

Course Title	Designing and Managing Bar and Beverage Operations				
Course Code	HTM110				
Course Type	Elective				
Level	Bachelor (1 st Cycle)				
Year / Semester	1 st Year /1 st semester				
Teacher's Name	TBA				
ECTS	6	Lectures / week	3 Hours/ 14 weeks	Laboratories / week	None
Course Purpose and Objectives	<p>The purpose of this course is to explain how to manage the beverage operation of a restaurant, bar, hotel, country club - any place that serves beverages to customers. It provides students with the history of the beverage industry and appreciation of wine, beer, and spirits; information on equipping, staffing, managing, and marketing a bar. New trends in spirits, wine, and beer are also covered.</p> <p>To explain the history of alcoholic beverages. Current state of the industry, and today's beverage service</p> <p>To provide knowledge on planning and executing responsible alcohol service, the physiology of alcohol, alcohol in health and nutrition, legal considerations</p> <p>To present spirits, wines and beers: Major types of distilled spirits and how they are made; white goods, brown goods, liqueurs and cordials</p> <p>To explain the benefits of creating and maintaining your bar business</p> <p>To determine the clientele for the bar. Atmosphere, décor and layout, using professional assistance to design the space</p>				
Learning Outcomes	<p>Upon successful completion of this course students should be able to:</p> <ul style="list-style-type: none"> • Discuss and define terms and concepts relating to beverage operations. • Identify local, state and federal laws pertaining to the purchase and responsible service of alcoholic beverages including various Dram Shop Acts and liquor law liability. • Analyze the basic production process for distillation spirits, liquors, beer, and brandies. • Evaluate the relationship of beverages to food and the role of sustainable food pairings. 				

	<ul style="list-style-type: none"> • Demonstrate the presentation and service of alcoholic and non-alcoholic beverages. • Identify equipment and glassware used for beverage preparation and service. 												
Prerequisites	None	Co-requisites	None										
Course Content	The beverage industry: Yesterday and Today Managing Responsible Service Beverage Spirits Non-alcoholic beverages Mixology Developing a Bar and Beverage Business Designing Bar Menus Maintaining a Bar and Beverage Business Wine Appreciation Wine Sales and Service Bar Business Bar Equipment and Bar Set-up Beer Cellar Management												
Teaching Methodology	Face-to-Face												
Bibliography	Katsigris, C., and Thomas, C.: The Bar and Beverage Book, Latest Edition, Wiley. Katsigris, C., and Thomas, C.: The Bar and Beverage Book, Latest Edition, Kindle Edition – eTextbook, Wiley. Davis, B.: Food and Beverage Management, Latest Edition, Routledge. Kasavana, M.L.: Managing Technology in the Hospitality Industry, Latest Edition, AHLEI. Cichy, R.F.: Managing Beverage Operations. Latest Edition, AHLEI.												
Assessment	<table border="1"> <tr> <td>Examinations</td> <td>60%</td> </tr> <tr> <td>Lab Performance/Assessment</td> <td>20%</td> </tr> <tr> <td>Assignments</td> <td>10%</td> </tr> <tr> <td>Class Participation and Attendance</td> <td>10%</td> </tr> <tr> <td></td> <td>100%</td> </tr> </table>			Examinations	60%	Lab Performance/Assessment	20%	Assignments	10%	Class Participation and Attendance	10%		100%
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Language	English												