.

Protocol for Adjudicating Alleged Violations of Academic Honesty. Faculty members who discover evidence of academic dishonesty should contact the student within five business days of

discovering the alleged dishonesty to arrange to meet and discuss the allegation. Prior to this meeting the faculty member may consult with the Department Chairperson, the appropriate Dean, and the Office of Judicial Affairs. The following sections describe the procedures to be adhered to in each of the listed instances: the student acknowledges the violation, the student denies the violation, and the appeals process. If the faculty member is the Department Chairperson, a departmental designee will assume the Department Chairperson's role in this protocol and references to the Department Chairperson should be read as departmental designee. The procedures below should be followed with online, ITV or face-to-face classes.

From Faculty Senate Bill 11-A-16 <http://www.semo.edu/facultysenate/handbook/5d.html>

CIVILITY AND HARASSMENT

A major determinant of a successful educational experience is a shared sense of respect among and between the students and their instructor. Some of the texts and issues we will discuss may cause disagreements among members of the class. Multiple viewpoints are an essential component of any college course, and disagreeing with someone is fine. However, rude, disrespectful, aggressive, offensive, harassing, or demeaning behavior—either face-to-face or in an online discussion—toward anyone in the class will not be tolerated; students are expected to abide by the Code of Student Conduct (<http://www6.semo.edu/stuconduct/code.html>). Should a student feel someone has acted inappropriately toward them in class, please speak with the instructor at once so the situation can be addressed. The instructor for the course reserves the right to ask a student to leave the classroom or the online discussion for any inappropriate behavior, and if the situation warrants, may call campus security to remove the offending student from class.

TENTATIVE COURSE SCHEDULE

(Can be adjusted for TR, spring, or summer schedule)

Week	Date	Chapter	Topics	Notes
Week 1	M 8/22		Introductions, ice breaker, & course syllabus	
	W 8/24		The evolution of alcoholic beverages	
	F 8/26		The evolution of alcoholic beverages	
Week 2	M 8/29		The evolution of alcoholic beverages	
	W 8/31		Responsible sale and service of beverages	
	F 9/2		Responsible sale and service of beverages	
Week 3	M 9/5		UNIVERSITY HOLIDAY - NO CLASS	

Week	Date	Chapter	Topics	Notes
	W 9/7		Viticulture: Outside in the vineyard	
	F 9/9		Viticulture: Outside in the vineyard	
Week 4	M 9/12		Enology: Inside the winery	
	W 9/14		Enology: Inside the winery	
	F 9/16		Wine regulations and labeling methods	
Week 5	M 9/19		The wine styling approach	
	W 9/21		The wine styling approach	
	F 9/23		Other wines: Sparkling, fortified and dessert	
Week 6	M 9/26		Other wines: Sparkling, fortified and dessert	
	W 9/28		EXAM I	
	F 9/30		The brewery: Beer production and other fermented beverages	
Week 7	M 10/3		The brewery: Beer production and other fermented beverages	
	W 10/5		The brewery: Beer production and other fermented beverages	
	F 10/7		Ales and lagers of the world	
Week 8	M 10/10		Ales and lagers of the world	
	W 10/12		Ales and lagers of the world	
	F 10/14		The distillery: Spirits and liqueurs of the world	
Week 9	M 10/17		The distillery: Spirits and liqueurs of the world	
	W 10/19		The distillery: Spirits and liqueurs of the world	
	F 10/21		The distillery: Spirits and liqueurs of the world	
Week 10	M 10/24		Mixology: The art and science of the cocktail	
	W 10/26		Mixology: The art and science of the cocktail	

Week	Date	Chapter	Topics	Notes
	F 10/28		EXAM II	
Week 11	M 10/31		Coffee, Tea, and other Non-alcoholic Beverages	
	W 11/2		Coffee, Tea, and other Non-alcoholic Beverages	
	F 11/4		Coffee, Tea, and other Non-alcoholic Beverages	
Week 12	M 11/7		Constructing the beverage concept	
	W 11/9		Constructing the beverage concept	
	F 11/11		Constructing the beverage concept	
Week 13	M 11/14		Marketing and tourism in the beverage industry	
	W 11/16		Marketing and tourism in the beverage industry	
	F 11/18		Marketing and tourism in the beverage industry	
Week 14	11/21 – 11/25: NO CLASS HAVE A SAFE AND HAPPY THANKSGIVING!!			
Week 15	M 11/28		EXAM III	
	W 11/30		Group Project Presentations 1 & 2	
	F 12/2		Group Project Presentations 3 & 4	
Week 16	M 12/5		Group Project Presentations 5 & 6	
	W 12/7		Group Project Presentations 7 & 8	
	F 12/9		Review for Final Exam	
FINAL EXAM		FINAL EXAM is at XX, IN CLASS, and is comprehensive!		

*****The syllabus and course schedule are subject to change at the discretion of the course Instructor. Students should assume that all of the information on the syllabus is correct and accurate. If any changes are made to the syllabus or course schedule, students will be notified in class and via their SEMO e-mail*****